C2700-1

Automotive News

Detroit, November 2, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Auto makers lose $1 billion in 3rd quarter

Red ink spurs basic changes at Big Three

By Edward Lapham
Financial Editor

The $1 billion in third-quarter after-tax losses posted by the auto makers reflects a continuing industrywide depression and indicates some fundamental changes for Detroit.

While the July-September period traditionally has been the weakest quarter of the year due to model changeover costs, the diverse introduction dates scattered throughout the year have tended to spread retooling costs as well.

In the third-quarter statement, the makers all cited continued weak worldwide auto markets, particularly in the U.S,. where recent Reagan Administration acknowledgements that there is a recession means the auto depression has spread through the economy.

One of the most significant aspects of the past quarter, analysts believe, was the larger-than-expected $468 million after-tax loss by General Motors, accompanied by a rundown in working capital to $367 million at Sept. 30, without an oversized depreciation and amortization tab.

In a late September report to clients, Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, Inc., wrote that GM's business plan seemed to be changing.

She said the two-seat P-car project was delayed and a program which would have downsized B- and C-body cars on a front-drive platform for '83 was changed to putting "B" nameplates on old A-Special rear-drive platforms while leaving the larger C-body cars unchanged.

"GM's new approach seems more like those Ford and Chrysler have been forced into by lack of funds," she wrote.

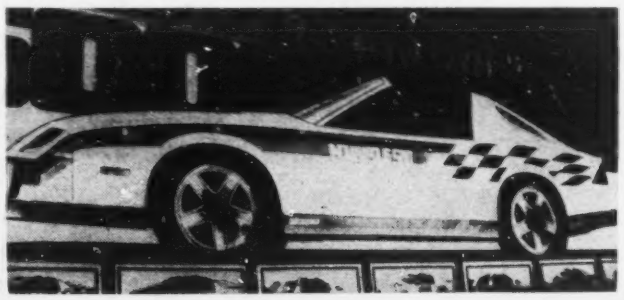
"When General Motors announced a $40 billion capital spending program more than 1½ years ago, a general perception took hold that it was only a matter of years before GM would buy its way out of its problems," Keller said. "The company's solution was to introduce a brand-new automobile in virtually every segment of the market.

"This rose-colored view of the future is obviously undergoing revision and a new reality seems to be emerging at GM," she said.

In an interview with Auto-

Continued on Page 46, Col. 1

Camaro Pace Car



Off the wall

Here's a concept sketch of the 1982 Camaro pace car that will lead the pack to start next year's Indianapolis 500 auto race. The rendering, on paper, was removed from the walls of Chevrolet's styling department in Warren, Mich., and brought to Indianapolis by Chevy General Manager Robert D. Lund, who displayed it at the Indy Speedway banquet hall, where he addressed the annual Sportsmen's Banquet, Oct. 19.

Further sales decline seen before any turnaround comes

By Jenny L. King
Staff Writer

A recent report from a prominent auto analyst said "bleak outlook for the fourth quarter."

A used-car wholesaler in the Detroit area suggested: "We need some excitement in the market, but we can't survive on it alone, and I think things are going to get much worse before they get better."

The 1982 model year is off to a very modest start. Domestic sales for the first two periods in October were down 31 percent from early 1981 model-year sales. They were closer to 1958 levels.

Long-range sales forecasts are optimistic, but few persons willing to look to the end of this calendar year can see anything but a continued slump.

"You'll have to admit things were quiet in October, they'll get even slower in November, and by December they'll be all but dead," said John Lund, of Lund Motors, used-car wholesale operation in Royal Oak, Mich. (if the occasional Rolls Royces, Porsches and Cords he also handles can be dubbed "used cars").

"As sure as the snow flies, sales go down the end of the year. But I think we will see a real resurgence the first of next year."

Lund lamented the logic-based approach to buying that characterizes today's market. He said he believes people would rather get emotional about their cars and if they could let themselves go they would start buying again.

Lund cited January introductions of the Chevrolet Camaro and Pontiac Firebird as sure stimulants of the market. People who have been postponing buying will come back the first of the year, he said.

Sam LaFata, owner of Aptco Auto Auction in Taylor, Mich., thought the lid will come off much sooner than January.

"The shut down we're witnessing now is only temporary. Sales will pick up before the end of the year—very soon, I think," said LaFata. He said the auction business is healthy now with the influx of 1981-model rental and lease cars generated

Continued on Page 8, Col. 3

Health benefits cost Chrysler $300 a car

DETROIT. — Chrysler Corp. is paying health care benefits equivalent to $300 per car, according to a company official. The company is considering restructuring its health benefits.

The official also said Chrysler has a $6 per hour labor cost disadvantage with Japan. General Motors and Ford Motor Co. have said they have an $8 per hour difference with Japan and are planning to retrieve it from the UAW in 1982 negotiations. The two companies are also demanding changes in the benefits plans to lower expenses.

Chrysler's current labor cost stands at around $18 per hour, compared to the $20-21 per hour at GM and Ford. The lower cost is due to concessions given the ailing auto company.

breaking news

Tax proposal recognizes auto plight

WASHINGTON.—The latest proposal made by the Reagan Administration to increase federal revenues to offset the coming budget deficit seems to recognize the plight of the auto industry. Current suggestions are to allow individuals to deduct interest payments on their personal taxes so long as they are made for autos or for homes while ditching interest

See BREAKING NEWS, Page 8, Col. 1

Peck estimates savings of $75 to $100 per car

NHTSA scraps mandate for air bags or automatic belts

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The NHTSA has rescinded the passive-restraint mandate, which would have required air bags or automatic seat belts in standard and midsize cars in '83 and small cars in '84. The auto makers had planned to meet that rule by using detachable automatic belts.

Administrator Raymond A. Peck said installation of detachable automatic belts to meet the rule would likely mean that use of those belts would be no higher — or perhaps only marginally higher — than the current 11 percent usage rate for conventional seat belts.

In addition, NHTSA said consumer costs for the program would be between $75 and $100 per car, a projected total of $1 billion when all new cars had the passive systems installed. Increased fuel consumption caused by the extra weight of the passive system could cost another $150 million per year, NHTSA estimated.

Officials have said that striking the passive-restraint rule will allow the auto industry to re-allocate $400 million in capital investments.

The lower prices which would be tagged on non-passive-equipped cars will also act as a much-needed sales inducement, although Peck said that sales-increase estimates of 395,000 by General Motors and 235,000 by Ford Motor Co. may be "overstated."

• Peck said his decision might have been different if auto makers had planned a higher use of air bags. Peck said the auto makers had scheduled a 60 percent usage of air bags when the rule was originally put in place in 1977. Last spring, however, domestic makers scrubbed air-bag plans in favor of a 99 percent installation rate of detachable automatic seat belts.

He repeated that if an air-bagged car were available, he would buy one. (Peck owns a BMW. That company was seriously considering using air bags.)

Peck stressed he was not "killing the air bag," there is ample evidence that the air bag was already "killed" by the economy, high prices, uncertainty and delay. Of course, any auto maker wanting to use air bags or automatic belts may continue to do so, as an option, and Volkswagen of America promptly said it would continue to offer them on its Rabbit.

Peck also said he has urged auto makers to continue work

Continued on Page 41, Col. 1

NEWSPAPER

AN JAN82
DC2001ACNGLIAC CE 12178 92C013
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
(... EAST-WEST HIGHWAY
...ON DC 20014

BEST AVAILABLE COPY

Lower impact speeds expected

New bumper standard due early next year

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A new bumper standard is expected from NHTSA early next year. That may allow enough time to catch the 1983 models but cost savings can begin very quickly.

The public hearing has been held. More written comments are expected. A public wrap-up is still scheduled for Nov. 12.

If impact test speeds are lowered to 2.5 MPH front and rear, from five MPH, the auto makers within a few weeks can drop the hydraulics behind the bumper face bars. That will bring a quick savings.

Further savings would be possible for '84 models, but the consumer might not keep money in the pocket — only see less of a price hike.

In September, the new NHTSA concluded the bumper standard — 5 MPH, front and rear, 3 MPH for corners and no damage except for shallow dimples — costs customers more than it saves. It fails to meet the criterion of the 1972 law of "maximum feasible reduction of costs."

NHTSA's proposal was to consider nine changes — combining lower test speeds — 2.5 MPH and even an unregulated bumper assessed at 1.5 MPH with degrees of damageability, one for the vehicle and the other for the vehicle plus bumper face bar.

The regulation, it was suggested, probably would keep the bumper height requirement, eliminating override and underride in parking maneuvers, as being cost beneficial. It would at least prevent damage to safety components on the ground the original idea was a safety standard, not merely the economic regulation it became after the 1972 law.

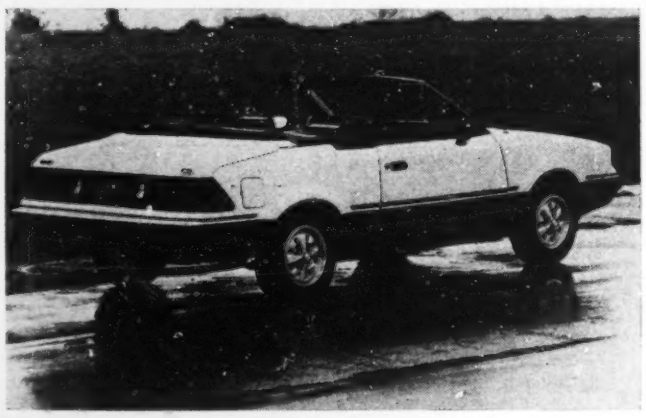
The assessment of costs and benefits, essential to this regulation, is very complex.

It is hard enough when dealing with damage that is reported and repaired. It is even worse when dealing with damage not reported and not repaired. There is little real-world low-speed accident experience, and insurance data is largely historical and incomplete. Further, early designs that were used to meet the regulation were unduly heavy and costly.

The question was whether to use cheap and heavy metal and incur more fuel penalty or to use more energy-consuming and expensive lighter, stronger metals or plastics. Although all the speeds are low-impact, the forces used to control 5 MPH are four times those needed for 2.5 MPH.

State Farm Mutual, the only

Continued on Page 43, Col. 1



Dynamic convertible EXPosed

Dynamic Conversions, Inc., Hillsdale, Mich., has introduced convertible versions of the Ford EXP and Mercury LN7 two-seaters. An interior headliner is optional. The conversions will be sold through authorized dealers. Retail price for the droptop treatment is $5,000.

Can include imports and domestics in figure

VWoA granted exemption for combined CAFE

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — NHTSA has granted Volkswagen of America's petition for an exemption — effective for '82 models — from the requirements that domestic vehicles must comply with the average fuel economy standard separate from imported vehicles.

General Motors is the only company that objected to VWoA's petition. GM said such an exemption might provide VWoA with a competitive advantage by avoiding fines for its captives which might miss the CAFE.

Under the recently amended law, NHTSA must grant the petition unless it finds that such actien will mean fewer auto manufacturing jobs in the U. S. The decision means that VWoA will be able to count its less fuel-efficient Audis and Porsches along with its domestic-made Rabbits.

VWoA asked that the law be changed — as it was — because under the old law, it could not exceed 75 percent domestic content and still be able to count imports in determining compliance.

VWoA's domestic content for its U. S. Rabbits is now about 60 percent and over the next few years, it plans to exceed the 75 percent level of domestic content.

In signing the exemption, NHTSA head Raymond Peck said that looking solely at employment and assuming VWoA would not risk a civil penalty liability for its Audis and Porsches by exceeding the 75 percent level for Rabbits without an exemption, NHTSA thinks U. S. employment would increase by 10,000 to 15,000 jobs because of the exemption.

"With the requested exemption," Peck said, "VWoA might well increase the domestic content of its U. S. Rabbits by 10 to 15 percent (from the current level to slightly above the 75 percent statutory threshold), or the equivalent of about 40,000 to 60,000 complete vehicles produced with 100 percent U. S. labor and components.

"If, as VWoA has suggested, each automobile produced gen-

Continued on Page 43, Col. 1

Air board order slapped on 5 more modifiers

California halts exotic-import sales

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The California Air Resources Board, in a sudden crackdown, has ordered five firms to stop selling within the state the new, exotic imports they modify to meet California emission standards.

Similar action can be expected against other California modifiers, CARB sources said.

The action effectively wipes out the biggest market for these new exotic imports — typically high-powered European autos — which the manufacturers do not export themselves to the U. S. and which are not certified by the makers to meet U. S. or California emission rules.

The action will prevent any modifier from selling in California a new vehicle that the manufacturer has not certified.

It raised an immediate firestorm of protest from the affected firms who argue that the action is unwarranted and contrary to federal law which permits such activity.

Cited by the CARB were Hollywood Sports Cars, Inc.; O'Gara Coach Co., of Beverly Hills; ACI, of Santa Monica; Prestige Porsche-Audi, Ltd., of Glendale, and Classic Motors, of Beverly Hills and Chicago.

CARB alleged the firms were offering for sale new vehicles that were not in compliance with state health and safety regulations.

Earlier this year, CARB cited Al Mardikian/Trend Import Sales, Inc., for a similar alleged violation. Mardikian denied any wrongdoing and has said he intends to challenge the order.

• California, more than any other state, is a booming market for exotic cars not otherwise available in the U. S.

It also has some very severe pollution problems and to combat them has enacted the most stringent tailpipe standards in the country.

Bringing certain exotic vehicles into compliance with those standards can be a very expensive proposition but also a lucrative one. As a consequence, the state is seeing an explosion of firms offering such services.

Concerned about that and the quality of the work being done, CARB decided to crack down. Its feeling is that no one but the manufacturer is capable of certifying that a new vehicle meets its standards. It does not like the idea of small shops offering new non-certified vehicles for sale with promises that they can be certified.

Only a manufacturer is qualified to certify that a vehicle will meet emission standards for the required 5 years and 50,000 miles, a CARB spokesman said.

If a manufacturer chooses not to bring certain vehicles here, it must be assumed it knows what it is doing, he said. Thus, the modifier of a non-certified vehicle still has a non-certified vehicle when he is finished as far as CARB is concerned, he said.

He added, though, that CARB is considering ways to allow modifiers to qualify as manufacturers. If they can do the full 50,000-mile certification procedures, offer the requisite warranties and get the OK from the manufacturer, CARB might reconsider its stance, he said.

Whether the car makers

Continued on Page 41, Col. 5

index

Auction reports	32
Automotive World News	11
Classified advertising	34
Editorial page	16
Engineering	25
Obituaries	32
Production by makes	47
Registrations, car	4
Truck highlights	18

57th year — No. 4887

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Mid-October total is 149,472, down 27 pct. from 1980

New-car sales sink to 23-year low

By Jenny L. King
Staff Writer

Domestic new-car sales during mid-October were lowest for that period since the modest 82,470 total reported in 1958, and were less than one-half of the record 334,290 sales reported during Oct. 11-20 of 1971.

The domestic auto makers retailed 149,472 new cars in mid-October, down 26.90 percent from 204,466 a year earlier, and up just 1.43 percent from the first 10 days of October this year.

Interest ceilings, rebates and price specials offered by factories and dealers did not convince new-car buyers to purchase a 1981 or 1982 domestic model. It was the fourteenth of 29 sales periods to date in which sales were below 1980 levels.

Volkswagen of America was the only U. S. auto maker to enjoy a mid-month sales increase. VWoA dealers sold 4,031 Rabbit sedans, up 37.76 percent from 2,926.

• General Motors sales dropped 33.51 percent, to 90,232 from 135,700. Ford Motor Co. sales of 35,343 new cars were down 12.19 percent from 40,249. Chrysler Corp. reported a sales drop of 18.54 percent, to 16,366 from 20,091, while estimated sales of American Motors passenger cars numbered 3,500, down 36.36 percent from 5,500.

GM's market share dropped to 60.37 percent from 66.37 percent. Ford was up to 23.64 percent from 19.68 percent. Chrysler edged ahead to 10.95 percent from 9.83 percent. VWoA claimed 2.70 percent, up from 1.43 percent, and AMC's estimated share was 2.34 percent, down from 2.69 percent.

Four of the 14 U. S. makes were up during the period. VW advanced 37.76 percent, Plymouth was up 19.99 percent, Lincoln was up 15.02 percent and Cadillac was up 4.66 percent.

Chrysler suffered the greatest drop, down 75.65 percent, followed closely by Imperial at 73.85 percent. Also down were: Chevrolet, off 44.61 percent; Pontiac, off 38.17 percent; AMC, off 36.36 percent; Buick, off 26.61 percent; Oldsmobile, off 22.70 percent; Dodge, off 18.02 percent; Mercury, off 16.42 percent, and Ford, off 12.47 percent.

DOMESTIC SALES

	Oct. 11-20, 1981	Oct. 11-20, 1980
AMERICAN MOTORS	3,500	5,500
Chrysler	1,102	4,525
Imperial	57	218
Plymouth	8,289	6,908
Dodge	6,918	8,439
CHRYSLER CORP.	16,366	20,091
Ford	25,288	28,892
Mercury	7,995	9,566
Lincoln	2,060	1,791
FORD MOTOR	35,343	40,249
Buick	17,315	23,593
Cadillac	7,293	6,968
Chevrolet	31,428	56,744
Oldsmobile	21,350	27,618
Pontiac	12,846	20,777
GENERAL MTRS.	90,232	135,700
VOLKSWAGEN	4,031	2,926
TOTAL	149,472	204,466

• Ford Escort was the top-selling nameplate in mid-October with sales of 8,192 units. Second was Oldsmobile Cutlass Supreme at 6,598, followed by Chevrolet Citation at 6,552, Plymouth Reliant at 6,238 and standard Chevrolet at 5,309.

During the year-ago period, the top five were: Chevrolet Chevette, Citation, Chevrolet Malibu, Cutlass Supreme and Ford Fairmont.

The mid-October daily selling rate averaged 18,684, down 26.90 percent from a healthier 25,558 a year ago. There were eight days in both periods.

Year-to-date sales totaled 5,222,715, down 2.26 percent from 5,343,369 sold during the equivalent 1980 period.

Total of 205,507 is down 4.3 percent

Import registrations slip again in August

By Richard A. Wright
Assistant Managing Editor

For the second straight month, registrations of new imported cars in August declined from a year earlier, according to figures compiled by R. L. Polk & Co.

August import registrations totaled 205,507, down 4.30 percent from 214,742 a year earlier, which is the record for the month. The August total was also down a bit from the July figure of 206,653.

Imports took 28.51 percent of total U. S. registrations in August, down two full percentage points from 30.51 a year earlier. The import penetration has declined each month since hitting its all-time peak of 30.58 percent in May.

Import registrations for the first eight months of 1981 were 1,686,331, which was still running slightly (0.02 percent) ahead of 1,686,030 last year.

Imports accounted for 29.07 percent of total U. S. registrations in the first eight months, up from 28.72 percent last year.

Of the top 10 imports in August, Honda again posted the biggest gain in market share compared with a year earlier, as it took 15.23 percent of import registrations, up 1.74 percentage points.

Also increasing their shares were Subaru, up 1.50 points to 6.39 percent; Volvo, up 0.51 of a point to 2.87 percent; Toyota, up 0.31 of a point to 23.53 percent; Mercedes-Benz, up 0.25 of a point to 2.38 percent, and Mazda, up 0.18 of a point to 6.10 percent.

The gains were at the expense of Datsun, which dropped 2.43 points to 18.45 percent, and Volkswagen, down 1.25 points to 9.72 percent.

The top 10 imports accounted for 88.77 percent of registrations in August, compared with 88.16 percent a year earlier. In the first eight months, the top 10 accounted for 88.45 percent, compared with 88.79 percent last year.

• Japanese nameplates accounted for 75.7 percent of import registrations in August, up from 72.83 percent a year earlier.

Registrations by country of origin in August were:

	Aug., 1981	Aug., 1980
Japan	154,480	156,403
West Germany	35,349	40,812
Sweden	7,014	6,347
Italy	3,729	3,321
France	3,200	3,172
United Kingdom	1,735	4,679

Registrations by country of origin for the first eight months of 1981 were:

	8 mos., 1981	8 mos., 1980
Japan	1,268,993	1,260,078
West Germany	293,277	306,993
Sweden	53,091	42,666
Italy	27,281	30,511
France	29,515	23,842
United Kingdom	14,174	19,932

Registrations of imported trucks in August totaled 41,808, down 7.69 percent from 45,291 a year earlier. Registrations of imported trucks in August were:

	Aug., 1981	Aug., 1980
Toyota	12,593	12,479
Datsun	9,514	9,615
Chevrolet LUV	5,071	6,494
Ford Courier	4,853	5,952
Others	9,777	10,751
TOTAL	41,808	45,291

The truck import total for the first eight months of 1981 was 325,178 down 9.13 percent from 357,862 last year. Registrations of imported trucks in the first eight months were:

	Aug., 1981	Aug., 1980
Toyota	83,762	93,210
Datsun	73,799	73,976
Chevrolet LUV	46,975	57,840
Ford Courier	43,094	50,827
Others	77,548	82,009
TOTAL	325,178	357,862

High-level shakeup seen as Thomee quits VW post

DETROIT.—Volkswagenwerk AG appears to be in for some top-level management changes.

Friedrich Thomee, finance director and acting chairman of the board of VW, tendered his resignation after 16 years with the company.

The resignation, coupled with the continuing poor health of Chairman Toni Schmuecker, who may elect not to continue as chairman, opens up potential top positions at the company.

Thomee's resignation may have been partly inspired by his backing of the purchase of Triumph-Adler, a producer of office machines, which is losing money. Thomee's support of the Triumph-Adler purchase is considered to have hurt his chances of becoming chairman.

The possibility that Volkswagen may get a new chairman has been speculated upon for months, ever since Schmuecker first experienced his heart attack.

Schmuecker is currently working on company business on a limited basis, as his health allows, and has not decided whether to resume the chairmanship full time.

Industry sources feel he will come up with some kind of decision when the Supervisory Board holds its next regularly scheduled meeting, Nov. 13.

Thomee's request to be relieved of his position was taken as a sign that Schmuecker may decide not to reassume the full time chairmanship. Thomee has said that he would not work under a new chairman.

Speculation is that Thomee's replacement as finance director may be appointed from outside the company. The Supervisory Board must ultimately decide who will replace Thomee or Schmuecker, if he elects not to continue.

The impending changes came at a period when Volkswagen's 1981 earnings are off, dropping to $6.6 million during the first six-month period from $94.4 million in the like period of 1980.

Viewed against the massive losses chalked up by Ford Motor Co., Chrysler Corp., American Motors and—most recently, General Motors—VW's performance doesn't look too bad. But by Volkswagen's standards (the company earned $140 million in 1980), it isn't very good.

Inspection law dies in Florida

TALLAHASSEE, Fla. — Florida's 13-year-old auto inspection law in Florida ended Oct. 1, but safety experts are talking about a renewal or at least a substitute measure.

Gov. Robert Graham, who pushed for repeal, said it had never been proven to be effective in preventing accidents. He said the $17 million annual cost could be better spent elsewhere on safety measures, including more highway patrolmen.

C. C. Reynolds, who directed the inspection program from the beginning, retorted: "How can you prove you prevented something that didn't happen? But when you identify a half million cars with defective tires, you feel you prevent an accident."

More diesels

Chevrolet will continue the diesel theme, with a "more diesels than anyone (49 models, in fact)" commercial. Chevette is featured in TV and print, which will have three-page inserts running in November and spreads later in the month. Campbell-Ewald is the agency.

Chevrolet spices TV ads with a humorous touch

By Joseph Bohn
Marketing Editor

Chevrolet is opting for humor at a time when Volkswagen got more serious. So much for a consensus on what makes effective advertising.

The new Chevrolet commercials are calculated, as Russ Chick, ad manager, noted, to get more attention and memorability. It's tough to cut through the clutter of TV, as any advertiser will attest.

There's also a new, or extended, element of science in Cavalier commercials, designed to promote technology and quality, without the tedium of mundane assembly line shots and testing equipment.

Citation advertising includes four separate commercials, pitched to a "diverse group of prospective buyers," as Chick noted, "in an interesting and substantially offbeat manner."

There is a commercial aimed at working women, another at the single person, the family man and the perfect couple.

• Each commercial opens with a reference to the "hero" of the sequence.

In the working woman commercial, Ms. Citation owner walks around her Citation, pointing out a roominess that allows her to store plenty of sample products of what she's selling or accommodate five prospective customers.

"Isn't there any room in your life for more interesting things?" a concluding offcamera voice asks. "I'm working on it," she replies, letting her hair down, as her male lead arrives.

Citation commercials are also being run in a 50-market spot radio buy. Magazine advertising isn't on the agenda until at least March "at the earliest," Chick added.

The reason for concentrating on TV was that the commercials are rather difficult to translate to print ads, he added.

Chick noted that Citation was getting more weight "than we anticipated before the start of the model year. The whole business has slowed down, and Citation certainly along with it."

A new Chevette commercial continues the humorous vein. Two clergymen are walking around the car, one, the owner, pointing out standard features which comes with it. Finally, he admits to spending $89 extra on paint stripes, because "the devil made me do it."

Chevette is also featured in a diesel commercial, which calls attention to the "49 different diesels, more than any one" that Chevrolet now offers.

The full-line diesel ad, with Chevette as a feature car, will have the same format in print. Three-page inserts in the major news weeklies will break in November. Some follow-up spreads will appear in late November.

"The plan is to keep the full line diesel campaign going for the rest of the model year," Chick added.

• Caprice/Monte Carlo/Malibu continue, of course, to be promoted in the one-piece advertising, designated under a "Chevrolet Classics" heading, with multi-page inserts running in various magazines.

Two new Cavalier commercials use "Ergonomics . . . the mastery of mind over matter" to talk about high technology and superior quality.

The commercials feature a masked robot's head, with the announcer calling attention to "the relationship of man to machine . . . science practiced in the creation of . . . Cavalier (which) . . . provides an inner sanctum of precisely placed instrumentation for immediate readout" and other comforts.

"Gamma rays probe, laser beams scan, robots perform incredible feats in the creation of Cavalier, masterminded for remarkable precision, attention to detail . . ."

"Chevy makes good things happen" is the overriding theme for all the ads.

Cavalier print breaks in late November, with spread ads that feature the same approach to technology.

"Naturally there is considerably more detail about how better ways of building reliable to producing better cars," Chick noted.

Mostly, Cavalier's print encompasses mass media publications — about 10 to 12 books — with one-pagers planned sometime in the next "five to six months," Chick said.

Campbell-Edwald is the agency.

IMPORT REGISTRATION SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1981	Percent Share of Market	Regis., Aug., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 8 mos., 1981	Percent Share of Market	Regis., 8 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	48,365	23.53	49,864	23.22	+ 0.31	407,947	24.19	394,571	23.40	+ 0.79
Datsun	37,910	18.45	44,845	20.88	— 2.43	307,302	18.22	356,065	21.12	— 2.90
Honda	31,296	15.23	28,963	13.49	+ 1.74	257,360	15.26	232,704	13.80	+ 1.46
Volkswagen	19,966	9.72	23,551	10.97	— 1.25	157,282	9.33	172,303	10.22	— 0.89
Subaru	13,137	6.39	10,509	4.89	+ 1.50	120,488	7.15	101,445	6.02	+ 1.13
Mazda	12,527	6.10	12,717	5.92	+ 0.18	94,342	5.60	80,321	4.76	+ 0.84
Volvo	5,903	2.87	5,089	2.36	+ 0.51	44,016	2.61	34,137	2.02	+ 0.59
Mercedes	4,895	2.38	4,572	2.13	+ 0.25	40,012	2.37	.....	.....	.....
Audi	4,568	2.22	.....	.....	.....	31,611	1.87	.....	.....	.....
BMW	3,858	1.88	.....	.....	.....	31,250	1.85	46,313	2.75	— 0.90
Fiesta	.....	.....	5,158	2.40	.....	.....	.....	41,414	2.46	.....
Arrow	.....	.....	4,070	1.90	.....	.....	.....	37,781	2.24	.....
All Others	23,080	11.23	25,424	11.84	— 0.61	194,721	11.55	188,956	11.21	+ 0.34
TOTAL	205,507		214,742			1,686,331		1,686,030		
Share of U. S. Total		28.51		30.51	— 2.00		29.07		28.72	— 0.35

Registrations not available for Oklahoma, delayed for Delaware.

Arab vehicle market hits million a year

The Arab World has become a very significant auto market, with combined car and truck imports from Western nations totaling about one million units annually.

There are currently more than 6.6 million vehicles on Arab highways, according to a recent study prepared for the U. S.-Arab Chamber of Commerce by *Automobile International* magazine.

According to the study, there were about 5.7 million cars and trucks on the road at the end of 1979 with another 890,000 imported from Western nations in 1980.

This tally does not include 1980 vehicle importations from Soviet Bloc nations nor registrations in the countries of Djbouti and Somalia, which did not report their imports, the study said.

As the accompanying tables show, the largest source of imported vehicles last year was Japan, which shipped nearly 590,000 cars and trucks to the Arab World.

The U. S. finished the year in a distant second place, with total vehicle exports to the Arab World of 92,285.

Saudi Arabia was the largest importer by a wide margin, taking 367,651 units in 1980 for a total vehicle population at the end of the year of 1.75 million units.

Iraq was the second largest importer last year with a total of 113,727 cars and truck imports and a year-end tally of 362,000 units, although several nations had higher vehicles-in-use totals at the end of the year.

The U. S.-Arab Chamber of Commerce noted that "the 22,842 cars supplied by Canada were almost entirely General Motors vehicles, adding to the Arab market for U. S. replacement parts and other aftermarket products."

Earlier in the year, officials from several Arab nations used their high import volume of Japanese products to try to convince Japanese officials to pressure Toyota not to enter a joint North American assembly operation with Ford Motor Co. Ford, with an CKD operation in Israel, is boycotted by the Arab World.

CARS AND TRUCKS IN USE IN THE ARAB WORLD

JANUARY 1980 VS. JANUARY 1979

THE ARAB STATES*	POP. (000)	PERSONS PER CAR	VEHICLE REGISTRATIONS January 1980 TOTAL	CARS	TRUCKS & BUSES	VEHICLE REGISTRATIONS January 1979 TOTAL	CARS	TRUCKS & BUSES
Algeria	18,145	45.7	603,274	396,782	206,492	506,389	317,071	189,318
Bahrain	370	8.8	58,851	41,917	16,934	53,645	37,645	16,000
Egypt	40,993	108.2	493,736	379,005	114,731	418,977	323,916	95,061
Iraq	12,906	107.0	249,972	120,568	129,404	194,643	99,322	95,321
Jordan	3,189	40.2	109,410	79,416	29,994	82,259	61,245	21,014
Kuwait	1,277	3.5	496,584	363,280	133,304	439,553	321,038	118,515
Lebanon	2,943	9.3	349,998	315,130	34,868	313,819	282,404	31,415
Libya	2,920	8.1	596,625	359,973	236,652	523,750	315,250	208,500
Mauritania	1,474	196.5	13,500	7,500	6,000	13,361	7,725	5,636
Morocco	20,368	53.6	550,000	380,000	170,000	524,999	371,646	153,353
Oman	864	28.8	70,000	30,000	40,000	58,000	22,000	36,000
Qatar	210	5.8	60,834	36,182	24,652	51,164	30,796	20,368
Saudi Arabia	9,292	15.2	1,385,404	612,542	772,862	1,116,689	478,329	638,360
Syria	8,506	132.1	128,426	64,373	64,053	122,347	61,731	60,616
Sudan	18,167	519.1	72,000	35,000	37,000	65,000	30,000	35,000
Tunisia	6,312	57.1	203,614	110,506	93,108	194,939	110,668	84,271
United Arab Emirates	871	6.8	205,450	128,385	77,065	171,472	106,246	65,226
Yemen Arab Republic	5,126	330.9	47,859	15,489	32,370	41,153	14,516	26,637
Yemen, People's Democratic Republic	1,863	149.2	27,687	12,488	15,199	27,009	12,361	14,648
			5,723,224	3,488,536	2,234,688	4,919,168	3,003,909	1,915,259

*Data not available for Djibouti and Somalia.

1980 ARAB WORLD CAR AND TRUCK IMPORTS BY COUNTRY OF ORIGIN

January-December 1980 ▼ COUNTRY OF DESTINATION	VEHICLES IMPORTED FROM ▶ Total	Total Cars	Total Trucks & Buses	BELGIUM Cars	BELGIUM Trucks & Buses	CANADA Cars	CANADA Trucks & Buses	FRANCE Cars	FRANCE Trucks & Buses	ITALY Cars	ITALY Trucks & Buses	JAPAN Cars	JAPAN Trucks & Buses	SWEDEN Cars	SWEDEN Trucks & Buses	UNITED KINGDOM Cars	UNITED KINGDOM Trucks & Buses	UNITED STATES Cars	UNITED STATES Trucks & Buses	WEST GERMANY Cars	WEST GERMANY Trucks & Buses
Algeria	32,498	21,469	11,029	1	34	—	7	3,615	5,972	12,327	1,283	3,012	2,360	34	47	2,070	20	21	145	388	1,161
Bahrain	10,855	8,305	2,550	—	—	250	3	5	3	174	—	6,557	2,448	12	—	367	48	861	52	279	—
Egypt	47,552	18,033	29,519	30	15	53	11	1,721	1,383	10,453	154	2,315	24,121	394	446	185	446	1,744	2,036	1,158	907
Iraq	113,727	46,472	67,255	—	11	365	311	360	2,572	9,280	963	35,467	50,282	146	4,518	397	92	7	276	450	6,210
Jordan	13,505	6,964	6,581	3	—	365	—	320	16	356	1	4,025	5,110	41	18	751	46	229	248	672	1,154
Kuwait	70,441	43,237	27,204	—	—	4,440	2	1,024	7	1,072	38	19,092	19,421	480	347	610	37	15,091	5,829	1,428	1,523
Lebanon	14,303	10,303	4,000	—	—	105	1	785	30	906	35	6,221	2,544	41	13	342	8	1,294	645	609	724
Libya	67,829	18,385	49,444	—	13	2	3	7,287	21,781	—	1,034	8,544	20,892	555	37	1,040	294	179	1,850	778	2,750
Mauritania	611	444	167	—	—	—	—	211	55	54	—	7	40	—	—	186	1	—	12	6	59
Morocco	21,995	15,639	6,356	75	136	—	73	9,966	3,209	5,184	30	1	1,886	3	351	155	865	—	—	255	36
Oman	74,793	36,831	37,962	—	10	105	—	112	7	3	—	34,732	37,370	224	12	1,004	298	156	202	495	83
Qatar	15,423	8,801	6,622	—	—	653	—	264	122	124	—	4,726	4,323	98	4	592	108	1,183	1,800	1,161	267
Saudi Arabia	367,651	170,507	197,144	—	14	15,375	321	1,151	244	2,010	281	125,744	155,029	662	76	1,857	383	21,459	32,823	2,219	7,973
Sudan	2,828	667	2,141	—	—	2	—	71	44	—	2	148	668	14	1	395	1,208	5	87	52	133
Syria	10,096	3,081	7,015	—	11	—	8	966	189	23	1,126	237	3,257	22	510	545	25	816	736	472	1,153
Tunisia	17,357	4,811	12,546	38	28	1	9	1,961	9,202	749	1,597	—	752	3	15	1,656	67	—	15	404	861
United Arab Emirates	8,994	6,158	2,836	—	—	1,126	5	470	30	459	27	—	—	183	187	1,001	781	1,520	1,092	1,[illegible]90	734
Yemen Arab Republic	7,593	781	6,812	—	—	—	—	47	58	38	26	493	6,657	74	27	44	13	—	—	6[illegible]	31
Yemen, People's Democratic Republic	633	76	557	—	—	—	—	14	5	—	203	40	335	3	—	17	11	—	2	2	1
Totals	898,734	520,984	477,750	147	272	22,842	754	30,350	44,929	43,214	7,820	251,381	337,273	2,989	6,587	13,174	4,735	44,365	47,850	12,513	27,730

Carina carries on rear-drive tradition

By John Hartley
Staff Correspondent

TOKYO. — Toyota has not joined the rush to front-wheel drive in redesigning its Carina, but is pursuing well-tried concepts.

The three-model range consists of three-box four-door sedan and three-door coupe and a two-box wagon. Styling is evolutionary, although the three-door coupe shares some characteristics with the recently introduced Celica.

Initially, Toyota plans to build 15,000 Carinas a month. Exports will start in a few months.

All models are based on the 98-inch wheelbase of the Celica range. This is one reason why Toyota did not change to front-wheel-drive; it thinks rear-wheel drive is more appropriate for a car like Celica. Overall length of the new models is 173 inches, while width and height are 65 and 55 inches, respectively.

All models have rectangular headlamps — two on the coupe, four on the sedan—except wagons which have four circular lamps. Other common features are plastic bumpers, a slightly dropping hood line and deep side windows.

The roof slopes down quite gradually on the sedan, and the coupe is a semi-fastback. Overall, the sedan looks rather heavy and dull, but the coupe shows sparkle.

The semi-fastback Carina coupe shows styling sparkle.

Compared with the previous models, there is slightly more interior space, but interior dimensions are generally slightly lower than those of the new Datsun 510 FWD sedan launched recently.

Weights, ranging from 2,070 to 2,530 pounds generally are in excess of those of the new Datsun, by margins of 50 to 150 pounds.

Carinas sold in Japan are available with a wide range of engines, from the 1.3-liter (79-cubic-inch) unit of Tercel and Corolla to the 2-liter (122-cubic-inch) twin OHC unit which develops 135 HP.

Included in the lineup is the new Laser 1.8-liter (112-cubic-inch) 100-HP lightweight engine introduced for the Celica.

Transmissions and strut-front suspension are orthodox. However, Toyota has extended use of rack and pinion steering to all models except the wagon, while independent rear suspension by semi-trailing links is used on the top half of the range, as it is on Celica.

Toyota has adopted electronic display instruments for several models. Headlamp lenses are plastic, resulting, it is claimed, in improved lens performance.

Venture in Sri Lanka

NEW DELHI. — Ashok Leyland, the Indian subsidiary of BL, Ltd., is setting up a joint venture in Sri Lanka (Ceylon) to build trucks and buses.

Toyota forecasts vehicle growth to 1990

TOKYO. — Toyota Motor Sales Co., Ltd., forecasts annual world demand for motor vehicles will grow to 54 million vehicles, a 32 percent increase over the 41 million sold in 1979, the last year for which numbers are available.

The company projects 1990 car sales of 41 million, a 33 percent increase over 1979. Truck and bus sales are projected to hit 13 million, a 30 percent increase.

Sales, which grew an average of 4.2 percent per year in the '70s, are projected to slow to a growth rate of slightly over 2 percent in the last half of the 1980s.

Toyota also foresees 150 million more vehicles on world roads by the end of this decade. This means by 1990 there will be 551 million vehicles worldwide, an increase of 38 percent over 1979.

Passenger car numbers will rise 40 percent to 434 million from 311 million. Truck and bus volume will grow 33 percent, rising from 88 million two years ago to 117 million in 1990.

Toyota identifies the greatest growth rates in the Middle East, Africa, Eastern Europe, Central and South America. Having matured, North American and Western European growth rates will be smaller, Toyota believes.

Predictions assume, among other factors, that supply and demand for energy will remain in balance as new energy sources are developed and stricter conservation measures are applied.

In June this year the number of Toyotas on the road outside Japan topped 10 million for the first time. According to the Japanese company, they account for one in 30 of the world's present car population.

The figure of 10.13 million is based on total Toyota exports and overseas assemblies of 13.6 million, allowing for average durability. Ten years or more is normal in most countries, reports Toyota, with the Middle East a notable exception.

Toyota's estimated numbers outside Japan are (in millions): North America, 4.32; Europe, 1.82; Oceania and southeast Asia, 1.65; Middle East, 1.12; Africa, 0.66; South America, 0.56.

It's a difficult era for technological leaps

EV industry just plugging along

Continued from Page 25

commercial internal combustion engines, the firm said.

Exxon Research & Engineering Co. engineers delivered a paper on their firm's zinc-bromide circulating electrolyte battery.

• "Basically, the present design is highly cost effective in terms of cost per kilowatt hour. This is due to the extensive use of plastics in the battery structure, particularly plastic electrodes, and the intrinsic low cost of zinc and bromide," they said.

One of the more interesting non-laboratory stories was told in a paper from Purdue University. It covered electric van home milk delivery in Prestbury, England.

About 95 drivers from five dairies and 78 consumers were surveyed. The drivers have a combined total of 764 years of electric van experience and operate them a total of 550,000 miles a year.

"Around 75 percent of the drivers surveyed prefer electric vans for delivery use and about 20 percent want an electric automobile for personal use," it said.

Booz - Allen & Hamilton, the highly regarded management/consulting firm, delivered some cold, hard comparative costs:

"Data from the Energy Department's Electric and Hybrid Vehicle Demonstration Project reveals a great disparity between the life-cycle cost of an electric (80.3 cents/mile) and a gasoline vehicle (22.6 cents/mile). The difference could be significantly reduced with modest efforts by stakeholders in the electric vehicle industry — vehicle and component manufacturers, vehicle owners and government.

"These efforts, in the key areas of battery life, usable range, annual use, maintenance, and tax credits, could result in an electric vehicle life-cycle cost of 31.3 cents/mile versus 18.3 cents/mile for a comparable gasoline vehicle. Potential for further reduction of life-cycle cost is greater for the electric vehicle than gasoline vehicles," Booz-Allen said.

GM appoints Upson

DETROIT. — Brent T. Upson has been appointed director of a newly formed Economic and Energy Policy Analysis Group of the General Motors Economics Staff. He formerly was director of economic research.

obituaries

John C. Jamieson

LA JOLLA, Calif. — John C. Jamieson, who retired in 1959 as executive assistant to the Pontiac general manager, died Sept. 29. He was with Pontiac for 25 years.

John Riach

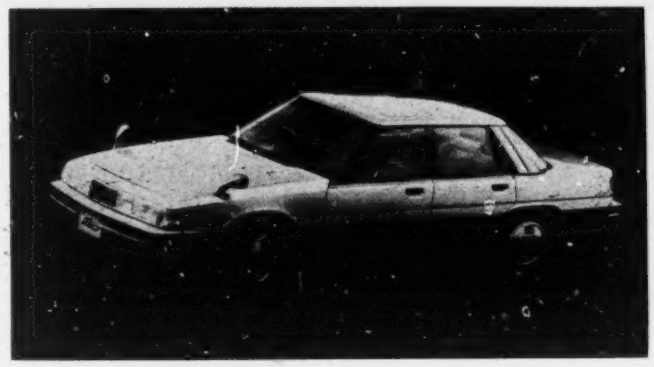
SEATTLE.—John Riach, an Oldsmobile dealer who spent 62 years in the retail auto business here, died Oct. 6. He was 86. After working for other dealerships, he formed Central Oldsmobile Co. in 1937 and became president of Riach Oldsmobile Co. in 1941. He remained active in his business until his death.

Used car sales
Auction Averages

October Final	$4,364
Month ago	$4,321
Year ago	$3,665

Model breakdown
Auction Averages

	OCTOBER FINAL	SEPTEMBER	AUGUST
1981	$7,074	$7,548	$8,434
1980	5,697	5,814	5,130
1979	4,922	5,051	5,122
1978	3,731	3,963	4,031
1977	2,927	3,045	3,160
1976	2,140	2,122	2,413
1975	1,628	1,587	1,567
1974	1,258	1,180	1,248
Overall Average	$4,364	$4,321	$4,548



New Mazda Luce bows in Japan

Toyo Kogyo's latest Mazda model is the Luce, available in four-door sedan and hardtop versions and based on the Cosmo floorpan. Sedan versions are offered with gasoline or diesel reciprocating engines or the new Mazda six-port 2.3-liter rotary mill.

Fourth model at the top of the range

Mazda adds luxury Luce for Japan

TOKYO.—Toyo Kogyo has introduced the Mazda Luce and now offers four models at the top of its range—the two- and four-door Cosmo coupe and the four-door sedan and hardtop version of the Luce.

To cut costs, all Luce and Cosmo models share a common floorpan using a 103-inch wheelbase. The Luce hardtop and Cosmo four-door have nearly identical styling. The only difference is in the grille and tail. The Luce has a more conventional look with a narrow chromium-plated grille flanked by wide rectangular headlamps.

The Luce sedan has more sedate styling with a grille that is similar to the old model.

To suit Japanese market demands, the sedan is available with 1.8- and 2.0-liter gasoline and 2.2-liter diesel engines, and the new 2.3-liter six-port rotary engine. The hardtop is available with either the 2.0-liter gasoline or the 2.3-liter rotary engine.

The new Luce models have strut front suspension and rack-and-pinion steering. Semi-trailing-arm independent rear suspension is used on some models, while other versions have coil springs on beam rear axles located by a five-link design.

The six-port rotary engine has increased torque and improved fuel consumption, according to Toyo Kogyo. One pair of ports is open continuously, drawing mixture from the primary carburetor barrel. The second pair open with the secondary barrel, while the third pair open only near fuel throttle. The third pair are opened by a vacuum - actuated rotary valve.

As a result of this design, the port timing can be tuned to suit all conditions—very short opening during low speeds and loads to maximum opening for peak power.

Toyo Kogyo rates this latest version of its 12A rotary engine at 130 horsepower at 7,000 RPM, with maximum torque of 120 lbs./ft. at 4,000 RPM. Although producing 20 horsepower more than the 2.0-liter gas engine, maximum torque is about three foot pounds below that engine's rating.

But fuel consumption of the new rotary is closer to that of the smaller engine. On the Japanese city cycle, the rotary yielded 23 MPG, compared with 28 MPG for the reciprocating engine. At a steady 37 MPH, the rotary yielded 41 MPG, while the reciprocating engine hit 45 MPG.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

OHIO

OHIO AUTO AUCTION, INC.
Invites You To Attend Our Annual
4 WHEEL DRIVE SALE
Tuesday • Nov. 17, 1981
• 11:00 A.M. •
4x4 • expecting 125 units • 4x4
3905 Jackson Pike
Grove City, Ohio
ohio auto auction inc.
"the tuesday sale"
COLUMBUS, OHIO
Call (614) 871-2771 for reserved numbers, motel reservations, or airport pickup.
REGULAR SALE STARTS AT 12:00 NOON
250 Lease and As Is follow Regular Sale

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Compjlete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-545-2403

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

Advertise in Automotive News for Quick Action

Makers schedule 464,260 cars, 16 pct. below last year

November production plans bleak

By Patricia Hoffman
Staff Writer

Domestic auto production last week dropped from the previous week's total because of downtime at six assembly plants for inventory adjustment and model changeover.

Output was targeted at 119,232 units last week, down 8.40 percent from 130,168 the previous week, and down 23.21 percent below the 155,279 units in the comparable 1980 week.

So far this year, the auto makers have completed 5,523,802 units, a gain of 2.57 percent from 5,385,510 in the comparable period last year.

The outlook for November is anything but favorable for the auto makers, with the month's forecast 16.56 percent below the comparable 1980 month.

November production is targeted at 464,260 units, down from 556,380 completed in the year-ago month.

Breakdown for the month by company is: General Motors, 310,000, a drop of 6.43 percent from 331,301 last year; Ford Motor, 85,000, down 31.68 percent from 124,406; Chrysler Corp., 45,000, down 36.98 percent from 71,404; Volkswagen of America, 14,000, down 11.02 percent from 15,734; American Motors, 10,000, down 24.59 percent from 13,261, and Checker Motors, 260, a drop of 5.11 percent from 274.

Breakdown for last week by company is: GM, 59.79 percent; Ford, 25.34 percent; Chrysler, 9.73 percent; VWoA, 3.44 percent; AMC, 1.68 percent, and Checker, 0.02 percent.

Downtime was scheduled last week at GM's Southgate and Linden facilities. Both plants, down for inventory control, are slated to resume operations today (Nov. 2).

Also at GM, the Leeds plant, down since Oct. 12 for model changeover, is scheduled to resume today with J-car production.

GM's Detroit (Cadillac) point resumed two shift operations today. The plant, which was idle one week for plant rearrangement, resumed last week with one shift.

Ford's San Jose facility was idle last week for inventory control. The plant is slated to return today.

Chrysler's Belvidere plant was idle last week, beginning a three-week shutdown for partial conversion to produce the company's new front-wheel-drive Dodge Rampage pickup truck. The plant is scheduled to resume production the week of Nov. 16.

AMC's Kenosha facility will be idle one week for inventory adjustment beginning today.

Checker Motors' Kalamazoo plant will go down Nov. 18 for model changeover. The point is scheduled to return with '82 production Jan. 11.

Saturday overtime was scheduled last week (Oct. 31) at Ford's Wixom facility.

Truck production slated to drop 4 pct. for month

U. S. truck production last week dropped from the previous week's output and the total was also down from the comparable 1980 week.

Last week's truck production was targeted at 35,166 units, down 7.25 percent from 37,913 trucks in the previous week, and down 18.16 percent below the 42,971 units in the comparable 1980 week.

So far this year, the truck makers have completed 1,414,395 units, a gain of 8.03 percent from 1,309,293 trucks in the comparable period last year.

Automotive News' November forecast for the major truck manufacturers is 137,895 units, a 4.88 percent decline from last year's November total of 144,973.

Breakdown for November by company is: General Motors, 75,000, up 8.71 percent from 68,992 last year; Ford Motor, 41,000, down 28.76 percent from 57,552; Chrysler Corp., 7,600, up 78.66 percent from 4,254; American Motors, 8,500, up 23.42 percent from 6,887; International Harvester, 3,395, down 32.09 percent from 4,999, and Volkswagen of America, 2,400, a gain of 4.85 percent from 2,289.

International Harvester's Ft. Wayne and Springfield facilities were idle last week for inventory adjustment. Both plants are slated to resume operations Nov. 9.

AMC's Toledo (Jeep) point will be idle one week beginning today (Nov. 2) for inventory control.

Imm reaches 25

Wayne Imm, right, owner of Imm & Son Chevrolet, Toluca, Ill., receives his 25-year dealer award plaque from W. M. Gilligan, Chicago zone manager for Chevrolet.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 31, 1981	Week Ended Nov. 1, 1980	Week Ended Oct. 24, 1981	Oct. Est.	Jan. 1 to Nov. 1, 1980	Jan. 1 to Oct. 31, 1981
CHEVROLET	9,555	13,560	11,942	40,285	378,836	402,496
DODGE	2,000	3,800	2,020	8,850	109,636	79,061
FORD	16,018	16,732	16,461	63,049	481,375	551,889
GMC	4,055	5,289	4,157	17,331	137,287	145,636
INTERNATIONAL	.....	140	1,289	4,442	55,064	60,646
MACK	588	650	594	2,605	23,301	34,623
JEEP	.....	425	.....	.....	19,780	.....
AM CORP.	1,500*	1,740*	.....	3,500*	65,935*	79,688*
MISCELLANEOUS	50*	85*	50*	220*	6,204*	3,236*
VOLKSWAGEN	1,400*	550*	1,400*	6,160*	31,875*	57,120*
Total Trucks, U. S.	35,166	42,971	37,913	146,442	1,309,293	1,414,395

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 31, 1981	Week Ended Nov. 1, 1980	Week Ended Oct. 24, 1981	Oct. Est.	Jan. 1 to Nov. 1, 1980	Jan. 1 to Oct. 31, 1981
CHRYSLER CORP.	2,000	1,600	1,975	7,513	44,327	70,351
FORD MOTOR	3,125	4,976	2,944	9,099	157,669	119,657
GENERAL MOTORS	5,782	6,534	6,314	25,862	205,743	229,099
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	260	295	263	992	14,249	9,665
MACK	.....	.....	.....	.....	17,778	.....
Total Trucks, Canada	11,167	13,405	11,496	43,466	451,410	428,772
N. American Trucks	46,333	56,376	49,409	189,908	1,760,703	1,843,167

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Auto production in Canada up 2 pct. for week

Canadian auto production last week showed a slight gain from the previous week's output as the line rate at American Motors' Brampton facility continues to increase with the addition of its second shift last Oct. 19. The rate is expected to eventually reach a two-shift total of 960 units per week, up from the former 730 per week on one shift.

The auto makers scheduled 15,557 units last week, up 2.65 percent from 15,155 in the previous week, but down 25.37 percent from 20,845 in the comparable 1980 week.

So far this year, the auto manufacturers have assembled 678,856 units, a drop of 4.01 percent from 707,210 in the comparable period last year.

Truck production was slated at 11,167 units last week, a drop of 2.86 percent from 11,496 in the previous week, and down 16.70 percent from 13,405 trucks in the comparable 1980 week.

Year-to-date output for the truck makers is 428,772 units, down 5.01 percent from 451,410 trucks in the comparable period last year.

General Motors' Oshawa (No. 2) facility will remain idle this week (Nov. 2), completing its last week of an extensive 13-week model changeover. The facility, which was idled Aug. 6, will resume with '82 production next Monday (Nov. 9).

Ford Motor's St. Thomas facility, idled Aug. 31 for changeover and inventory adjustments, will remain idle this week. The point is slated to resume production Nov. 10.

GM's Ontario truck facility closed today (Nov. 2) for inventory adjustment. The point is scheduled to return Nov. 9.

U. S. CAR PRODUCTION

	Week Ended Oct. 31, 1981	Week Ended Nov. 1, 1980	Week Ended Oct. 24, 1981	Oct. Est.	Jan. 1 to Nov. 1, 1980	Jan. 1 to Oct. 31, 1981
AMERICAN MOTORS	2,000*	3,480	2,000*	6,000*	145,808	103.572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	11,600	22,225	17,481	67,611	537,546	668,287
Plymouth Total	3,900	10,500	6,384	23,629	247,398	333,335
Horizon	.....	3,450	2,638	7,782	136,583	127,414
Reliant	3,900	6,850	3,746	15,847	39,907	196,334
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	100	.....	.....	5,370	2,139
Gran Fury	.....	100	.....	.....	13,798	7,448
Chrysler Total	3,400	2,445	3,608	15,494	69,006	42,013
LeBaron	3,400	1,270	3,608	15,494	52,267	37,151
Chrysler	.....	1,175	.....	.....	16,739	4,862
Dodge Total	4,300	9,280	7,489	28,488	221,142	292,939
Omni	.....	2,700	3,095	10,369	114,193	114,213
Aspen	.....	.....	.....	.....	36,899	.....
Aries	3,200	5,500	2,938	13,216	31,903	155,138
Diplomat	.....	750	.....	.....	26,003	12,644
Dodge 400	1,100	.....	1,456	4,903	.....	7,262
St. Regis	.....	320	.....	.....	12,144	3,682
FORD MOTOR	30,211	34,995	32,462	123,362	1,071,152	1,186,605
Ford Division	20,581	24,363	22,473	83,013	768,722	809,658
Escurt	7,518	6,925	9,126	39,104	49,652	320,987
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,875	3,050	3,942	12,196	179,925	180,083
Must./Must. II	3,998	4,385	4,102	9,786	202,919	137,025
Granada	3,964	4,615	3,816	15,805	89,534	91,060
T-Bird	1,226	3,288	1,229	5,246	100,388	58,415
Ford	.....	2,100	.....	.....	78,125	40,886
EXP	.....	.....	258	876	.....	1,202
L-M Division	9,630	10,632	9,989	40,349	302,430	376,947
Mercury Total	7,251	8,712	7,596	31,212	261,326	322,569
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,944	2,404	1,964	10,287	16,760	107,482
Capri	1,268	1,071	1,274	2,879	58,221	44,920
Zephyr	685	790	682	2,661	58,396	46,188
Cougar	1,349	.....	1,456	5,788	16,409	40,724
XR-7	387	3,154	396	1,874	54,098	27,324
Mercury	1,618	1,293	1,654	7,210	44,997	55,274
LN7	.....	.....	170	513	.....	657
Lincoln Total	2,379	1,920	2,393	9,137	41,104	54,378
Continental ('82)	1,190	.....	1,196	4,565	.....	7,472
Lincoln	737	873	763	2,771	16,829	23,548
Mark VI	452	1,047	434	1,801	22,414	23,358
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	71,284	89,944	74,034	315,884	3,462,672	3,417,466
Buick Division	16,624	16,973	18,735	76,021	657,825	761,539
Skylark	6,350	3,893	5,909	23,898	184,228	236,637
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,623	3,480	745	3,589	142,624	90,508
Regal	5,086	4,565	5,912	25,201	171,039	229,152
Buick	3,565	4,095	4,492	18,036	123,665	147,438
Riviera	.....	940	1,677	5,297	36,269	57,804
Cadillac Division	1,193	4,590	2,439	20,062	166,027	222,108
Cimarron	.....	.....	1,034	3,217	.....	20,735
Seville	.....	611	438	2,455	28,368	21,139
Eldorado	.....	1,255	967	3,714	44,662	49,606
Cadillac	1,193	2,724	.....	10,676	92,997	130,628
Chevrolet Division	25,415	38,715	25,180	106,276	1,499,789	1,253,733
Chevette	7,125	9,000	7,048	29,561	395,200	300,142
Cavalier	3,715	.....	6,484	28,178	.....	104,610
Celebrity	1,555	.....	517	2,073	.....	2,073
Monza ('80)	.....	2,780	.....	.....	140,573	.....
Camaro	370	2,135	.....	370	102,633	88,064
Citation	5,520	10,615	4,046	15,187	396,120	271,219
Malibu	3,750	6,475	3,764	16,601	227,627	199,482
Monte Carlo	2,385	4,460	2,411	10,962	99,947	118,903
Chevrolet	495	2,400	235	5,830	100,214	143,569
Corvette	500	850	675	2,514	37,475	25,671
Oldsmobile Division	14,814	16,772	16,167	67,258	642,462	729,719
Omega	2,490	2,137	2,535	10,759	96,582	122,841
Cutlass	4,800	8,370	4,834	21,234	321,157	327,167
Ciera	2,364	.....	1,068	5,131	.....	5,165
Oldsmobile	5,160	5,410	6,467	26,702	193,403	237,210
Toronado	.....	855	1,263	3,432	31,320	37,336
Pontiac Division	13,238	12,894	11,513	46,267	496,569	450,367
Acadiant †	110	280	103	508	17,325	16,719
J2000	3,278	.....	2,298	11,279	.....	66,761
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	2,219	.....	2,243	9,462	.....	77,743
Firebird	187	1,945	.....	187	68,503	43,655
Phoenix	2,040	3,034	1,917	5,303	121,094	87,115
Grand Prix	1,968	1,880	1,697	7,567	61,529	85,282
Bonneville ('82)	1,968	.....	1,697	7,637	.....	16,677
A6000	1,468	.....	1,558	4,324	.....	4,324
LeMans	.....	1,895	.....	.....	52,818	42,027
Pontiac	.....	240	.....	.....	46,887	10,064
VOLKSWAGEN	4,112	4,550	4,166	18,252	165,647	146,178
CHECKER	25*	85*	25*	110*	2,685	1,694*
Total Cars, U. S.	119,232	155,279	130,168	531,219	5,385,510	5,523,802

CANADIAN CAR PRODUCTION

	Week Ended Oct. 31, 1981	Week Ended Nov. 1, 1980	Week Ended Oct. 24, 1981	Oct. Est.	Jan. 1 to Nov. 1, 1980	Jan. 1 to Oct. 31, 1981
AMERICAN MOTORS	800	.....	588	3,003	.....	28,696
CHRYSLER CORP.	1,916	1,492	1,672	5,770	63,961	51,821
FORD MOTOR	3,746	6,328	3,623	14,172	217,284	179,775
GENERAL MOTORS	8,870	12,800	9,047	33,784	417,575	409,859
VOLVO	225	225	225	944	8,390	8,705
Total Cars, Canada	15,557	20,845	15,155	57,673	707,210	678,856
N. American Cars	134,789	176,124	145,323	588,892	6,092,720	6,202,658
N. American Trucks	46,333	56,376	49,409	189,908	1,760,703	1,843,167
North American Cars and Trucks	181,122	232,500	194,732	778,800	7,853,423	8,045,825

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

p. 1-3, 48, 8, E30, E40, 34,

49-50.

C2700-1

Automotive News

Detroit, November 9, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

758 U.S. dealerships lost in year; rate of loss slows

By John K. Teahen Jr.
Managing Editor

Better than last year, but still pretty dreadful.

That's a brief summation of the dealer mortality situation in the domestic auto industry for the 1981 model year.

The latest AUTOMOTIVE NEWS census found 21,187 dealerships handling U. S. makes of passenger cars as the '82 model year began on Oct. 1. This was down 758 from the 21,945 counted a year earlier.

The loss for the '81 model year was less than half as large as the 1,643 outlets that left the business in the '80 season, but the '80 model year was the industry's worst ever from a standpoint of dealer mortality.

Aside from '80, the decline of 758 outlets for '81 was the most severe since the 1970 model year, when the toll was 793.

The '81 season saw a drop of 60 dealers for American Motors, 131 for Chrysler Corp., 282 for Ford Motor Co. and 330 for General Motors. That's a total of 803. A decline in the number of intercorporate duals cut the industry's net loss to 758.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

Looking only at the 1981 calendar year, the present total of 21,187 dealerships is down 585 from the 21,772 in operation on Jan. 1. In 1980, the nine-month dip was 1,434.

The third quarter was the toughest of the year. It cost the industry 260 dealers, following declines of 221 in the first quarter and 104 in the second. In 1980, the third-quarter dropoff was 504 dealers.

• Returning to the model-year figures, Chrysler Corp. and Ford Motor Co. fared much better in '81 than in '80. Chrysler lost 131 outlets in '81, but it lost more than five times that many the previous year—674. Ford's decline of 282 was about half of the 544-location slip it suffered in the '80 model year.

GM's downturn was about the same each year — 330 in '81 and 340 in '80. AMC had a decline of 60 outlets in '81, up from 25 in '80.

DEALER LOSSES

	1981	1980
Model year	758	1,643
Nine months	585	1,434
Third quarter	260	504

U. S. CAR OUTLETS

	Oct. 1, 1981	Oct. 1, 1980
American Motors	1,592	1,652
Chrysler Corp.	3,740	3,871
Ford Motor Co.	5,720	6,002
General Motors	10,805	11,135
Totals	21,857	22,660
Minus Intercorp. Duals	670	715
NET OUTLETS	21,187	21,945

Copyright, 1981, Automotive News

The dealer attrition for the last two model years is a further indication of how devastating a period this has been for the domestic auto industry. In that 24-month span, the industry lost 2,401 outlets (after adjusting for changes in intercorporate duals). This was more than 10 percent of the entire retail organization.

In the franchise area, four Big Three makes had increases during the '81 model year, while the other eight suffered declines. Chrysler Corp. had three of the gainers — Dodge added 93 franchises, Imperial picked up 61 and Plymouth added 54. Cadillac was up 5.

The two biggest dealer organizations had the biggest losses. Ford was down 237 outlets for

Continued on Page 48, Col. 3

Open-air Cavalier

Concept car's a dream

A Cavalier convertible was displayed by Chevrolet at last week's South Florida Auto Show, and the division plans to feature the topless J-car at other shows during the year. Prepared as a concept vehicle, the refashioned front-drive subcompact is painted a special metallic white, has a chocolate brown fabric top and compatible interior with leather seats. There are no immediate plans to offer such a car for sale, according to Chevrolet.

breaking news

Chrysler names 2 vice presidents

DETROIT. — Chrysler Corp. directors last week elected E. Thomas Pappert vice president, U. S. automotive sales, and John K. Givens vice president, marketing. Pappert, with Chrysler since 1962, has been general sales manager. Givens, a Ford Motor Co. veteran, has been Chrysler's executive director, marketing. He joined Chrysler in 1979.

All 1973-79 Hondas in U.S. recalled

WASHINGTON. — American Honda is voluntarily recalling some 940,000 cars in the U.S. to inspect for undercarriage corrosion that could pose a safety problem. Dealers will inspect all Hondas sold from 1973 to 1979 for possible damage from road salt. Honda started using epoxy resin paint in 1980. A special tool will be developed to measure the extent of corrosion. Although no more than 2 percent of the cars may need repairs, Honda's estimated cost is about $20 million. Honda recently recalled Canadian cars for the same problems in three provinces and will inspect and fix, if necessary, all Canadian cars.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

AN DC2001ACNGLIAO CEA FMJT M
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Debut is 2 months away; prices start at $8,313

New A-cars trickle to GM dealers

By Jim Plegue
Staff Writer

General Motors dealers last week received price information on the company's new A-body intermediate models, and some dealers had already taken possession of at least one of the new cars.

What makes this unusual is that public introduction date for the new front-wheel-drive models is still two months away, scheduled for Jan. 14. It has become typical of this year's unusual new-model schedule, a topsy-turvy period of staggered introductions that has left many GM dealers miffed.

"I've been in this business for 27 years and I've never seen it in such a disarray as it's in right now," complained a large Chevrolet dealer.

Prices for the front-drive A models — Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera, and Buick Century— were not going over well with GM dealers AUTOMOTIVE NEWS talked to. The A cars start at $8,313 for the base two-door Chevy Celebrity and jump to about $9,700 for the Oldsmobile Cutlass Ciera Brougham four-door.

Those prices do not include destination charges ranging from $385 to $400. A GM spokesman said prices were announced now to allow dealers to write fleet sales.

Some dealers are concerned with the price spread between the A and X-cars. A four-door Pontiac 6000, according to a dealer, will cost about $8,800, nearly $1,600 more than a 1982 Phoenix four-door hatchback model. The A and X have similar design features, though the A-body is slightly larger and has power steering and brakes and automatic transmission as standard equipment.

Gary Tursi, new-car sales manager for Derio Oldsmobile, Inc., West Caldwell, N. J., noted a similar pricing problem by comparing Ciera with his standard-size cars.

"We sat down last night and did some comparisons and found that you can buy a Delta 88 Royale Brougham for the same price you pay for many of these (Ciera) models," Tursi said. "So we're really disappointed with the price. We expected it to be a little lower.

"Nobody has ever doubted the car would sell. It's just a matter of pricing structure. When you can buy an 88 Brougham for the same price, something just isn't right somewhere."

Tursi said he would be giving the Ciera a better chance in the market by limiting his orders of the lower-priced X-body Omega models, noting that "Omegas are what we have the most of right now anyway."

The higher A-car prices, in fact, may work to the advantage of many GM dealers, who have found themselves with unusually high stocks of the lower-priced 1981 X-body (Omega, Phoenix, Citation and Skylark) left to sell.

Some dealers AUTOMOTIVE NEWS talked to had already re-

Continued on Page 46, Col. 4

GM loses court plea to upset diesel rule

WASHINGTON. — The Supreme Court has refused to hear a petition from General Motors seeking to overturn a 1985 diesel particulate emissions standard it says it cannot meet.

The effect of the court's action is to let stand an appeals court ruling that EPA acted "responsibly" in setting a diesel particulate standard of 0.2 grams per mile for 1985 light-duty vehicles and a 0.26 grams per mile particulate standard for light trucks.

Diesels emit nearly 100 times more particulate matter per mile of travel than gasoline engines do. These particulates are minute and when inhaled tend to come to rest in the deepest reaches of the lungs. Known to be carcinogenic in animals, there is concern that they may also be for humans although no concrete evidence exists to support this.

General Motors, Mercedes-Benz and Volkswagen of America had challenged the standards before the U. S. Court of Appeals on the ground that technology to control particulate emissions to those levels was not and would not be available.

In question is the so-called trap oxidizer, basically a catalyst for diesels that would either continuously or at scheduled intervals incinerate diesel particulates captured by it.

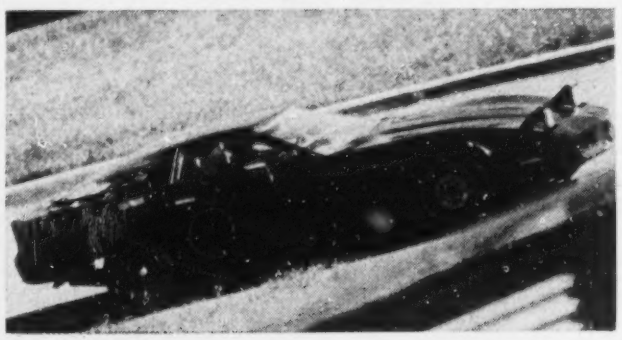
Though they were not fully developed when EPA issued the particulate standard in the spring of 1980, trap oxidizers have come closer to reality over the past year.

Johnson-Matthey, for example, recently sent data to the EPA indicating its regenerative trap oxidizer has survived to 25,000 miles with no problems while keeping oxides of nitrogen emissions below 1.0 grams per mile, particulate emission well below 0.2 gpm and with no loss of fuel economy.

GM has now begun an extensive testing of the Johnson-Matthey concept. Still, a GM spokes-

Continued on Page 46, Col. 1

Corvette cluster



Coming in '83 . . .

Unofficial photo of redesigned Chevrolet Corvette due in 1983 shows a sleeker, less bulbous shape in quest for better aerodynamics.

. . . Here in '82

Chevrolet's '82 Corvette claims improved economy and performance with new four-speed automatic overdrive transmission and better fuel metering for its 5.7-liter V-8.

Only crisis could sell UAW on concessions, Fraser says

By Marjorie Sorge
Labor Editor

DETROIT. — General Motors and Ford Motor Co. should stop paying dividends, go to the debt market and begin more white-collar layoffs if they expect union concessions in next round of negotiations, according to UAW President Douglas A. Fraser.

"First of all, the members would have to perceive that the corporation is in very serious difficulty and I don't think it would be possible to do another Chrysler unless there is a crisis atmosphere," he said. "It's impossible to sell to the membership without them perceiving an equality of sacrifice and being assured of that equality of sacrifice."

Douglas A. Fraser

Both auto companies have been badgering the union to reopen the current contract and reduce labor costs and have indicated concessions from the union will be demanded in 1982 negotiations.

Such concessions may be the cornerstone for future reductions in salaried time off with pay. Company insiders say it is possible the white-collar workers will be experiencing cuts in their time off, such as fewer paid personal holidays before the next round of negotiations.

In an interview with AUTOMOTIVE NEWS, Fraser also said phased-in benefits based on seniority were a possibility to reduce labor costs but said changes in the 30-and-out program are "untouchable" and putting a cap on COLA is "impossible."

He also indicated company-specified contracts are not at the top of the list in next year's negotiations and that putting Chrysler workers back on the road to parity would be better than introducing a three-tiered wage system.

• Fraser also rejected co-pays for insurance plans and an idea for introducing different life and health insurance programs geared toward individual needs, with employes picking up part of the tab for more coverage. Co-pays have been on the bargaining table before and have been soundly defeated for basic health and life insurance plans. Vision and dental coverage are, however, co-pays.

Alfred S. Warren, GM vice-president, labor relations, and Peter J. Pestillo, Ford vice president, labor relations, told AUTOMOTIVE NEWS (Oct. 26) these ideas might be ways to lower labor costs. GM's total annual bill for benefits is $4.4 billion for all employes, both hourly and salaried. Its cost for health insurance alone is $1.5 billion a year while pension costs are $1.8 billion.

Both executives said they would be looking at eliminating or drastically changing the 30-and-out program, capping COLA and eliminating some PPH days among others, and are confident costs can be lowered without cutting wages. Fraser said there are currently no plans to concede any PPH days or anything else.

Ford and GM have contended they have an $8-per-hour labor cost differential with Japan and intend to get that back in next year's negotiations. But, Fraser said, the UAW, while admitting there is a wage disparity, believes it is considerably less than $3.

• He said the difference concerns the UAW but "if we start down that road and try to match the Japanese labor costs the next thing you know, it doesn't stop there and you'll be matching the Korean labor costs.

"If we were to wave a magic wand and say, 'OK, we'll agree to go down to the Japanese wage levels,' which would mean we'd have an advantage because of the shipping costs, then anybody who knows the Japanese must believe they would reduce their wages," he said.

He said Pestillo and Warren are like "a couple of kids before Christmas. They have a wish list that they are going to give Santa Claus and we don't believe in Santa Claus."

However, he said if concessions should be considered, the workers must perceive an equality of sacrifice, otherwise

Continued on Page 46, Col. 1

Service Index gains for 7th straight month

By Francis J. Gawronski
Service Editor

Although service and parts business in new-car dealerships continued on the upside in September, the rate of growth declined from that recorded in the previous month for the third consecutive month.

According to the Automotive News Service Index, shop business in September was 104.4 percent of the volume achieved in the same month in 1980. Service and parts business had been up 105.7 percent in August, 109.8 percent in July, and 116.6 percent in June.

September was the seventh consecutive month in which dealers' shop business has shown an increase over the comparable year-earlier period. It also marked the first time since June that all five indicators used in the Service Index were on the plus side.

The top gainer among the indicators was shop parts sales (those used on customer-paid and warranty repairs), up 8.9 percent, followed by total labor sales (customer-paid and warranty), up 6.6 percent.

Gross profit on all labor, parts and P&A sales—the most important indicator from the dealers' viewpoint—was up 4.6 percent in September, compared with 9.7 percent in August.

Sales of all parts and accessories were up 3.9 percent, while repair orders written were 1.3 percent ahead of the year-ago volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Service and parts business in the first nine months of 1981 amounted to 105.4 percent of the volume recorded in the same period of 1980.

Gross profit was the leading indicator in the January-September period, up 9.1 percent, followed by sales of parts and accessories, up 6.9 percent, and shop parts which increased 6.3 percent.

Labor sales advanced 3.5 percent, which repair orders written registered 3.5 percent on the downside.

SERVICE INDEX
104.4*

	Sept., '81 vs. Sept., '80	9 mos., '81 vs. 9 mos., '80
Gross Profit on All Labor and P&A Sales	+ 4.6%	+ 9.1%
Repair Orders Written	+ 1.3%	- - 2.7%
Total Labor Sales (Customer & Warranty)	+ 6.6%	+ 3.5%
Shop Parts Sales (Customer & Warranty)	+ 8.9%	+ 6.3%
Sales of All P&A	+ 3.9%	+ 8.9%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1981, was 104.4 percent of business in Sept., 1980. Service business in the nine months of 1981 was 105.4 percent of business in the corresponding period in 1980.

Ford will shut down Dutch assembly plant

AMSTERDAM, Netherlands.—Ford Motor Co. plans to close its assembly plant here Nov. 24. The company wanted to shut down the operation Sept. 30, but was restrained by a court ruling issued in July. That ruling, sought by the unions, transferred the case to a special court for labor conflicts.

The labor court has rescinded the injunction, which enables Ford to shut down the plant. Ford Nederland had a first-half loss of about $21 million.

Democrats ask Reagan for special credit help

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A group of Democratic Senators, led by Michigan's Don Riegle, who heads a Task Force on High Interest Rates, have put in a Senate Joint Resolution urging the President to persuade the Federal Reserve Board to "target" credit toward the auto industry, housing, farmers and small business.

Support comes from such Democratic luminaries as former Majority Leader Robert Byrd and Senators Ted Kennedy, Henry Jackson, John Stennis, Howard Metzenbaum and others.

Although billed as a "major legislative initiative," it is not even a bill, merely a resolution which has not very much clout.

When asked about this at the press conference, senators admitted they might not be able to get such a bill passed, but in any case — in Senator Kennedy's words — the "Fed followed the flag" and the "flag" now is President Reagan, who wants high interest rates.

The resolution mentions auto manufacturing as one key sector hurt by high interest rates that are "preventing consumers from financing basic car purchases, are placing unbearable inventory costs on car dealers and are forcing manufacturers to delay vital investments in more productive plants and equipment."

• Byrd said he backs putting "Main Street" instead of "Wall Street" on the Federal Reserve Board when the next vacancy occurs. Metzenbaum, noting that recently $46 billion in bank credit was made available by bankers so corporate mergers can take place, suggested the President get rid of William Baxter, head of the Antitrust Division at the Justice Department, who seems "willing to approve almost anything that comes down the pike."

Several agreed that bankers do not care about interest rates or live on the spread, but the rates have brought "depression" to housing and car sales.

What the resolution does is merely urge the President to cooperate with the Federal Reserve System by Nov. 25 so that an "adequate flow of credit to small borrowers" shall be available, with particular attention to housing, car credit, farmers, and small businesses.

The President and the FRB are also to "limit" the diversion of limited money to nonproductive uses such as mergers and takeovers and take "non-inflationary actions" needed to reduce interest rates. The President is to consult with auto dealers and other small businesses and then report to Congress within 30 days.

This stops short of credit controls or credit allocation — both of which are adamantly opposed by the Reagan Administration— but some senators indicated the resolution might be only the first step toward stronger moves if the Democratic minority feels it can swing some sort of action.

But all agreed that since the FRB is following Reagan Administration policy, the first move should be to sway the White House.

Innovator

Dr. V. Durga Nageswar Rao, Ford Motor Co. principal research engineer, cradles six Ford Innovation Awards — highest number given to any one employe — recently presented for his work on complex components of advanced engines. Rao has received 27 patents since joining Ford in 1967.

More time; more dealers; cash for rentals

Chrysler rebate plan extended and expanded

By Joseph Bohn
Marketing Editor

Chrysler Corp. has extended its rebates on some import cars and trucks and has opened its entire rebate program to admit dealers who may have changed their minds about joining.

At the same time, it is pushing daily rental and leasing for its new Chrysler LeBaron and Dodge 400, with new cash incentives.

Ford also added extra money to its Courier rebate.

In a communique to dealers, Chrysler announced an extension of the rebates or Savings Certificates program on '81 import cars and trucks, assigned between Oct. 1 and Dec. 11, 1981, but not sold before Dec. 31.

Savings certificates or rebates on these imported cars and trucks have been extended through Feb. 28, 1982.

Essentially, Chrysler is re-allocating certain of its import vehicles to dealers because some dealers who signed up for its rebate program originally wouldn't accept the imports in the mix prescribed for them.

The extension allows extra time on imports currently still in transit to dealers.

Chrysler also noted that, since the extension changed the value of the Savings Certificate program, it was extending the qualification period from Oct. 23 to Nov. 6.

In essence, dealers who had not signed up by the original Oct. 23 date, i.e., submitting 70 percent of their order allocation, still had a chance to get in by submitting required allocation orders by the new Nov. 6 deadline.

Sources said the company had signed 70 percent of its dealers to accept 80 percent of the volume it planned for the fourth quarter — but was leaving the door open for the remaining dealers to sign up.

• The company also announced a new VIP lease program for Dodge 400 and Chrysler LeBaron, designed to attract "community and business leaders and government officials" to lease these vehicles.

If a dealer submits new lease orders on LeBarons and Dodge 400s by Dec. 1 for shipment by Dec. 31, 1961, he receives an extra $500 per vehicle which, in addition to the $500 allowed under a previous lease provision, provides a $1,000 discount in total.

Similarly, an extra $500 was offered dealers for LeBarons and Dodge 400s placed into daily rental on units ordered by Dec. 1 for shipment by Dec. 31. Again, the new $500 plus a previous $500 allowance would give dealers $1,000 on these vehicles.

Payment to dealers would be made in the form of a reduction in the invoice price of the vehicles, Chrysler said, adding that units placed into daily rental or ordered prior to the new program — or following it — would not qualify for the extra $500.

There was some speculation that, in view of October's disastrous industry sales, Chrysler would end up including LeBaron and Dodge 400 in its regular rebate or Savings Certificate program, as well.

Ironically enough, the company's strongest car line is the New Yorker which has received little promotion.

Dealers report that the New Yorker, which is being rebated at a time when it is on allocation because of shortages, has already garnered as many retail orders as were planned for the entire model year.

Company officials had set modest sales goals for New Yorker. The rebound in sales has caught many industry planners off guard.

Meanwhile, Ford is giving dealers $750 on Couriers ordered between Nov. 2 and Dec. 2 and sold within 60 days of the time they receive them.

Essentially, the division has about 5,000 '81 Couriers still at ports which it wants to clear away.

Ford already has a $500 consumer rebate on Courier. If any of these newly covered units arrive and are sold during its current Courier rebate, customers will receive their $500 from the factory and dealers will receive the extra $250. There would be no double payments on units covered under the new program.

Wheels for Oktoberfest

New 1982 Honda Accords, from Kingsway Honda, were used to help celebrate the Kitchener/Waterloo 1981 Oktoberfest in Kitchener, Ont. Accords transported dancers to the local parade in style.

UAW workers ratify pact with immediate 50-cents-an-hour raise

VW accord sets wages at GM level

By Marjorie Sorge
Labor Editor

The UAW and Volkswagen of America have negotiated a new 16-month contract which will give the 4,600 union workers at the Westmoreland (Pa.) plant wage parity with General Motors in June, 1982.

Workers ratified the agreement Nov. 1 It gives most production workers a 50-cent-per-hour raise immediately, while skilled trades people get a 60-cents-an-hour increase. They will get another 10-cent raise June 1, 1982, to bring them to parity with GM.

The current base rate for an assembler at VWoA is $8.20 per hour. The 50-cent raise, plus 77 cents diverted from the $2.56 in COLA benefits and the 10-cent increase in June will bring the base rate to $9.57. A GM assembler is making $9.63 per hour.

A tool maker at VWoA was making $10.14 per hour before this contract. After June, 1982, that worker will be getting $11.61 per hour. A GM tool and die maker is paid $11.88 per hour.

GM's current contract with the UAW expires Sept. 15, 1982, while VWoA's ends March 7, 1983.

In the new VWoA contract, the company agreed to give its workers any Annual Improvement Factor (AIF) negotiated at GM in next year's bargaining. The current rate is 3 percent annually.

But there is a push/pull relationship to that agreement. While any AIF would be granted to the VWoA workers, they must also accept any concessions made in the GM contract.

Many labor observers believe that is a distinct possibility, since both Ford Motor Co. and GM have made loud noises about the need to reduce labor costs.

The new contract also gives the workers a new paid holiday — Deer Day — for the opening day of deer hunting season, Dec. 1. The VWoA workers will get that day off in both Decembers of the current contract.

In addition, there is one other bonus holiday in December both this year and next, also failing during deer hunting season. That gives the workers 10 paid holidays in 1981 and 15 in 1982.

• Unlike the workers at GM and Ford, those at Westmoreland get no personal paid holidays. Workers at the Big Two get 26 PPH days over the life of the current agreement.

Although they will reach parity with GM in 1982, the VWoA production workers ratified the agreement by a mere 4-3 margin, while skilled trades favored it by 3 to 1.

The parity question has been a problem for both the union and the company. When the first contract was negotiated in October, 1978, the VWoA workers wanted immediate parity with GM and staged a one-week wildcat strike to protest an agreement which kept their wages lower than GM's.

The UAW said VWoA was given a break because of the high startup costs for the company to build a plant in the U. S. VWoA is a subsidiary of West Germany's Volkswagenwerk AG.

The strike ended when the union and the company negotiated a revised contract which speeded up the timetable of raises. However, the workers did not get parity with GM.

The recently negotiated contract also changed the way the COLA benefit is determined. Effective March, 1982, it will be calculated on the basis of one cent per hour for every 0.26 of a point change in the Consumer Price Index, instead of 0.3. Ford and GM made that change in the 1979 contract.

Changing the COLA calculation will generate more COLA benefits, which have been increasing dramatically with the high inflation.

Also, the UAW-VWoA Unemployment Benefit (SUB) will now have $1 million up-front protection to assure immediate layoff protection for workers even if the basic SUB fund is in debt.

With the contract expiring in 16 months, union officials say they will then try to negotiate a master agreement for all of VWoA's workers in 1983. The contract at the company's Fort Worth plant expires March 15, 1983, and the one covering workers at the plant in South Charleston, W. Va., ends Jan. 17, 1983.

Slow sales to close 19 plants Dec. 14-Jan. 4

IH to shut down for long holiday

CHICAGO. — Slow sales and rising inventories have forced International Harvester to extend the normal Christmas holiday plant shutdowns this year at major manufacturing operations in the U. S. and Canada.

The plants, 16 in the U. S. and three in Canada, wil close Dec. 14, with most of them reopening Jan. 4.

However, Donald D. Lennox, executive vice president of the firm's manufacturing group, said the shutdowns could last longer if necessary "to maintain inventories at desired levels in this time of high interest rates."

For most plants, the shutdown will be eight weekdays longer than the industry's customary seven-weekday holiday closing.

Included in the closings will be Harvester's major manufacturing facilities for medium and heavy trucks, agricultural equipment and construction machinery.

Lennox said the decision on the extended shutdowns was made at this time "to allow the customary six-week period necessary to notify suppliers and adjust the flow of parts and materials to the plants."

• More than 20,000 of Harvester's 50,000 employes will be idled by the closings, most of them in the Midwest and Canada. About 10,000 already have been laid off indefinitely.

Under the UAW contract, employes must work during the week prior to the holiday shutdown to qualify for the seven-weekday pay. Since the Harvester plants will be idle the week before the traditional closing, a spokesman said, Harvester workers will receive no pay during the shutdowns.

Harvester's supplemental unemployment benefits (SUB) fund also is nearly exhausted and will not be paying benefits. Employes will be receiving only unemployment compensation in their respective states of employment, according to a UAW spokesman.

Meanwhile, Harvester said it will send draft agreements of its $4.5 billion debt-restructuring plan to more than 200 of its lenders.

The plan calls for creditors to convert the company's short-term debt into a $1.5 billion term loan and to convert its credit subsidiary debt into a $1.9 billion term loan, both repayable Dec. 15, 1983.

Harvester reportedly has told its directors that operating losses for the fiscal year ended Oct. 31 could exceed $500 million.

Toyota Celica exports top 1.5 million units

TOKYO. — Toyota Celica has reached an export milestone: 1.5 million of the specialty cars have been exported since the first generation of the car was unveiled at the 1970 Tokyo Motor Show.

At home, the Celica sold 560,000 models through September, Toyota said.

AOT is renamed Hall of Fame; expansion voted

MIDLAND, Mich.—The Automotive Organization Team has been restructured and renamed Automotive Hall of Fame, Inc.

Directors also voted to double the size of the current building on the campus of Northwood Institute here.

Included in the new organizational set up are plans to increase the number of local AOT councils and establish a 25-year club and a Golden Old Timers association for those who have been in the industry for 50 years or more.

"We plan to provide a forum in several major cities around the country where key people can gather once or twice a year to renew friendships and honor those who have served and are serving," said Drex Minshall, chairman. Currently, councils exist in Michigan, New Jersey and Florida.

AOT was founded in 1938 as the Automotive Old Timers and was later renamed Automotive Organization Team.

A Hall of Fame building was constructed and dedicated here in 1976. It also houses a library and AOT headquarters.

index

Auction reports	34
Classified advertising	38
Editorial page	14
Production by makes	50
Truck highlights	10

57th year — No. 4888

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

STEERING CONVERSIONS

We do steering conversions, left to right side for export or local use, well engineered—will stand inspection, guaranteed. Prompt service, can arrange pickup and delivery. Call for quote.

ROYAL COACH DIVISION
1780 CALUMET ST., CLEARWATER, FL 33515
813-443-4168 — Mark Doyne

Model-year loss of 758 less than half of previous year's

Dealership mortality rate slowed

Continued from Page 1

the model year, and Chevrolet was off 200. Also on the downside were Pontiac, 60; Mercury, 56; Oldsmobile, 45; Chrysler, 30; Buick, 15, and Lincoln 8.

Although its dealership total slipped, Chrysler Corp. showed an increase in franchises for the '81 model year. This means there has been more dualing within the corporation.

• As noted, AMC had the lightest loss of the four manufacturers during the '81 model year. AMC had 1,592 dealers on Oct. 1, down 60 from 1,652 a year earlier.

AMC has 627 duals with Big Three makes of passenger cars, compared with 685 when the '81 season began.

Chrysler Corp.'s total of 3,740 car dealers compares with 3,871 a year ago. Although the total is down, Chrysler has definitely slowed its rate of decline — 131 for the '81 model year vs. 674 for '80. In the April-June period this year, Chrysler showed a gain of 10 outlets, its first quarterly rise since the final three months of 1977.

The Oct. 1 franchise totals for the Chrysler makes were: Chrysler, 2,659; Plymouth, 2,536; Dodge, 2,445, and Imperial, 416.

In addition to its 3,740 car dealers, Chrysler Corp. has 9 that handle only Dodge trucks. They are not included in the corporation's car dealership total or the Dodge car franchise total.

Ford Motor Co. slipped below 6,000 during the '81 model year. Its current count of 5,720 compares with 6,002 in October of 1980. The dip for the model year was 282 establishments.

Franchise counts on Oct. 1 were: Ford, 4,862; Mercury, 2,667 and Lincoln, 1,471.

There are 94 dealerships that handle only Ford heavy-duty trucks. They are not included in the car dealer count for the company or the car franchise total for Ford Division.

GM, like Ford Motor, dipped into a new "thousand" bracket during the '81 campaign. GM had 10,805 car dealers as the new model year began, down 330 from 11,135 on Oct. 1, 1980.

Franchise totals for the five GM makes are: Chevrolet, 5,510; Oldsmobile, 3,210; Pontiac, 3,075; Buick, 2,970, and Cadillac, 1,605.

As mentioned above, the first nine months of the 1981 calendar year brought a loss of 585 domestic new-car outlets. By corporations, there were dips of 255 for GM, 241 for Ford Motor, 83 for Chrysler Corp. and 71 for AMC. That total of 650 was reduced to 585 for the industry by a change in the number of intercorporate duals.

The third quarter resulted in declines amounting to 120 outlets for GM, 100 for Ford Motor, 42 for Chrysler Corp. and 43 for AMC. The adjustment for the change in intercorporate duals cut the industry's net loss to 260 outlets for the July-September period.

FRANCHISE TOTALS

	Oct. 1, 1981	Oct. 1, 1980
AMERICAN MOTORS	1,592	1,652
CHRYSLER CORP.		
Chrysler	2,659	2,689
Dodge	2,445	2,352
Imperial	416	355
Plymouth	2,536	2,482
FORD MOTOR CO.		
Ford	4,862	5,099
Lincoln	1,471	1,479
Mercury	2,667	2,723
GENERAL MOTORS		
Buick	2,970	2,985
Cadillac	1,605	1,600
Chevrolet	5,510	5,710
Oldsmobile	3,210	3,255
Pontiac	3,075	3,135

Copyright, 1981, Automotive News

factories list auction dates

Continued from Page 34

Nov. 13 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Nov. 10—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Nov. 11—Central States Auto Auction, 824 S. Taft, Mason City. Ia.

Nov. 12—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Nov. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, Exit 52 I-81, Harrisonburg, Va.

Nov. 17—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

Nov. 19 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

AIM™ FOR

Advertising In Motion, Inc.

INCREASED FLOOR TRAFFIC
WITH
ONE OF OUR PERSONALIZED PROMOTIONS

★ REBATE CHECK
★ FOUR HOUR PRIVATE
★ INVENTORY REDUCTION
★ GRAND OPENING
★ ANNIVERSARY
★ HOLIDAY
★ OVERSTOCKED
★ BRAND NEW FACILITY
★ TENT

WE HAVE OFFICES NATIONALLY
CALL COLLECT
FOR THE ONE NEAREST YOU

Advertising In Motion, Inc.
7951 University Avenue, La Mesa, California 92041 (714) 461-5400
Dallas-Fort Worth (817) 498-7300

BEST AVAILABLE COPY

Domestics 26 pct. below last year; imports off 13 pct.

October sales lowest since 1958

By Jenny L. King
Staff Writer

October was a month the U. S. auto makers probably would rather forget, and the sales numbers should not be chiseled in stone for all to admire.

Sales of both domestic and imported new cars plummeted during the month, with domestic figures at their lowest since 1958 and imports down 13.86 percent from year-ago levels.

The five major U. S. auto makers reported a total of 491,107 retail sales during the first month of the 1982 model year, down 26.02 percent from 663,843 a year earlier. October sales were even lower than September cleanup sales — down 5.29 from 518,522—and were down 18.39 percent from August's 601,741.

October sales this year were down a startling 44.44 percent from October, 1978, when retail deliveries totaled 883,926.

Imports, though down 13.86 percent, to 157,077 from 182,348 last year, captured 24.23 percent of the entire new-car market, up from 21.60 percent a year ago. This was a sizeable chunk considering the fact that it was model-introduction season for the domestics.

Total sales for October numbered 648,184, down 23.40 percent from 846,191 last year.

Domestic year-to-date sales totaled 5,416,984, down 2.89 percent from 5,577,544 in 1980, while import sales for the first 10 months of 1981 reached 2,006,934, down 2.01 percent from 2,048,200.

The industry total through Oct. 31 was 7,423,918, down 2.65 percent from 7,625,744 the preceding year.

• Volkswagen of America was the only U. S. manufacturer to enjoy a sales gain for the month. VWoA dealers sold 15,264 new Rabbit sedans, up 33.70 percent from 11,417 in 1980. General Motors took the hardest fall, its sales down 29.41 percent to 295,473 from 418,575.

Ford Motor Co. reported a sales drop of 25.57 percent, to 113,760 compared with 152,832 a year ago. Chrysler Corp. sales numbered 56,992, down 17.21 percent from 68,843. It was the company's first monthly drop since September, 1980. American Motors sales of 9,618 were down 21.01 percent from 12,176.

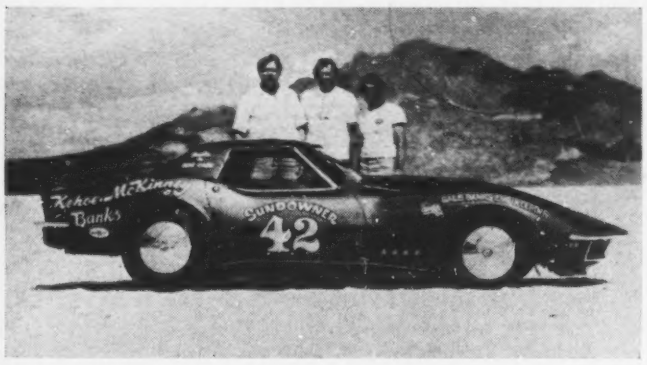
GM's share of the domestic market for the month was 60.16 percent, down from 63.05 percent a year earlier. Ford earned 23.16 percent, up from 23.02 percent. Chrysler sales accounted for 11.16 percent, up from 10.37 percent. VWoA climbed to 3.11 percent from 1.72 percent, and AMC held on to 1.96 percent, up from 1.84 percent.

Three of the 14 domestic makes were up in October: VW sales were ahead by 33.70 per-

Continued on Page 49, Col. 1

Where Auto Market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	113,952	17.58
COMPACT	129,519	19.98
INTERMEDIATE	141,252	21.79
STANDARD	66,994	10.34
LUXURY	39,390	6.08
IMPORT	157,077	24.23
TOTAL	648,184	100.00



Sundowner burns up Bonneville Salt Flats

A modified, stock-block Chevrolet engine assembled and turbocharged by Gale Banks Engineering, of San Gabriel, Calif., has propelled a stock-bodied 1968 Corvette to a new unlimited-GT class record of 240.78 MPH at the Bonneville Salt Flats. Banks squeezed 1,100 HP from a gasoline-fueled 430-CID Chevrolet engine inside the Kehoe-McKinney-Banks Sundowner Corvette, beating the former record by more than 35 MPH.

breaking news

Continued from Page 1

Chrysler designers must keep UAW

DETROIT.—A petition by five Chrysler Corp. designers to oust the UAW as their bargaining agent has been dismissed by the National Labor Relations Board. The designers were angered last July when the union forced Chrysler to rescind a 12-percent pay raise for them, citing the need for equality of sacrifice within the company. The NLRB ruled that all 4,500 Chrysler engineering department workers would have to vote on the decertification of the UAW.

GM extends car-house promo to New York area.

DETROIT.—General Motors' "Buy a house, get a car" promotion to sell homes of relocated employes has been extended to the metro New York/New Jersey/Connecticut area during Nov. 5 to Dec. 13. It helped to sell 46 of 112 homes in metro Detroit during a five-week trial. GM has 42 homes for sale in the metro New York area. None of the Detroit-area buyers opted for the new car, choosing a price reduction instead.

Workers buy out GM bearing plant and take pay cut

CLARK, N.J. — Workers at General Motor's New Departure-Hyatt plant approved a contract which includes a provision to buy out the facility from GM for between $53 and $55 million, and GM Chairman Roger B. Smith turned over the keys to the new company.

A new employe-owned corporation, Hyatt-Clark Industries, bought the facility under the federal Employee Stock Ownership Plan. Under this plan, employes and management share equally in the stock and ownership of the plant.

GM announced the closing of the plant last March because changes in car design to front-wheel-drive had reduced the demand for the type of tapered roller bearings the Clark plant manufactured. Also, GM said the operation had not been competitive in the industry.

Since then there has been a concerted effort by the members of UAW Local 736 to buy the facility. Approval of the membership was the last step in the procedure.

In voting for the new labor contract, workers at the plant accepted a 30-percent rollback in wages in return for the stock ownership and production incentives.

Smith mentioned this wage cut in a speech last month on plant closings because of non-competitive high labor costs.

UAW Vice President Owen Bieber accused Smith of "not telling the whole story" and said the plant was closed basically because of a lack of demand for Clark-type bearings. He said the "competitive factor" was an afterthought and that by calling high labor costs the principal reason GM was reversing the factors involved in its decision.

GM has been very vocal in recent months about the high labor costs in the U. S. and has threatened to move jobs offshore if the costs are not brought down.

The buyout was financed through a $15 million mortgage, $10 million from GM for preferred, non-voting stock, $10 million from credit the company can draw on, $15 million in state and federal funds on which approval is still pending, and the balance from a GM note.

In addition, GM has agreed to purchase $200 million in bearings from the plant over the next three years.

More than half of the 800 employes at the facility voted on the ownership plan.

News roundup

Ford returns to Zimbabwe

WILLOWVALE, Zimbabwe. — After a 14-year absence, new Fords will be appearing on the roads in Zimbabwe (formerly Rhodesia). The Ford Laser is being assembled at a government agency plant here from kits supplied by Toyo Kogyo, in which Ford holds a 25-percent stake.

Lucas to supply GM diesel pumps

LONDON.—Lucas CAV, a division of Lucas Industries, Ltd., has been awarded a contract to supply General Motors with fuel injection pumps for its new V-6 diesel engine to be used on 1982 models. When pump deliveries begin later this year, CAV's manufacturing plant in Greenville, S. C., expects to supply a specially developed version of its DPA rotary pump at the rate of 800 a day. Initially, component parts for the pump will be shipped from CAV's plant in Medway, England, to Greenville for assembly, calibration and delivery to GM.

Aston Martin prices start at $96,000

NEW YORK.—Aston Martin prices for 1982 start at $96,000 for the V-8 coupe with automatic transmission; the five-speed version is $98,000. Other prices are: Vantage coupe (five-speed), $101,000; Volante convertible (automatic), $115,000; Volante convertible (five-speed), $117,000. Estimated price of the Lagonda four-door sedan, to be introduced next June, is $150,000. West Coast prices are $1,500 higher. Aston Martins are built in England at a rate of four a week. Sixty cars will be available in the U. S. for the year.

Reagan marks 25th anniversary of I-system

WASHINGTON.—President Reagan has proclaimed 1981 the Silver Anniversary Year of the Interstate Highway System. He called the 42,500-mile highway system "the largest public works construction program in world history." It was launched when President Eisenhower signed the 1956 Highway Act and is now more than 94 percent completed.

Strike ends at DDA Parts Center

DETROIT. — Members of UAW Local 483 ratified an agreement with Detroit Diesel Allison Division of General Motors last week, ending a week-long strike at the DDA Parts Distribution Center in nearby Romulus.

No stockpiling on Skylark

DETROIT.—Buick denied a report that it was pre-building Skylarks and warehousing them. Industry sources said last week the pre-building had been contemplated but it was decided that production should be curtailed instead. Willow Run, source for Skylark and Omega, is going down for three weeks, beginning today (Nov. 9) and will have a reduced line speed when it comes back. Tarrytown, another X-body (Citation/Phoenix/Skylark) plant, was down last week to curb inventory.

L-M fleet sales up 27 pct.

DETROIT.—Lincoln-Mercury Division said its dealers delivered 121,219 cars to fleet buyers in the '81 model year, up 27 percent over 95,529 in the '80 model year. The division said fleet sales rose 36 percent for Zephyr, 10 percent for Marquis and 8 percent for Lincoln. Cougar and Lynx also contributed to the sales gain, said Harold Barton, L-M leasing and fleet sales manager.

4,630 Jaguars recalled to replace fuel hoses

LEONIA, N. J.—Jaguar Rover Triumph, Inc., is recalling 4,630 Jaguar XJ-6 four-door sedans and XJ-S coupes for the installation of new under-hood fuel hoses to prevent possible fuel leakage. The cars are '80, '81 and '82 models. JRT said there could be a failure in the bond between the hose outer cover and the fabric reinforcement. This softens the material and reduces the effective clamping load of the attachment clips, which can lead to fuel leaks in the engine compartment.

McCurry leaves post with Mid-Atlantic Toyota

GLEN BURNIE, Md. — Robert McCurry stepped down Nov. 2 as executive vice president and chief operating officer for Mid-Atlantic Toyota, but will continue as consultant. McCurry joined the Toyota distributor after retiring as group vice president for U. S. Automotive Sales at Chrysler Corp. in 1978.

Season starts with 261 models

By John K. Teahen Jr.
Managing Editor

Moving into the 1982 selling season, domestic auto makers and their dealers were offering buyers a total of 261 models.

The next line in this report should be: "This compares with (number) available at the end of the 1981 model year."

For the record, the end-of-'81 count was 278, but the two figures are hardly comparable.

General Motors has chosen a Jan. 14 introduction date for six of its '82 car lines — apparently they weren't ready for the annual autumn rites. The latecomers are Chevrolet Camaro and Pontiac Firebird and the new front-wheel-drive intermediate-size A-cars — Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

Also on the future list are the Buick Skyhawk and the Oldsmobile Firenza J-cars which are slated to debut next spring.

The appearance of those entries will push the '82 model count near or above the end-of-'81 figure.

The current total of 261 consists of 99 for GM, 91 for Ford Motor Co., 42 for Chrysler Corp., 23 for American Motors and 6 for Volkswagen of America. The VWoA number includes only U. S.-built Rabbits.

At the end of the '81 campaign, the totals were: GM, 127; Ford Motor, 74; Chrysler Corp., 48; AMC, 23, and VWoA, 6.

• At GM, the year-to-year totals are not comparable because of the many lines still to come. GM has thinned out its carry-over rear-drive intermediates, and this has effected its model count. Also, the standard-size has been discontinued.

Ford Motor Co. revised the model lineups for most of its car lines and the result was a gain of 17 selections.

Four-door sedans were added for Ford Escort and Mercury Lynx, the Lincoln Continental was introduced and several Lincolns which were listed as option packages last year now have full-fledged model status.

Chrysler Corp. made models out of options for Omni/Horizon and TC3/024 and also added its new front-drive Chrysler LeBaron and Dodge 400 units. But the corporate total is down because of the departure of the rear-drive LeBaron and a reduction in choices for the Dodge Diplomat.

AMC and VWoA made no changes in their model lineups for 1982.

The Automotive News new-model analysis includes all models the domestic manufacturers are pricing and/or merchandising individually. It does not include engine options. For example, an Oldsmobile Delta 88 four-door sedan is one model even though it is available with a V-6 gas, a V-8 gas or a V-8 diesel engine.

• The 261 models currently offered are made up of 95 four-door sedans, 129 two-doors and 37 four-door station wagons. (The two-door total includes 43 hatchbacks which some makers list as three-door models.)

The final count for '81 was 87 four-doors, 141 two-doors and 50 four-door wagons.

The domestic makers now have 60 lines of cars, compared with 64 at the end of the '81 model year. There will be eight more for '82 when GM's late arrivals make the scene.

The 60 lines now on sale are made up of 24 from GM, 17 from Ford Motor, 14 from Chrysler Corp., four from AMC and one from VWoA.

New for '82 are Lincoln Continental and Dodge 400. Chrysler LeBaron is a new car, although it carries an '81 name. As noted, there are more new names coming from GM.

GM's J-cars and Ford EXP and Mercury Lynx were introduced as '82 models last spring, but they are included in the '81 coterie since they went on sale during the '81 model year. They may have been '82s, but their production and sales totals were logged in their companies' '81 results.

Some of last year's nameplates are missing, among them a pair of old-timers — Pontiac Catalina and Chrysler Newport. Both fell by the wayside when those manufacturers abandoned the standard-size field.

Catalina had been a Pontiac standby since 1959, and Chrysler had used the Newport tag since 1961.

Also gone is Pontiac LeMans, a name the division had used since 1964.

Conversely, three names were saved by putting them on smaller cars. Pontiac Bonneville, Chrysler New Yorker and Plymouth Gran Fury now are intermediates.

• The present crop of 261 models shows 74 subcompacts, 67 compacts, 52 intermediates, 40 standard-size cars and 28 luxury models.

At the end of the '81 model run, the figures were: 64 subcompacts, 73 compacts, 65 intermediates, 56 standard size and 20 luxury.

Although it has 40 models, the standard-size class now lists only five makes — Ford, Mercury, Buick, Chevrolet and Oldsmobile. Four of last year's entries are no longer listed in this category in the Automotive News ranking. Departing were Pontiac, Chrysler, Dodge and Plymouth.

1982 U. S. MODELS BY MAKE

	4-door Models	2-door Models*	4-door Wagons	1982 Totals	(Final 1981 Totals**)
AMERICAN MOTORS	5	13	5	23	(23)
Concord	3	3	3	9	(9)
Eagle	2	2	2	6	(6)
Eagle SX/4, Kammback	0	4	0	4	(4)
Spirit	0	4	0	4	(4)
CHRYSLER CORP.	18	20	4	42	(48)
Chrysler (Std.)	0	0	0	0	(2)
New Yorker (Int.)	1	0	0	1	(0)
Cordoba	0	2	0	2	(2)
LeBaron ('82)	2	2	0	4	(0)
LeBaron ('81)	0	0	0	0	(8)
Dodge (Std.)	0	0	0	0	(1)
Aries	3	3	2	8	(8)
Diplomat	2	0	0	2	(8)
Dodge 400	0	2	0	2	(0)
Mirada	0	1	0	1	(1)
Omni	3	0	0	3	(2)
024	0	3	0	3	(2)
Imperial	0	1	0	1	(1)
Plymouth (Std.)	0	0	0	0	(1)
Gran Fury (Int.)	1	0	0	1	(0)
Horizon	3	0	0	3	(2)
Reliant	3	3	2	8	(8)
TC 3	0	3	0	3	(2)
FORD MOTOR CO.	30	46	15	91	(74)
Ford (Std.)	3	2	3	8	(8)
Escort	3	5	3	11	(10)
EXP	0	1	0	1	(1)
Fairmont Futura	1	2	0	3	(7)
Granada	3	3	2	8	(6)
Mustang	0	6	0	6	(5)
Thunderbird	0	3	0	3	(3)
Lincoln (Std.)	3	0	0	3	(2)
Continental	3	0	0	3	(0)
Mark VI	3	4	0	7	(4)
Mercury (Std.)	3	2	2	7	(7)
Capri	0	5	0	5	(2)
Cougar	2	2	1	5	(2)
Cougar XR-7	0	2	0	2	(1)
Lynx	4	6	4	14	(10)
LN7	0	1	0	1	(1)
Zephyr	2	2	0	4	(5)
GENERAL MOTORS	40	46	13	99	(127)
Buick (Std.)	4	4	2	10	(10)
Century***	0	0	0	0	(4)
Regal	2	3	1	6	(3)
Riviera	0	2	0	2	(2)
Skylark	3	3	0	6	(6)
Cadillac (Std.)	4	2	0	6	(6)
Cimarron	1	0	0	1	(1)
Eldorado	0	1	0	1	(1)
Seville	1	0	0	1	(1)
Chevrolet (Std.)	2	1	3	6	(9)
Camaro***	0	0	0	0	(3)
Cavalier	2	4	2	8	(8)
Celebrity***	0	0	0	0	(0)
Chevette	2	2	0	4	(3)
Citation	1	1	0	2	(2)
Corvette	0	2	0	2	(1)
Malibu Classic	1	0	1	2	(7)
Monte Carlo	0	1	0	1	(2)
Oldsmobile (Std.)	5	3	1	9	(10)
Cutlass/Supreme	2	3	1	6	(8)
Cutlass Ciera***	0	0	0	0	(0)
Omega	2	2	0	4	(4)
Toronado	0	1	0	1	(1)
Pontiac (Std.)	0	0	0	0	(8)
Bonneville G	2	0	1	3	(0)
Firebird***	0	0	0	0	(4)
Grand Prix	0	3	0	3	(3)
J2000	2	4	1	7	(7)
LeMans	0	0	0	0	(7)
Phoenix	3	3	0	6	(4)
Pontiac 6000***	0	0	0	0	(0)
T1000	1	1	0	2	(2)
VOLKSWAGEN	2	4	0	6	(6)
Rabbit	2	4	0	6	(6)
1982 Total	95	129	37	261	
1981 Totals (End of Model Year)	87	141	50		(278)

*—2-door total includes hatchbacks, which some makers list as 3-door models.

**—Revised 1981 totals.

***—The '82 Buick Century, Chevrolet Camaro and Pontiac Firebird will be introduced Jan. 14, 1982.

***—Introduction date is Jan. 14, 1982, for the '82 Buick Century, Chevrolet Camaro and Celebrity, Oldsmobile Cutlass Ciera and Pontiac Firebird and 6000.

—The '82 Gran Fury and New Yorker are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

MODELS: 1942-1982

Number of models offered by U. S. auto makers, 1942 to 1982:

1942	276	1964	336
1946	160	1965	348
1947	182	1966	368
1948	201	1967	370
1949	205	1968	368
1950	243	1969	365
1951	243	1970	375
1952	224	1971	341
1953	210	1972	297
1954	240	1973	304
1955	216	1974	302
1956	232	1975	325
1957	245	1976	294
1958	263	1977	275
1959	239	1978	259
1960	244	1979	268
1961	260	1980	252
1962	296	1981	278
1963	336	1982	261

Copyright, 1981, Automotive News

1982 U. S. MODELS BY MARKET CLASS

	4-door Models	2-door Models*	4-door Wagons	1982 Totals	(Final 1981 Totals**)
SUBCOMPACTS	22	42	10	74	(64)
Cavalier	2	4	2	8	(8)
Chevette	2	2	0	4	(3)
Eagle SX/4, Kammback	0	4	0	4	(4)
Escort	3	5	3	11	(10)
EXP	0	1	0	1	(1)
Horizon	3	0	0	3	(2)
J2000	2	4	1	7	(7)
LN7	0	1	0	1	(1)
Lynx	4	6	4	14	(10)
Omni	3	0	0	3	(2)
024	0	3	0	3	(2)
Rabbit	2	4	0	6	(6)
Spirit	0	4	0	4	(4)
TC 3	0	3	0	3	(2)
T1000	1	1	0	2	(2)
COMPACTS	23	35	9	67	(73)
Aries	3	3	2	8	(8)
Camaro***	0	0	0	0	(3)
Capri	0	5	0	5	(2)
Citation	1	1	0	2	(2)
Concord	3	3	3	9	(9)
Eagle	2	2	2	6	(6)
Fairmont Futura	1	2	0	3	(7)
Firebird***	0	0	0	0	(4)
Mustang	0	6	0	6	(5)
Omega	2	2	0	4	(4)
Phoenix	3	3	0	6	(4)
Reliant	3	3	2	8	(8)
Skylark	3	3	0	6	(6)
Zephyr	2	2	0	4	(5)
INTERMEDIATES	18	27	7	52	(65)
Bonneville G	2	0	1	3	(0)
Celebrity***	0	0	0	0	(0)
Century***	0	0	0	0	(4)
Cordoba	0	2	0	2	(2)
Cougar	2	2	1	5	(2)
Cougar XR-7	0	2	0	2	(1)
Cutlass/Supreme	2	3	1	6	(8)
Cutlass Ciera***	0	0	0	0	(0)
Diplomat	2	0	0	2	(8)
Dodge 400	0	2	0	2	(0)
Granada	3	3	2	8	(6)
Grand Prix	0	3	0	3	(3)
Gran-Fury†	1	0	0	1	(0)
LeBaron ('82)	2	2	0	4	(0)
LeBaron ('80)	0	0	0	0	(8)
LeMans	0	0	0	0	(7)
Malibu-Classic	1	0	1	2	(7)
Mirada	0	1	0	1	(1)
Monte Carlo	0	1	0	1	(2)
New Yorker†	1	0	0	1	(0)
Pontiac 6000***	0	0	0	0	(0)
Regal	2	3	1	6	(3)
Thunderbird	0	3	0	3	(3)
STANDARD SIZE	17	12	11	40	(56)
Buick	4	4	2	10	(10)
Chevrolet	2	1	3	6	(9)
Chrysler	0	0	0	0	(2)
Dodge	0	0	0	0	(1)
Ford	3	2	3	8	(8)
Mercury	3	2	2	7	(7)
Oldsmobile	5	3	1	9	(10)
Plymouth	0	0	0	0	(1)
Pontiac	0	0	0	0	(8)
LUXURY	15	13	0	28	(20)
Cadillac	4	2	0	6	(6)
Cimarron	1	0	0	1	(1)
Continental	3	0	0	3	(0)
Corvette	0	2	0	2	(1)
Eldorado	0	1	0	1	(1)
Imperial	0	1	0	1	(1)
Lincoln	3	0	0	3	(2)
Mark VI	3	4	0	7	(4)
Riviera	0	2	0	2	(2)
Seville	1	0	0	1	(1)
Toronado	0	1	0	1	(1)
1982 Totals	95	129	37	261	
1981 Totals (End of Model Year)	87	141	50		(278)

*—2-door, totals include hatchbacks, which some makers list as 3-door models.

**—Revised '81 totals.

***—Introduction date is Jan. 14, 1982, for the '82 Buick Century, Chevrolet Camaro and Celebrity, Oldsmobile Cutlass Ciera and Pontiac Firebird and 6000.

—The '82 Gran Fury and New Yorker are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

ELDORADO "GLAMOUR" COUPE

"Custom Built Limited Edition Series"

"American Custom Coachworks, Ltd. is very proud of their custom concept on the popular "4" passenger Eldorado Coupe. The "Glamour" Coupes are selling very fast and very well for dealers throughout the country. Base units can be drop shipped by the dealer to one of our manufacturing plants, or some open factory (pool cars) presently in build can be made available."

CALL (213) 272-7908 or (213) 278-0643
FOR MORE INFORMATION

Car buyers play it cool

By Joseph Bohn
Marketing Editor

Car buyers may be cutting back on some of their optional equipment, but they retained a strong desire to keep cool, a survey of air conditioning units in '81 models reveals.

The penetration of air conditioners on '81 models reached 76.75 percent, up from 72.52 percent the previous year.

Altogether, 5,186,776 air conditioners were installed against 5,181,365 the previous year.

General Motors continued to lead the parade. It installed "air" in 83.90 percent of its cars, up from 77.03 percent in '80.

Of course, GM has made the item standard in a number of lines, including all Cadillacs, Riviera, Toronado, Corvette, Buick and Oldsmobile 98.

Ford Motor's penetration climbed to 71.22 percent from 70.23 percent the previous year. Ford installed air conditioners in 1,071,117 cars, up from 964,613 the previous year.

Chrysler's installations dropped both on a percentage and volume basis. Chrysler installed air conditioners in 427,736 or 58.31 percent of its cars. That was off from 489,092, or 63.91 percent in '80.

American Motors installed the option in 73,184 cars, equal to 53.37 percent of production. That was off from 103,848, or 52.02 percent in '80.

Volkswagen installed the item in 86,933 U. S. Rabbits, equal to 48.40 percent. That was up from 41.00 percent in '80, but off from the previous year's volume of 91,539.

In the '81 model year, GM accounted for 68.01 percent of installations; Ford for 20.65 percent; Chrysler for 8.25 percent, VW for 1.67 percent and AMC for 1.42 percent.

AIR CONDITIONING INSTALLATIONS

1981 VS. 1980 MODEL YEAR

	1981 Model Year			1980 Model Year		
	Unit Total	Percent of Output	Pct. of '81 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installation
AMERICAN MOTORS	73,184	53.37	1.42	103,848	52.02	2.00
Spirit	16,566	37.10	0.32	23,725	33.40	0.46
Concord	40,208	73.00	0.78	52,296	65.00	1.00
Eagle	9,781	67.50	0.19	27,827	60.00	0.54
SX-4	6,629	28.90	0.13	.....	.....	.....
CHRYSLER CORP.	427,736	58.31	8.25	489,092	63.91	9.44
C-P Total	256,901	60.95	4.96	302,825	66.97	5.85
Horizon/TC3	53,117	38.00	1.02	71,002	43.70	1.38
Reliant	131,653	64.30	2.54	.....	.....	.....
Volare	.....	.....	.....	64,985	59.20	1.25
Gran Fury	7,328	94.60	0.14	17,413	93.00	0.33
Cordoba	19,176	94.50	0.37	53,915	93.80	1.04
LeBaron	35,153	91.60	0.68	67,153	90.00	1.30
Chrysler	10,474	99.00	0.21	28,357	97.40	0.55
Dodge Total	170,835	54.76	3.29	186,267	59.49	3.59
Omni/024	39,741	34.60	0.77	59,821	43.30	1.15
Aspen	.....	.....	.....	49,571	58.00	0.96
Aries	97,177	61.40	1.87	.....	.....	.....
Diplomat	17,803	83.00	0.34	30,724	80.50	0.59
Mirada	10,828	91.00	0.21	30,039	87.80	0.58
St. Regis	5,286	95.70	0.10	16,112	94.40	0.31
FORD MOTOR	1,071,117	71.22	20.65	964,613	70.23	18.62
Ford Division	685,116	67.04	13.21	649,675	66.22	12.54
Escort	150,100	46.80	2.89	.....	.....	.....
EXP	42,214	58.90	0.82	.....	.....	.....
Fairmont	121,264	75.40	2.34	161,304	68.80	3.11
Must./Must. II	104,973	57.50	2.02	137,831	50.80	2.66
Granada	106,537	87.80	2.05	75,418	83.40	1.46
T-Bird	83,832	96.70	1.62	147,552	94.10	2.85
Ford	76,196	97.50	1.47	98,512	95.30	1.90
Pinto	.....	.....	.....	29,058	23.30	0.56
L-M Division	386,001	80.08	7.44	314,938	80.24	6.06
Bobcat	.....	.....	.....	9,021	36.60	0.17
Lynx	59,908	53.30	1.16	.....	.....	.....
Capri	37,666	63.90	0.73	44,391	55.50	0.86
Zephyr	57,198	86.00	1.10	51,156	73.00	0.99
Cougar (Monarch)	49,575	92.40	0.96	26,429	86.60	0.51
XR-7 (Cougar)	36,157	97.00	0.70	55,417	95.50	1.07
LN7	14,692	65.40	0.28	.....	.....	.....
Mercury	61,268	99.40	1.18	53,622	98.70	1.04
Lincoln	32,839	100.00	0.63	31,233	100.00	0.60
Mark VI	36,698	100.00	0.70	38,891	100.00	0.75
Versailles	.....	.....	.....	4,784	100.00	0.09
GENERAL MOTORS	3,527,806	83.91	68.01	3,532,273	77.03	68.17
Buick Division	791,893	92.40	15.27	718,745	89.82	13.87
Skylark	218,303	83.80	4.21	167,329	79.00	3.23
Skyhawk	.....	.....	.....	5,101	61.30	0.09
Century	136,159	94.40	2.63	135,218	91.10	2.61
Regal	229,730	95.60	4.43	199,274	92.80	3.85
LeSabre	86,711	97.20	1.67	163,202	97.00	3.15
Electra	68,983	100.00	1.33	.....	.....	.....
Riviera	52,007	100.00	1.00	48,621	100.00	0.94
Cadillac Division	252,256	100.00	4.86	231,028	100.00	4.46
Cimarron	14,048	100.00	0.27	.....	.....	.....
Seville	28,606	100.00	0.55	39,344	100.00	0.76
Eldorado	60,557	100.00	1.17	52,685	100.00	1.02
Cadillac	149,045	100.00	2.87	138,999	100.00	2.68
Chevrolet Division	1,162,319	69.47	22.41	1,287,210	63.46	24.84
Chevette	182,500	40.20	3.52	165,266	36.60	3.19
Cavalier	38,882	59.70	0.75	.....	.....	.....
Monza ('80)	.....	.....	.....	67,894	40.00	1.31
Camaro	96,118	76.20	1.85	107,175	70.05	2.07
Citation	279,440	67.60	5.39	388,264	62.20	7.49
Malibu	194,534	85.80	3.76	223,170	80.40	4.31
Monte Carlo	147,064	93.60	2.84	114,035	90.50	2.20
Chevrolet	178,150	96.30	3.43	180,792	97.00	3.49
Corvette	45,631	100.00	0.87	40,614	100.00	0.78
Oldsmobile Division	894,120	95.05	17.23	781,398	92.20	15.08
Omega	116,877	79.00	2.25	97,652	72.70	1.88
Cutlass	191,448	97.80	3.69	403,603	95.60	7.78
Cutlass Supreme	279,261	97.70	5.38	232,132	97.00	4.48
Oldsmobile	263,900	98.20	5.09	43,440	100.00	0.85
Toronado	42,604	100.00	0.82	4,571	55.50	0.09
Pontiac Division	427,218	88.81	8.24	513,892	75.73	9.92
Sunbird ('80)	.....	.....	.....	67,486	47.17	1.30
Firebird	59,517	83.90	1.15	86,516	80.60	1.67
Phoenix	94,634	74.00	1.82	123,449	69.24	2.38
Grand Prix	105,852	97.70	2.05	110,595	96.41	2.14
LeMans	65,832	91.50	1.27	53,581	87.52	1.04
Pontiac	101,383	99.40	1.95	72,265	98.19	1.39
VOLKSWAGEN	86,933	48.40	1.67	91,539	41.00	1.77
Total Cars, U. S.	5,186,776	76.75	100.00	5,181,365	72.52	100.00

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

KARL SINGER & ASSOCIATES

SERVING
AMERICA'S PROGRESSIVE VOLUME DEALERS
WITH PROGRAMS TO INCREASE RETAIL
DELIVERIES AND ENHANCE
PROFITABILITY

HOME OFFICE 3700 CEDAR SPRINGS ROAD, DALLAS, TX 75219
(214) 521-8470

REGIONAL OFFICES: ATLANTA, BALTIMORE/WASHINGTON, CHICAGO, DENVER, SOUTHERN CALIFORNIA

factories list auction dates

American Motors

Nov. 10—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Nov. 11—Central States Auto Auction, Mason City, Ia.

Nov. 12—Todd Auto Auction, Telford, Pa.

Nov. 17—Ohio Auto Auction, Columbus, O.

Nov. 17—Dallas Auto Auction, Dallas, Tex.; Minneapolis Auto Auction, Minneapolis, Minn.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Nov. 19—Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

Nov. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Nov. 24—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Nov. 25—Central States Auto Auction, Mason City, Ia.

Dec. 1 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 2 — Minneapolis Auto Auction, Minneapolis, Minn.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.

Dec. 3 — Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

Dec. 4 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.; Union Pacific Railroad Auto Auction, Montebello, Calif.

Dec. 8 — Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 9 — Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Dallas, Tex.

Dec. 10—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif.

Note: Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for details.

Chrysler

Nov. 3 — Hatfield Auto Auction, Hatfield, Pa.; D-A Auto Auction, New Stanton, Pa.

Nov. 5—Evansville Auto Auction, Inc., Evansville, Ind.

Nov. 6 — Concord Auto Auction, Acton, Mass.

Nov. 10—Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Inc., Chicago, Ill.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Nov. 11—Columbus Fair Auto Auction, Obetz, O.; Minneapolis Auto Auction, Minneapolis, Minn.

Continued on Page 48, Col. 5

Used car sales
Auction Averages

November to date	$4,465
Month ago	$4,356
Year ago	$3,776

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1981	$7,074	$7,074	$7,548
1980	5,576	5,697	5,814
1979	4,790	4,922	5,051
1978	4,015	3,731	3,963
1977	2,794	2,927	3,045
1976	2,171	2,140	2,122
1975	1,481	1,628	1,587
1974	1,137	1,258	1,180
Overall AVERAGE	$4,465	$4,364	$4,321

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-6873

Thursday
ONTARIO AUTO AUCTION
408 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal ____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

Use Automotive News Classified Section

OHIO

OHIO AUTO AUCTION, INC.
Invites You To Attend Our Annual
4 WHEEL DRIVE SALE
Tuesday • Nov. 17, 1981
• 11:00 A.M. •
4x4 • expecting 125 units • 4x4
3905 Jackson Pike
Grove City, Ohio
"the tuesday sale"
COLUMBUS, OHIO
Call (614) 871-2771 for reserved numbers, motel reservations, or airport pickup.
REGULAR SALE STARTS AT 12:00 NOON
250 Lease and As Is follow Regular Sale

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
- **Our 29th Year**
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

ARIZONA

READY TO SELL?
Consign With The Best!
Kruse International's Scottsdale '82
COLLECTOR CAR AUCTION
FRIDAY, SATURDAY, SUNDAY
JANUARY 1, 2, 3, 1982
PHOENIX HILTON RESORT
PHOENIX, ARIZONA
Sell for Cash — Same Day Payment
NATIONAL AUCTION COMPANY
TOLL FREE - 800-328-0771

FLORIDA

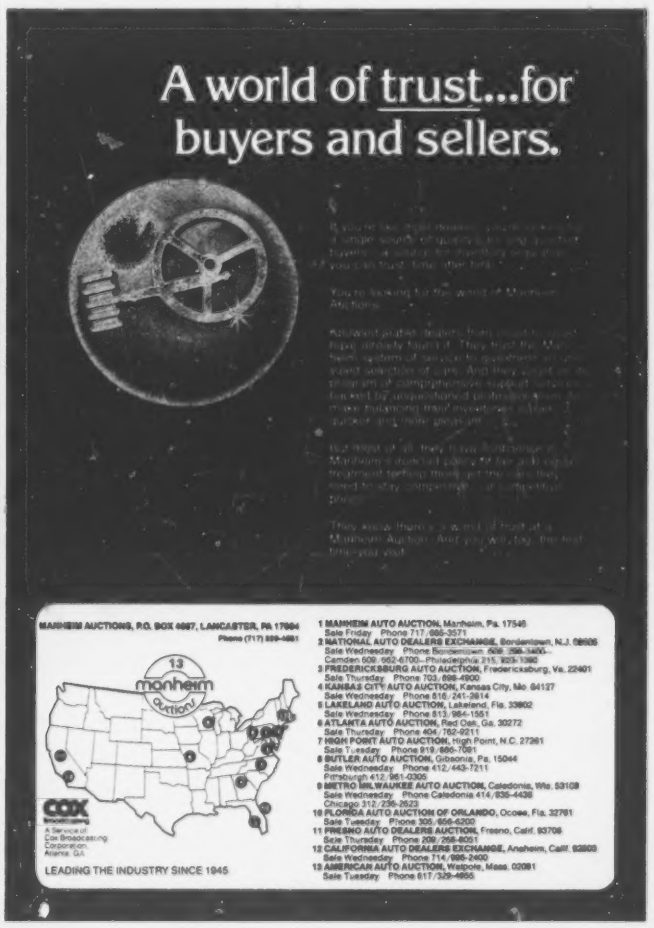
Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-8800, P.O. Box 5189, Kent, WA 98031.


A world of trust...for buyers and sellers.
MANHEIM AUCTIONS, P.O. BOX 4667, LANCASTER, PA 17604
Phone (717) 569-4651
1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545
Sale Friday Phone 717/ 665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505
Sale Wednesday Phone Bordentown 609/ 298-1400
Camden 609/ 662-6700—Philadelphia 215/ 925-1960
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401
Sale Thursday Phone 703/ 898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/ 241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/ 984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/ 762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/ 886-7081
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/ 443-7211
Pittsburgh 412/ 961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/ 835-4438
Chicago 312/ 256-2622
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/ 656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/ 268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92803
Sale Wednesday Phone 714/ 995-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
Sale Tuesday Phone 617/ 329-4555
manheim auctions
CBS Broadcasting
A Service of CBS Broadcasting Corporation, Atlanta, GA
LEADING THE INDUSTRY SINCE 1945

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Brace Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

Domestics 26 pct. below last year; imports off 13 pct.

October sales lowest since 1958

Continued from Page 8

cent, Cadillac was up 2.29 percent and Plymouth was up 1.34 percent.

The less fortunate were: Imperial, down 78.84 percent; Chrysler, down 57.58 percent; Chevrolet, down 36.29 percent; Pontiac, down 34.23 percent; Ford, down 27.14 percent; Oldsmobile, down 26.72 percent; Buick, down 23.89 percent; Mercury, down 23.35 percent; AMC, down 21.01 percent; Lincoln, down 13.70 percent, and Dodge, down 13.65 percent.

• Top domestic nameplates in October were headed by Ford Escort at 24,138, followed by Oldsmobile Cutlass Supreme at 20,986, Chevrolet Citation at 20,924, standard Chevrolet at 18,930 and Plymouth Reliant at 18,766.

The top five in October of 1980 were: Chevrolet Chevette, Citation, Cutlass Supreme, Ford Fairmont and Chevrolet Malibu.

The domestic daily rate for the 27 selling days in the month averaged 18,189, down 26.02 percent from 24,587 in 1980.

Softer import sales in October were affected by drops in Datsun, Honda and Mazda totals, while Toyota was up 7.56 percent from 1980 and Subaru reported an 11.72-percent gain. Datsun sales plunged 11.64 percent, Honda was down 23.90 percent and Mazda was off 27.19 percent.

Mercedes-Benz sales climbed 14.68 percent in October, compared with last year, while competitor BMW was down 10.75 percent, Audi was down 10.16 percent and Volvo was down 18.51 percent. Peugeot reported record October sales of 1,769. It was Peugeot's sixth record month this year.

The market class breakout for October was as follows: Imports, 24.23 percent; intermediates, 21.79; compacts, 19.98 percent; subcompacts, 17.58 percent; standards, 10.34 percent, and luxury models, 6.08 percent.

Oct. 21-31 domestic sales totaled 195,551, down 18.33 percent from 239,449 last year. GM was down 23.79 percent, Ford was off 15.04 percent, Chrysler was down 0.95 percent, AMC was down an estimated 33.33 percent, while VWoA shot ahead 51.35 percent.

The third-period domestic daily selling rate was 19,555, down 18.33 percent from 23,945. There were 10 days this year and last.

U. S. CAR SALES BY MARKETING UNITS

	Oct., 1981	Oct., 1980	10 mos., 1981	10 mos., 1980
Chevrolet	102,926	161,558	1,261,882	1,501,657
Ford	79,238	115,007	894,183	967,471
Oldsmobile	67,572	92,208	741,690	704,502
Buick	60,903	80,015	621,165	604,459
Pontiac	40,825	62,068	492,367	527,289
Toyota	38,835	36,107	496,622	498,497
Datsun	30,609	37,622	398,719	450,769
Honda	23,234	30,529	321,613	309,100
VW of America	24,781	25,550	265,548	277,921
Plymouth	30,834	30,826	335,044	264,853
Dodge	27,626	31,673	314,940	277,512
Mercury	27,922	36,430	296,383	271,409
Cadillac	23,247	22,726	190,724	176,778
AMC-Renault	12,236	14,043	145,440	148,196
Mazda	12,758	17,522	143,815	130,894
Subaru	11,688	10,462	130,307	122,061
Volvo	4,028	4,943	56,978	49,644
Chrysler/Imperial	5,813	14,233	81,104	118,326
Jaguar-Rover-Triumph	972	2,666	17,318	29,356
Mercedes-Benz	5,131	4,474	51,714	45,291
Lincoln	6,600	7,648	53,208	58,378
BMW	2,624	2,940	35,119	31,815
Fiat	2,162	2,649	30,747	34,255
Isuzu	1,759	.....	15,170	.....
Saab	1,211	1,078	11,911	11,592
Peugeot	1,769	1,110	14,630	10,919
DeLorean	720	.....	1,715	.....
Alfa Romeo	211	104	1,862	2,801
TOTAL	648,184	846,191	7,423,918	7,625,744

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	Oct., 1981	Oct., 1980	10 mos., 1981	10 mos., 1980
Alfa Romeo	211	104	1,862	2,801
Audi	3,529	3,928	42,173	36,258
BMW	2,624	2,940	35,119	31,815
Challenger	802	875	10,797	11,403
Champ	2,771	3,371	35,644	50,418
Colt	2,846	3,029	36,209	45,793
Datsun	30,609	37,622	398,719	450,769
DeLorean	720	.....	1,715	.....
Fiat	2,083	2,535	29,770	32,497
Fiesta	.....	6,253	32,856	59,997
Honda	23,234	30,529	321,613	309,100
Isuzu	1,759	.....	15,170	.....
Jaguar	394	292	3,673	2,510
Lancia	79	114	977	1,758
Mazda	12,758	17,522	143,815	130,894
Mercedes-Benz	5,131	4,474	51,714	45,291
MG	120	1,146	3,575	12,977
Peugeot	1,769	1,110	14,630	10,919
Porsche	752	803	9,006	9,186
Renault	2,618	1,867	25,947	21,913
Rover	80	87	679	282
Saab	1,211	1,078	11,911	11,592
Sapporo	862	614	11,621	8,927
Subaru	11,688	10,462	130,307	122,061
Toyota	38,835	36,107	498,622	498,497
Triumph	328	1,141	9,391	13,586
Volkswagen	5,236	9,402	72,441	77,312
Volvo	4,028	4,943	56,978	49,644
TOTAL	157,077	182,348	2,006,934	2,048,200

Ford wins another round of work-rule concessions

DETROIT. — Ford Motor Co. has won another round of work-rule concessions from plant workers at the Rawsonville (Mich.) parts plant.

In addition, 3,200 employes at the company's Sterling axle plant in Sterling Heights (Mich.) were to vote yesterday on work rule changes geared toward making it more competitive and perhaps entice Ford to give the plant work on components parts of the new automatic overdrive transaxle (AXOD).

The Livonia transmission plant made similar changes in late October in an effort to get Ford to give it the AXOD job. Sterling would be a sub-assembly plant for the project. Ford's board of directors is scheduled to consider sourcing for the AXOD work at this Thursday's meeting.

The 2,450 employes at the Rawsonville plant agreed to work rule changes to get a job building a new-type carburetor.

None of the changes affect the wages or benefits and are strictly modifications in scheduling, overtime, work conditions and others. There is also a great emphasis being placed on further reductions in the absenteeism rate — already down by as much as 50 percent in some plants, according to Peter J. Pestillo, Ford vice president, labor relations.

Workers at Ford's Monroe chassis plant accepted changes in work rules last September.

However, while the plants seem to be going along with these type of revisions, Ford's bid to reduce wages and benefits by 50 percent at the Sheffield (Ala.) aluminum casting plant was soundly rejected. The plant employs 940 who may now lose their jobs since Ford has said it will probably close the facility as a result.

GM delays a year on opening of 'Poletown' plant

DETROIT. — General Motors has postponed the opening of its $700-million Hamtramck GMAD assembly plant for one year.

The 'Poletown' plant will now come on stream in 1984 instead of the 1983 date originally planned, building 1985 models.

A GM spokesman said the company is continuing to construct the plant on the same basic timetable and changes in the product line are responsible for the date change. The Hamtramck plant replaces the current Detroit Cadillac assembly plant and was to build front-wheel-drive luxury cars.

GM has already dropped its option on a proposed $500-million Kansas City (Kans.) plant and has let the option lapse on a proposed site for a plant outside Flint. Also, the completion of a $230-million renovation program at the Baltimore facility has been delayed.

Last spring GM announced the construction of the new Orion Township (Mich.) assembly plant and the Wentzville (Mo.) plants would also be delayed for one year, opening in 1983 instead of the originally scheduled 1982. Orion replaces the Pontiac assembly plant and Wentzville replaces the St. Louis facility.

A GM spokesman said the plants were slowed down to save money and because poor weather last winter hurt the construction schedule.

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31, 1981	Same Period, 1980	October, 1981	Same Month, 1980	Jan. 1 to Oct. 31, 1981	Same Period, 1980
Spirit	.....	.....	1,696	3,435	30,839	43,967
Concord	.....	.....	4,179	5,561	52,940	55,573
Pacer	.....	.....	.....	53	111	2,019
Eagle	.....	.....	3,743	3,127	35,603	24,724
AMERICAN MOTORS*	4,000	6,000	9,618	12,176	119,493	126,283
Horizon	1,845	2,318	4,736	8,132	67,966	66,235
TC3	1,178	1,278	3,290	4,346	46,372	48,440
Reliant/Volare	6,268	4,013	18,766	14,055	172,988	77,897
Plymouth	183	135	409	308	453	12,936
Total Plymouth	9,474	7,744	27,201	26,841	287,779	205,508
LeBaron	290	2,397	890	6,907	35,312	53,773
LeBaron K	1,672	.....	1,672	.....	1,672	.....
Cordoba	571	1,425	1,558	4,357	21,296	38,359
New Yorker	608	.....	1,470	.....	1,650	.....
Chrysler	.....	730	.....	1,915	17,080	25,140
Total Chrysler	3,141	4,552	5,590	13,179	77,010	117,272
Total Imperial	88	324	223	1,054	4,094	1,054
Omni	1,226	1,696	3,626	5,785	49,619	52,000
024	1,318	1,260	4,098	4,018	45,256	41,705
Aries	4,186	2,981	13,571	11,228	130,887	59,416
Dodge 400	528	.....	528	.....	528	.....
Diplomat	413	1,156	1,291	3,163	23,464	27,427
Mirada/Magnum	320	899	864	2,847	12,552	24,034
Dodge	.....	280	.....	728	5,628	15,734
Total Dodge	7,991	8,272	23,978	27,769	267,934	220,316
CHRYSLER CORP.	20,694	20,892	56,992	68,843	636,817	544,150
Pinto	.....	2,779	.....	9,281	10,037	133,990
EXP	2,361	.....	5,234	.....	46,835	.....
Escort	9,929	6,172	24,138	18,713	248,575	18,713
Mustang	4,733	6,115	12,388	18,956	139,906	198,435
Fairmont	3,969	9,916	11,710	27,253	164,597	241,821
Granada	4,031	3,458	12,431	11,851	91,251	73,299
LTD II	.....	.....	.....	.....	.....	3,012
Thunderbird	1,639	2,917	4,873	9,504	62,583	113,520
Ford	3,270	4,471	8,464	13,196	97,543	124,684
Ford Division	29,932	35,828	79,238	108,754	861,327	907,474
Bobcat	.....	576	.....	1,916	2,169	25,187
LN7	610	.....	1,369	.....	15,323	.....
Lynx	3,571	1,674	8,460	4,810	81,225	4,810
Zephyr	1,068	3,598	2,908	9,593	45,685	71,119
Cougar/Monarch	2,192	1,669	5,113	5,046	38,942	25,545
XR-7	724	1,549	1,876	4,315	26,146	46,118
Capri	1,324	1,908	3,177	5,613	42,991	54,528
Mercury	1,960	2,070	5,019	5,137	43,902	44,102
Total Mercury	11,449	13,620	27,922	36,430	296,383	271,409
Cont./Versailles	724	47	1,869	134	1,869	4,019
Lincoln	881	1,086	2,425	3,333	25,063	25,047
Mark VI	813	1,549	2,306	4,181	26,276	29,312
Total Lincoln	2,418	2,682	6,600	7,648	53,208	58,378
L-M Division	13,867	15,726	34,522	44,078	349,591	329,787
FORD MOTOR	43,799	51,554	113,760	152,832	1,210,918	1,237,261
Skyhawk	.....	.....	.....	.....	.....	5,388
Skylark	8,592	7,123	17,088	18,915	171,386	146,021
Century	3,900	6,199	8,723	17,121	109,373	123,857
Regal	6,705	8,541	16,765	23,980	184,443	166,873
Le Sabre	3,092	2,968	7,568	8,162	68,273	76,386
Electra	2,650	2,482	6,395	7,125	47,360	50,826
Riviera	1,717	1,729	4,364	4,712	40,330	35,108
Buick Division	26,656	29,042	60,903	80,015	621,165	604,459
Cimarron	1,054	.....	2,510	.....	11,300	.....
Seville	964	1,460	2,373	4,078	19,062	28,854
Cadillac	4,727	4,565	12,897	12,371	115,247	105,125
Eldorado	2,072	2,369	5,467	6,277	45,115	42,799
Cadillac Division	8,817	8,394	23,247	22,726	190,724	176,778
Chevette	5,521	12,376	15,338	35,533	309,924	327,349
Cavalier/Monza	6,424	5,749	14,398	15,092	71,368	131,534
Citation	9,439	12,495	20,924	31,931	255,685	320,375
Camaro	1,255	3,567	3,457	9,560	89,505	102,725
Malibu	5,425	10,704	14,656	27,216	188,805	226,241
Monte Carlo	4,971	6,826	13,384	18,120	143,323	138,542
Chevrolet	8,244	8,382	18,930	20,693	176,979	223,931
Corvette	784	1,318	1,839	3,413	26,293	30,960
Chevrolet Division	42,063	61,417	102,926	161,558	1,261,882	1,501,657
Starfire	.....	.....	.....	.....	.....	5,334
Omega	3,857	3,444	9,516	9,617	96,984	75,148
Cutlass	5,050	9,286	13,744	25,319	167,058	182,151
Supreme	7,349	10,416	20,986	29,069	237,876	223,357
Olds 88	4,332	5,157	11,434	14,553	137,411	126,761
Olds 98	3,354	3,457	8,775	9,873	69,246	60,476
Toronado	1,185	1,518	3,117	3,777	33,115	31,275
Oldsmobile Division	25,127	33,278	67,572	92,208	741,690	704,502
T-1000	1,602	.....	4,439	.....	47,537	.....
J-2000/Sunbird	3,080	4,969	7,866	13,135	67,561	114,827
Phoenix	2,895	4,010	6,014	10,751	71,205	83,685
Firebird	719	2,231	2,078	6,052	49,199	73,305
LeMans/6000	2,338	3,118	6,100	8,263	63,642	66,074
Grand Prix	3,682	5,274	10,170	14,361	114,526	98,910
Pontiac	1,375	3,569	4,158	9,506	78,697	90,488
Pontiac Division	15,691	23,171	40,825	62,068	492,367	527,289
GENERAL MOTORS	118,354	155,302	295,473	418,575	3,307,828	3,514,685
VOLKSWAGEN	8,704	5,751	15,264	11,417	141,928	155,165
DOMESTIC TOTAL	195,551	239,449	491,107	663,843	5,416,984	5,577,544
IMPORT TOTAL	.....	.....	157,077	182,348	2,006,934	2,048,200
INDUSTRY TOTAL	.....	.....	648,184	846,191	7,423,918	7,625,744

*—AMC does not have a nameplate breakout for 10-day periods.

Chevy signs Rentschler

SLATINGTON, Pa.—Frederick Rentschler has been named the Chevrolet dealer here.

534,832 cars built, slimmest total since 1970 GM strike

October output sinks to 11-year low

By Patricia Hoffman
Staff Writer

U. S. auto production in October was the lowest for the month since 1970 when General Motors was out of action for the entire month because of a strike.

The auto makers completed 534,832 units last month, down 20.77 percent from 675,001 in the comparable month last year, and the lowest total for October since 1970's 390,016.

Breakdown for the month by company is: General Motors, 59.07 percent; Ford Motor, 23.11 percent; Chrysler Corp., 12.60 percent; Volkswagen of America, 3.40 percent; American Motors, 1.74 percent and Checker Motors, 0.08 percent.

Last week's auto production was scheduled at 115,796 units, down 1.97 percent from 118,117 in the previous week, and down a substantial 26.43 percent from 157,394 in the comparable 1980 week.

Breakdown for the week by company is: GM, 76.87 percent; Chrysler, 10.02 percent; Ford, 9.47 percent; VWoA, 3.55 percent and Checker, 0.09 percent.

AMC's Kenosha assembly point was idle last week for inventory adjustment. The plant is slated to resume production today (Nov. 9).

Also down last week for inventory control were the second shifts at GM's Tarrytown and Willow Run facilities. Tarrytown is slated to resume production today, and Willow Run is scheduled to remain idle until Nov. 23.

Saturday overtime was scheduled last week at GM's Flint and Arlington plants.

Chrysler's Belvidere assembly point, idle since Oct. 26 to prepare for the addition of front-wheel-drive pick-up truck production there, will remain down until Nov. 16.

Chrysler seeks to upset Idaho's warranty-pay law

BOISE, Id. — Chrysler Corp. has filed a suit challenging the constitutionality of Idaho's recently passed warranty repayment law, according to Bob Henderlider, executive vice president, Idaho Automobile Dealers Assn.

The law took effect July 1. It stipulates (Automotive News, June 8) that auto manufacturers must compensate Idaho dealers for warranty-covered repairs and service on customers' vehicles at the same rate as for work not covered by warranty.

Kenneth McClure, Idaho assistant attorney general said no briefs have been filed. He said he does not expect the case to come to trial before February.

He said the outcome of the case, and final judgment, probably would not be known until late next year.

Chevrolet for Ward

QUINCY, Ill.—E. Buford Ward has opened Buford Ward Chevrolet, Inc., here.

Auto output in Canada falls to 14-year low for October

Canadian auto production in October was the lowest for the month in 14 years, and the total fell 32.66 percent below the comparable month last year as a result of extended changeover schedules.

The auto makers completed 59,483 units in October, down from 88,333 last year, and the lowest output for the month since 1967 when only 57,509 cars were assembled.

Truck production totaled 42,685 units in October, a drop of 23.70 percent from 55,943 in the comparable 1980 month, and the lowest output for October since the 1976 total of 33,325.

Last week's car production was estimated at 14,923 units, down 2.20 percent from 15,258 in the previous week, and a 30.76 percent decline from 21,554 in the comparable 1980 week.

Year-to-date car output is 693,480 units, down 2.70 percent from 712,751 in the comparable period last year.

Truck production last week was targeted at 8,065 units, down 23.52 percent from 10,545 the previous week and down 40.87 percent from 13,640 in the comparable 1980 week.

Downtime was scheduled last week for the second shift at General Motors' Oakville car assembly point.

Also down last week at GM was the Oshawa (No. 2) car facility. The plant, idle since Aug. 6 for changeover, is slated to resume production tomorrow (Nov. 10), due to downtime at all Canadian assembly points Monday, Nov. 9 in observance of the Rememberance Day holiday.

Ford Motor's St. Thomas car plant, idle since Aug. 31 for changeover/inventory control, is slated to resume production today.

Ford Motor's Ontario truck facility is scheduled to resume operations today. The plant was idle last week for inventory adjustment.

According to Chrysler Canada, tentative plans have been made to return to two-shift operations at the Windsor car facility due to an upturn in sales of the '82 New Yorker. The plant, which added a second shift last June 1, dropped to one-shift operations Oct. 12, decreasing line speed from 560 per day on two shifts, to 400 per day on one shift.

The second shift is slated to return Nov. 30 with line speed being upped to an estimated 600 units per day.

Also at Chrysler, Saturday overtime was scheduled last week at the Windsor car plant for the first time in over a year.

Truck production for October is lowest since 1970

Domestic truck production in October was the lowest output for the month since 1970, and the total fell 17.99 percent below the comparable 1980 month.

The truck makers completed 147,531 units last month, down from 179,888 in October of last year, and the lowest total for the month since 1970 when only 108,344 were built. General Motors was idle the entire month in 1970 because of a strike.

Last week's truck production was targeted at 27,101 units, down 18.86 percent from 33,399 in the previous week, and down 36.95 percent from 42,983 in the comparable week last year.

International Harvester's Ft. Wayne and Springfield assembly points both idled for inventory control since Oct. 26, will resume operations today (Nov. 9).

Also slated to return today is American Motors' Toledo (Jeep) facility. The point was idle last week for inventory adjustments.

Ford Motor's Norfolk facility, also idle last week for inventory control, is scheduled to resume today.

Chrysler Corp.'s Belvidere (car) assembly point will remain idle this week as the facility continues to undergo conversion for the addition of the company's front-wheel-drive pickups. The point closed Oct. 26 and is slated to return Nov. 16 with assembly of both cars and pickups.

U. S. CAR PRODUCTION

	Week Ended Nov. 7, 1981	Week Ended Nov. 8, 1980	Week Ended Oct. 31, 1981	Oct. Total	Jan. 1 to Nov. 8, 1980	Jan. 1 to Nov. 7, 1981
AMERICAN MOTORS	.....	3,275*	3,000*	9,278	143,238*	104,572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	11,600	22,600	11,740	67,354	535,663	680,027
Plymouth Total	4,200	11,800	3,894	23,356	246,219	337,529
Horizon	.....	3,200	.....	7,866	136,420	127,414
Reliant	4,200	8,500	3,894	15,690	38,901	200,528
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	100	.....	.....	5,404	2,139
Gran Fury	.....	.....	.....	.....	13,759	7,448
Chrysler Total	3,000	1,400	3,186	15,434	69,105	44,799
LeBaron	3,000	1,400	3,186	15,434	52,400	39,937
Chrysler	.....	.....	.....	.....	16,705	4,862
Dodge Total	4,400	9,400	4,660	28,564	220,339	297,699
Omni	.....	2,800	.....	10,079	114,383	114,213
Aspen	.....	.....	.....	.....	36,881	.....
Aries	3,300	6,000	3,270	13,294	30,726	158,508
Diplomat	.....	600	.....	.....	26,080	12,644
Dodge 400	1,100	.....	1,390	5,191	.....	8,652
St. Regis	.....	.....	.....	.....	12,269	3,682
FORD MOTOR	10,971	33,132	30,347	123,620	1,070,918	1,197,712
Ford Division	5,059	22,653	20,356	83,052	768,959	814,492
Escort	3,797	7,942	7,627	39,448	49,687	324,893
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	625	2,763	3,927	12,242	179,957	160,760
Must./Must. II	.....	5,381	3,920	9,716	203,098	136,947
Granada	637	4,551	3,934	15,470	89,365	91,367
T-Bird	.....	.....	1,248	5,292	100,561	58,437
Ford	.....	2,016	.....	.....	78,112	40,886
EXP	.....	.....	.....	884	.....	1,202
L-M Division	5,912	10,479	9,991	40,568	301,959	383,220
Mercury Total	3,850	8,615	7,595	31,430	261,092	326,763
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,483	2,717	1,890	10,112	16,632	108,911
Capri	.....	1,675	1,299	2,907	58,074	44,951
Zephyr	132	1,077	716	2,694	58,389	46,351
Cougar	616	.....	1,658	6,107	16,445	41,649
XR-7	.....	1,854	384	1,857	52,702	27,321
Mercury	1,619	1,292	1,648	7,239	46,315	56,923
LN7	.....	.....	.....	514	.....	657
Lincoln Total	2,062	1,864	2,396	9,138	40,867	56,457
Continental ('82)	1,031	.....	1,198	4,569	.....	8,511
Lincoln	633	847	768	2,795	16,709	24,212
Mark VI	398	1,017	430	1,774	22,292	23,734
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	89,913	93,751	68,871	315,942	3,494,328	3,504,066
Buick Division	18,767	18,511	15,890	75,364	657,053	779,572
Skylark	6,350	5,381	6,165	23,852	184,227	242,802
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,827	3,080	1,159	3,156	141,902	91,901
Regal	4,940	4,910	4,827	24,949	171,099	233,833
Buick	3,900	4,100	3,709	18,086	123,312	151,482
Riviera	1,750	1,040	.....	5,321	36,513	59,554
Cadillac Division	4,862	4,609	1,286	19,901	167,957	227,063
Cimarron	429	.....	.....	3,133	.....	21,164
Seville	320	640	.....	2,521	29,057	21,459
Eldorado	1,165	1,245	.....	3,715	45,564	50,771
Cadillac	2,948	2,724	1,286	10,532	93,336	133,669
Chevrolet Division	34,703	39,345	24,486	109,734	1,494,399	1,287,507
Chevette	9,553	9,280	7,251	32,536	397,387	309,821
Cavalier	8,256	.....	3,948	23,269	.....	113,099
Celebrity	2,696	.....	1,001	1,519	.....	4,215
Monza ('80)	.....	2,760	.....	.....	140,495	.....
Camaro	733	2,420	80	80	102,603	88,507
Citation	5,685	9,530	5,221	1,536	389,628	276,605
Malibu	3,754	6,570	3,976	17,011	225,030	203,462
Monte Carlo	2,656	3,575	2,438	10,971	100,691	121,612
Chevrolet	500	4,190	481	6,774	101,615	144,055
Corvette	870	1,000	90	2,213	37,550	26,131
Oldsmobile Division	16,516	18,831	14,361	67,494	675,317	745,782
Omega	2,490	2,768	2,562	10,943	94,611	125,403
Cutlass	4,800	9,842	4,853	21,302	325,388	332,020
Ciera	2,721	.....	1,726	4,508	.....	7,248
Oldsmobile	5,260	5,399	5,220	27,268	192,984	242,530
Toronado	1,245	822	.....	3,473	67,334	38,581
Pontiac Division	14,165	12,455	12,848	43,449	499,602	464,142
Acadiant †	200	315	174	328	17,267	16,983
J2000	3,499	.....	2,939	10,926	.....	69,921
Sunbird ('80)	.....	3,620	.....	.....	135,773	.....
T1000	2,654	.....	2,131	6,661	.....	80,309
Firebird	387	1,660	51	51	68,990	43,906
Phoenix	1,875	2,880	1,968	5,771	115,582	88,918
Grand Prix	2,133	1,925	1,975	7,662	61,038	87,422
Bonneville ('82)	2,133	.....	2,039	7,621	.....	18,881
A6000	1,284	.....	1,571	4,429	.....	5,711
LeMans	.....	1,815	.....	.....	53,124	42,027
Pontiac	.....	240	.....	.....	47,828	10,064
VOLKSWAGEN	4,112	4,550	4,059	18,198	166,045	150,237
CHECKER	100*	86*	100*	440	2,698	1,869*
Total Cars, U. S.	115,796	157,394	118,117	534,832	5,412,890	5,638,483

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 7, 1981	Week Ended Nov. 8, 1980	Week Ended Oct. 31, 1981	Oct. Total	Jan. 1 to Nov. 8, 1980	Jan. 1 to Nov. 7, 1981
CHEVROLET	8,046	14,204	8,214	38,687	393,838	409,201
DODGE	2,000	3,100	2,033	8,848	108,852	81,094
FORD	10,801	15,737	16,018	63,032	498,066	562,690
GMC	4,216	5,857	3,606	17,043	126,601	149,403
INTERNATIONAL	.....	600	.....	5,231	55,305	60,646
MACK	588	650	578	2,594	23,428	35,201
JEEP	.....	460	.....	.....	20,049	.....
AM CORP.	.....	1,740*	1,500*	5,716	69,161	79,688
MISCELLANEOUS	50*	85*	50*	220*	7,531	3,286*
VOLKSWAGEN	1,400*	550*	1,400*	6,160*	33,675	58,520*
Total Trucks, U. S.	27,101	42,983	33,399	147,531	1,336,506	1,439,729

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 7, 1981	Week Ended Nov. 8, 1980	Week Ended Oct. 31, 1981	Oct. Total	Jan. 1 to Nov. 8, 1980	Jan. 1 to Nov. 7, 1981
CHRYSLER CORP.	2,000	1,579	2,128	7,682	44,288	72,479
FORD MOTOR	360	4,925	2,699	8,385	155,412	119,591
GENERAL MOTORS	5,470	6,801	5,451	25,620	202,264	234,238
AMERICAN MOTORS	.....	.....	.....	.....	11,823	.....
INTERNATIONAL	235	295	267	998	13,887	9,907
MACK	.....	40	.....	.....	1,819	.....
Total Trucks, Canada	8,065	13,640	10,545	42,685	429,493	436,215
N. American Trucks	35,166	56,623	43,944	190,216	1,765,999	1,875,944

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 7, 1981	Week Ended Nov. 8, 1980	Week Ended Oct. 31, 1981	Oct. Total	Jan. 1 to Nov. 8, 1980	Jan. 1 to Nov. 7, 1981
AMERICAN MOTORS	928	625*	794	2,930	625	29,618
CHRYSLER CORP.	2,000	1,498	1,871	5,688	63,948	53,776
FORD MOTOR	3,770	6,306	3,543	13,516	218,553	183,342
GENERAL MOTORS	8,000	12,877	8,825	36,404	421,132	417,814
VOLVO	225	248	225	945	8,493	8,930
Total Cars, Canada	14,923	21,554	15,258	59,483	712,751	693,480
N. American Cars	130,719	178,948	133,375	594,315	6,229,991	6,331,963
N. American Trucks	35,166	56,623	43,944	190,216	1,765,999	1,875,944
North American Cars and Trucks	165,885	235,571	177,319	784,531	7,995,990	8,207,907

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News

Detroit, November 16, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Set for the city

New Honda car and bike

New Japanese small car, the Honda City, stole the limelight at the Tokyo Motor Show. The car is only 133 inches long—yet it has room to hold a 50-cc moped behind the rear seats. The City weighs 1,440-1,500 pounds, thanks to its aluminum engine, lightweight plastic panels and plastic bumpers. The 1.2-liter engine is rated at 67 horsepower. The Honda moped, below, folds easily for storage inside the car. Tokyo Motor Show story and pictures, Page 4.

81½-day supply on hand

Stocks soar to a record

By Richard Wright
Assistant Managing Editor

The domestic new-car inventory reached an 81½-day supply Nov. 1, the highest ever for that date.

Historically, the inventory has not been particularly heavy on Nov. 1, usually around 50 days, because a full month of new-model sales has beefed up the daily selling rate. But this year, the sales pace is about as hot as it usually is in the dead of winter.

The domestic new-car inventory totaled 1,480,768 Nov. 1, compared with 1,389,549 a year earlier, which was a 56½-day supply.

A little more than a third of the Nov. 1 stockpile was made up of carryover '81 models.

• Compared with a month earlier, only Chrysler Corp. managed to trim its inventory, both in terms of days supply and unit count. Chrysler had a 91-day stockpile on Nov. 1, down from 95 days a month earlier.

Ford Motor Co. boosted its inventory during October from 79 to 91 days, while General Motors built up its stockpile from 62 days to 77 days. GM's inventory included about 13,000 new front-drive A-body cars, not yet on sale.

American Motors opened November with an 87-day supply, up from 60 days, and Volkswagen of America had a 66-day supply of U. S.-built Rabbits, up from 61 days.

The Nov. 1 domestic inventory was divided this way: GM, 56.71 percent; Ford Motor Co., 25.74 percent; Chrysler Corp., 12.95 percent; VWoA, 2.51 percent, and AMC, 2.09 percent.

A month earlier, the domestic inventory was divided as follows: GM, 56.64 percent; Ford Motor Co., 26.00 percent; Chrysler Corp., 12.85 percent; VWoA, 2.45 percent, and AMC, 2.06 percent.

By size class, all segments except luxury cars increased their inventories during the month. The industry had a 58-day supply of luxury cars Nov. 1, compared with a 64-day stockpile a month earlier.

Subcompacts were in the heaviest supply of any segment at 103 days, up from 78 days a month earlier. The industry had an 84-day supply of compacts, up from 80 days.

The industry had a 75-day

Continued on Page 42, Col. 1

NEW CAR STOCKS

	Nov. 1, 1981	Oct. 1, 1981	Nov. 1, 1980
Spirit	138½	58	111
Concord	75	48	82
Eagle	80	71	86
Eagle SX/4	108	102	86
AMERICAN MOTORS	87	60	91
Horizon	130½	102	97
TC3	112	102½	97
Reliant	62	90	61
Gran Fury	68	....	....
Plymouth	80	96	81
LeBaron-K	15	....	....
LeBaron	256	44½	78
Cordoba	80	92	118
New Yorker	43	....	....
Chrysler	....	....	103
Chrysler	120	87	95
Imperial	161	149	61½
Omni	149	115½	99½
024	102	84	99½
Aries	73	88	59
Dodge 400	87	....	....
Diplomat	75	95	108
Mirada	103½	103	115
St. Regis	....	....	102
Dodge	96	95	89
CHRYSLER CORP.	91	95	87
Escort	105	104	39
EXP	134	118	....
Mustang	88	82	79
Fairmont	88	52	67
Granada	75	90	80
Thunderbird	104	75	78
Ford	81	61	61
Ford	95	82	67
Lynx	99	115	52
LN7	153	111	....
Capri	99	69	67
Zephyr	82	50	49
Cougar	54	56	64
XR7	115	75	69
Mercury	65	58	54
Mercury	87	77	58
Lincoln	49	40	51
Continental	70	....	....
Mark VI	59	58	58
Lincoln	57	47	57
FORD MOTOR CO.	91	79	65
Skylark	77	101	35
Century	65	32	38
Regal	74	61½	38
LeSabre	57	53	38
Electra	71	67	39
Riviera	58½	50	33
Buick	71	64½	36½
Cimarron	98	89	....
Seville	73	96	45
Cadillac	48½	59	31
Eldorado	47	59	32
Cadillac	56	65	34
Chevette	116	46	70
Cavalier	77	61	41
Citation	109	113	62
Camaro	79	49	67
Malibu	74	70	62
Monte Carlo	82	71	66
Chevrolet	80	72	60
Corvette	94	55	59
Chevrolet	91	69	62
Omega	70	66	33
Cutlass	48½	32	27
Supreme	64	41	32
Olds 88	42	42	29
Olds 98	59	39	27
Toronado	53	41	31
Oldsmobile	59	42	30
T-1000	164	76	....
J-2000	79	60	62
Phoenix	111	117	49
Firebird	82	58	83
Bonneville	80	75	66
Grand Prix	74	65	53
Pontiac	53	41½	52
Pontiac	92	68	59
GENERAL MTRS.	77	62	48
VOLKSWAGEN	66	61	64
TOTAL	81½	69	56½

Long Chevrolet owes it $8.7 million, finance firm charges

GMAC suit shuts large Chicago deal

By Nancy I. Phillips
Staff Correspondent

ELMHURST, Ill.—Long Chevrolet, one of Chevrolet's largest dealers, has closed its doors following a General Motors Acceptance Corp. suit filed in federal district court in Chicago seeking $8.7 million.

James Long, owner, surrendered his entire inventory of new and used vehicles to GMAC representatives last Tuesday night (Nov. 10). The dealership closed the following day.

The GMAC lawsuit was a typical "out of trust" suit, charging that Long Chevrolet "wrongfully detained" vehicles, parts and accessories financed by the General Motors subsidiary.

The complaint said that on Nov. 5 Long Chevrolet had refused to surrender the vehicles, parts and inventories.

Long often had 1,500 to 2,000 cars and trucks at his Grand Ave. lot in this western suburb of Chicago. He advertised his large stock to retail customers in the local media and until last April he often advertised his inventory surpluses to other dealers in the classified advertising section of AUTOMOTIVE NEWS.

In an exclusive interview with the Chicago Tribune, Long said he had been investigating embezzlement amounting to "many millions" since June. He said he didn't know if the deficit was from within the company or without. He said he suspected that someone ordered cars in his name and had them delivered elsewhere.

John Cresto, DuPage County state attorney's investigator, said former Long Chevrolet finance manager James Elza was indicted on charges of theft of $700,000 some two months ago, following a grand jury investigation.

Long could not be reached by AUTOMOTIVE NEWS for comment before press time. However, he told the embezzlement story to a local television news crew, as well as in the Tribune interview.

"When we discovered the cash deficit in June, I requested an emergency loan from GMAC while the audit was going on," he told the Tribune. "For some reason they decided to stop the funding and decided to pull my cars."

"I asked them to wait until I could call (GM President) Jim

Continued on Page 42, Col. 1

Honda, BL plan new luxury auto

By Richard Feast
European Editor

LONDON. — Honda and BL signed a letter of intent late last week to join together in developing and building an upscale auto that will be sold throughout Europe, Japan and North America in 1985.

In contrast to the earlier Ballade/Acclaim joint venture, the new deal clearly calls for large-scale output. Although production numbers were undecided at press time, the agreement calls

Continued on Page 44, Col. 1

breaking news

April decision due on GM P-car

DETROIT.—Next April, General Motors will make a firm go/no-go decision on production of its P-car, a slick subcompact that could bow in the fall of '83 as an '84 model. Design and engineering work on the car is well advanced. Market studies are in hand. The decision will be made solely on the basis of GM's cash position at the time, AUTOMOTIVE NEWS learned.

Wankel licenses Holley on new blower

TROY, Mich.—Wankel GmbH has granted a license to Holley Special Products Division of Colt Industries for the commercialization of a new type of blower developed at the Wankel Laboratory in Lindau, West Germany. Holley will carry out the production engineering of the blower and, if

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER
AN JAN82
DC2001◆CNGLIAO DE 12178 S20013
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Will focus on conditions, changes

U. S.-Japanese group to study auto problems

By Jim Plegue
Staff Writer

DETROIT. — Problems facing the U. S. and Japanese auto industries will be explored over the next two years by an automotive think-tank comprised of executives and scholars from both countries.

The joint "United States-Japan Automotive Study Group" was announced last week by Prof. Robert E. Cole, director of the University of Michigan Center for Japanese Studies, and Keishi Oshima, professor-emeritus of the University of Tokyo and vice chairman of Technova, Inc., a Tokyo research firm.

"This is not a PR effort but a serious scholarly investigation of the conditions and changes that are taking place," Cole said.

The study is expected to cost $600,000 per year for two years and will be funded equally by donations from sources in each country's auto industry. All of the Japanese and over half of the U. S. portion of the first year's funding has been committed, Cole said. Other U. S. contributions are expected soon, he said.

• General Motors and Ford Motor Co., the UAW and several U. S. supplier firms are among the U. S. sponsors. Toyota and Nissan and several supplier firms are the major Japanese sponsors. Cole said American Motors, Volkswagen of America and Chrysler Corp. have been contacted "and we'll just have to see how it plays out."

"Actually, I'm rather heartened by the response, given the rather difficult conditions of the U. S. auto industry," he said.

The study group will be comprised of a 20-member policy committee, with membership divided equally between the two countries. Robert Ingersoll, former U. S. ambassador to Japan, will chair the U. S. members, while Minoru Toyoda, chairman of Technova, will lead the Japanese delegation.

The group will make interim public reports "on selected areas," Cole said, as well as develop policy options and recommendations based on research conducted by a second technical committee chaired by Oshima and Paul W. McCracken, professor of business at the University of Michigan.

The group will focus on technological changes in each industry and the effects of internationalization.

• "Internationalization of the auto industry is accelerating," said Oshima. "Two-way investment is increasing each year. Technology transfers between our two countries are now so great that the survival of one country's industry depends on the survival of the other. Japan cannot have a healthy automotive industry if the United States continues to suffer declines in its industry."

Cole said he did not have funding commitments yet for the second year of the program.

Among the U. S. members of the policy board are William Larson, director, Worldwide Product Planning, General Motors; Fred Secrest, consultant, Ford Motor Co., and Donald Ephlin, vice president, UAW.

Among the Japanese members are Shoichiro Toyoda, president, and Shigenobu Yamamoto, vice president, Toyota Motor Co., Ltd., and Yoshihisa Yokoyama, vice president, Nissan Motor Co., Ltd.

Quality changes on '82 models valued at $126

WASHINGTON. — The value of quality changes for 1982 domestic models included in the government's Producer Index averaged $104.70 at the manufacturer level and $126.32 at retail, according to estimates made by the Bureau of Labor Statistics.

These quality changes, representing about 22.5 percent of the average increase of $562.54 in list prices and about the same percentage of the average rise of $463.61 in wholesale prices, come from a review made by BLS of data supplied by the companies for similarly equipped '81 and '82 models. Of the 17 domestic cars used in the Index, the companies gave quality changes for 16. Of those 16, 15 are used in the Consumer Price Index.

The $126.32 estimated retail value of the quality changes breaks down into $84.68 for improvements in fuel economy and to reduce emissions in line with current and anticipated federal standards and $41.64 for changes for better corrosion protection and for standard equipment additions or deletions. No specific changes were attributed to NHTSA safety standards.

index

Advertising news	20
Auction reports	32
Classified advertising	34
Coming events	12
Editorial page	12
Letterbox	12
Obituaries	42
Production by makes	46
Truck highlights	14

57th year — No. 4889

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

When Metro met Aston Martin

Tickford, the engineering department of Aston Martin in England, introduced a special luxury version of the BL Metro at the London Motorfair. The car, known as the Frazer Tickford, will be made at the rate of five a week. Selling price is about $21,500, three times the price of the basic Metro in its country of origin.

'82 contract talks start at Delco-Remy unit

By Marjorie Sorge
Labor Editor

General Motors' Delco-Remy Division and its UAW local have begun negotiating a new 1982 contract a year before traditional local bargaining begins and 10 months before the national agreement expires.

The talks at the Anderson (Ind.) facility began last Monday (Nov. 9) and are the first early-bird negotiations announced by GM. Both the union and the company said the early talks are to cooperate and help the auto industry meet the challenges it currently faces and make it competitive.

Normally, local bargaining begins after the national agreement is ratified. Delco Remy's 1979 local agreement was negotiated in November, after GM's national pact was ratified. The national contract expires Sept. 14, 1982.

A GM spokesman said no information is available yet on whether the new Delco-Remy contract will have concessions similar to those recently won at four Ford Motor Co. plants. Those concessions involved changes in work rules.

GM has said it is not going to go to the locals to reopen the current contract for concessions. It has not, however, eliminated the possibility of early negotiations on a new 1982 contract.

According to a Delco-Remy spokesman, current bargaining pertains only to those items negotiated in the local agreement, not those in the national contract like wages and benefits.

The early talks are not to be part of a reopening of a national agreement which both Ford and GM have been pushing during the past year.

In a joint statement on the early talks, Bill Haston, Local 662 shop committee chairman, and Earl Jank, Delco-Remy personnel director, said:

"Although our local contract does not expire until Sept. 15, 1982, we feel it is important to demonstrate our spirit of cooperation and optimism for the future of Delco-Remy.

"We are facing challenges never before experienced in the history of the domestic automobile industry, and we plan to do everything we can to arrive at a local agreement in the very near future.

"Such an accomplishment will prove our determination to be competitive and to continue supplying quality products as one of the finest divisions in General Motors."

The statement also said neither party would have any further comment until bargaining is over.

Buy a dealer's house, get a Chevy Caprice

ST. LOUIS.—Taking a cue from General Motors, longtime Chevrolet dealer Johnny Londoff is selling his house in suburban Belleriver Acres and throwing in "a fully equipped four-door 1982 Caprice Classic." Meanwhile, builder Lester Katz is giving away a "brand new 1981 automobile" with the purchase of a two-bedroom condominium in suburban Creve Coeur.

Purchase plant or see it shut, Ford crews in Sheffield told

By Marjorie Sorge
Labor Editor

The 940 production workers at Ford Motor Corp.'s Sheffield (Ala.) Aluminum Casting plant have until Nov. 23 to decide if they are going to buy the operation or see it closed.

Since the workers have already rejected a Ford overture to cut wages and benefits by a total of 50 percent, they are now faced with the possibility of buying the plant under an Employe Stock Ownership Plan (ESOP) rather than see it closed. Ford said the closing is definite if the employes do not buy the factory.

It is not known yet which way the local will swing. It has requested more information on an ESOP and on pension alternatives from Ford. And, Ford, in return, has extended a previous Nov. 15 deadline to Nov. 23 to provide the needed information.

If the production workers should vote down a buyout, it is possible the 166 salaried workers, plus some hourly employes, could elect to buy the Sheffield plant.

A Ford spokesman said the company would consider this option but would rather see the buyout decision come from the production workers who would then show they finally believe they must sacrifice to keep their jobs.

Even if there is a buyout, Ford officials are advising workers at Sheffield they still feel there is a need for a 50 percent wage and benefit cut, although Ford would have little say in cuts after the plant was purchased.

Ford said the buyout would be similar to the recent ESOP at the General Motors New Departure-Hyatt Bearings plant in Clark, N.J. There, the workers took a 30-percent wage cut in return for stock ownership and production incentives.

The workers at Sheffield also

Continued on Page 42, Col. 4

Against the rule

NADA President Wendell Miller testifies before the Senate Consumer subcommittee of Commerce, Science and Transportation in favor of legislative veto of the proposed FTC used-car rule.

Year of exams reveals elevated rate of colon/rectal cancer

GM finds more woodshop cancer

By Kathleen Hamilton
News Editor

DETROIT. — The first round of screening of General Motors' woodshop workers found 26 new cancer cases and an incidence of colon/rectal cancer nearly three times the normal rate.

In reporting results of the year-long testing of 5,000 employes, GM Director of Occupational Safety and Health, Robert G. Wienceck said the firm suspects the problem is not in the workplace but in such factors as lifestyle, diet or heredity.

Colon and rectal cancers rarely have been linked to workplace causes, he said. In the latest study, woodworkers had 2.86 times the rate expected in Detroit.

And Doctor Victor M. Hawthorne, chairman of the University of Michigan School of Public Health, who analyzed the data for GM, pointed out that if dust were causing the cancers, high rates of nasal or lung cancers would be expected. Yet, the GM woodworkers had unusually low lung cancer rates.

In a prepared statement, UAW Vice President Owen Bieber said the union is "greatly concerned by the findings."

"Although GM's study calls this a 'preliminary' conclusion, we find it alarming," Bieber said. "It obviously necessitates an allout effort to pursue this

Continued on Page 42, Col. 3

Fiat recall drags on and on

How Honda handles rust problems

WASHINGTON. — The recent voluntary recall by American Honda of all Honda pre-1980 models sold in the U. S. and Canada invites comparison with the way Fiat has handled a very similar safety-related problem of rust in underbody areas that could affect structural elements.

The most amazing fact is that, as of this writing, letters to owners of 1971-74 Fiat 124s have not yet been sent because government and company lawyers are still arguing over how far from attachment bolts rust must extend before Fiat is willing to fix the problem or if necessary, buy back the cars.

Meanwhile, fewer than half those cars may still be on the road and each winter month, especially in salt-belt areas, rust gets worse and the hazards to wheels, suspension components, steering component and the floor pan (which holds both seats and seat belt attachments) gets greater.

Also highlighted is the voluntary actions taken by Honda and the litigation which Fiat mounted to resist recall of the 124s.

NHTSA opened an investigation of Fiat rust and related safety problems in August, 1977, on the basis of 71 consumer complaints. Tentatively involved were 1970-74 Fiat 850s, 128s and 124s. The 128s were dropped from the investigation because of an earlier recall.

By January, 1979, NHTSA made an initial findings of safety-related defect in Fiat 124s, and 850s for 1970-74 models.

• In March, 1979, under pressure from NHTSA, Fiat recalled 31,702 850 Spyders of 1970-71 vintage. At a NHTSA hearing in October, 1979, NHTSA was critical of Fiat for not offering enough money to Spyder owners in its buy-back program and NHTSA restated its determination for a Fiat recall for 1970-74 Fiat 124s.

In January, 1980, NHTSA announced its final determination of a safety-related defect but could mandate a recall of only 1971-74 Fiat 124s because the statute of limitations had expired for 1970 models.

In July, 1981, the federal district court in the District of Columbia thought it had settled the matter with a negotiaed settlement between the government and Fiat. But not so. Arguments over the extent of rust damage still are being worked out. NHTSA officials informally estimate that about 65,000 of the original 140,000 124s are still on the road and the owners of the 1970 Fiat 124s are out of luck.

In the case of Honda, no injuries have been reported from rust problems and at the time American Honda delivered its notice of recall to NHTSA, the government had only eight consumer complaints. but was looking at rust because it had been informed of a rust problem in three provinces in Canada.

• The Canadian recall, initiated by Honda, started American Honda on a survey of its American cars within a month, in January, 1981. The survey was completed by the end of October, 1981, and within two days Honday decided it had a problem and three days later Honda told NHTSA it was recalling all pre-1980 Hondas.

But because cars are resold—and are highly mobile — Honda decided to inspect all 936,774 vehicles it had sold before it changed to epoxy resin paint with the 1980 models. The inspection alone will cost Honda about $15 a car, but Honda expects that only about 2 percent of the cars will have sufficient rust problem to require a fix. Partial fix can be done by cleaning and repainting suspension arms. In some cases, replacement may be in order.

GMAC suit shuts Long Chevrolet

Continued from Page 1

McDonald to find out from him if GM really wanted to dump me, but GMAC didn't wait." Long said.

Long said the $8.7 million amount was not verified and that GMAC had recovered some $6 or $7 million in the vehicles it repossessed.

One source in the Chicago business community said he believes the matter will not be quickly resolved.

"I'm sure we haven't heerd the last of this," he said. "There will be reverberations for some time to come. This is more than just a problem caused by an over-extended fleet leasing business or high interest rates."

Said another observer: "It seems like GMAC will have to get its own house in order, too, for having let the matter get this far out of hand."

Nov. 1 domestic stockpile hits record 81½-day level

Continued from Page 1

stock of intermediates, up from 60 days a month earlier, while standards were in 64½-day supply, up from 54 days.

The Nov. 1 inventory was divided this way by size segment: Subcompact, 29.68 percent; compact, 26.70 percent; intermediate, 26.47 percent; standard, 11.43 percent; and luxury, 5.72 percent.

A month earlier, the inventory was divided as follows: Subcompact, 27.86 percent; compact, 29.74 percent; intermediate, 24.90 percent; standard, 11.15 percent, and luxury, 6.35 percent.

• The Nov. 1 days-supply figures by market class were:

Subcompact—Rabbit, 66; Cavalier, 77; J2000, 79; Lynx, 99; Dodge 024, 102; Escort, 105; Eagle SX/4, 108; Plymouth TC3, 112; Chevette, 116; Horizon, 130½; EXP, 134; Spirit, 138½; Omni, 149; LN7, 153, and T1000, 164.

Compact—Reliant, 62; Omega, 70; Aries, 73; Concord, 75; Skylark, 77; Camaro, 79; Eagle, 80; Zephyr, 82; Firebird, 82; Fairmont, 88; Mustang, 83; Capri, 99; Citation, 109, and Phoenix, 111.

Intermediate—LeBaron K, 15; New Yorker, 43; Cutlass, 48½; Cougar, 54; Supreme, 64; Regal four-door, 65; Gran Fury, 68; Regal two-door, 74; Malibu, 74; Grand Prix, 74; Diplomat, 75; Granada, 75; Cordoba, 80; Bonneville/LeMans, 80; Monte Carlo, 82; Dodge 400, 87; Mirada, 103½; Thunderbird, 104; XR-7, 115, and LeBaron, 256.

Standard — Olds 88, 42; Pontiac, 53; LeSabre, 57; Olds 98, 59; Mercury, 65; Electra, 71; Chevrolet, 80, and Ford, 81.

Luxury—Eldorado, 47; Cadillac, 48½; Lincoln, 49; Toronado, 53; Riviera, 58½; Mark VI, 59; Continental, 70; Seville, 73; Corvette, 84; Cimarron, 98, and Imperial, 161.

obituaries

J. Cavendish Darrell

RUXTON, Md.—J. Cavendish Darrell, who was instrumental in expanding the Baltimore dealer group into the Automobile Trade Assn. of Maryland, died Oct. 20 after a long illness. Mr. Darrell was executive vice president of the group from 1945 to 1975. He played a prominent role in auto lawmaking in the state during that time.

Memorial contributions may be made to St. Paul's School, 11152 Falls Rd., Brooklandville, Md. 21022.

GM cancer exams find 26 cases in wood shops

Continued from Page 3

matter vigorously and speedily."

GM so far has analyzed only data on the colon/rectal cancers because unusually high rates of these cancers among woodworkers were reported in three earlier studies, by the Michigan Cancer Foundation, the National Institute for Occupational Safety and Health and Memorial Sloan-Kettering Cancer Center.

Of the 26 new cancers, nine were colon/rectal. Ten were skin cancers.

The earlier Michigan Cancer Foundation study reported another 39 GM woodworkers with cancer.

Dr. Wiencek said the thorough testing of GM woodworkers for cancer probably skewed the results: Some of the cancers probably would have gone undetected for another two or three years, he said.

Wiencek estimated GM spent $1.3 million in the first year of its investigation of the link between cancer and woodworkers and expects to spend a similar amount in the second year of the two-year study.

A decision will be made after the second screening of employes whether to extend the tests, he said.

Meanwhile, Ford Motor Co. has completed screening 150 woodworkers and has begun tests for metal workers and those in research and engineering.

A Ford spokesman said the company is not prepared to release any results.

Chrysler Corp. has also completed physicals for all its model-shop workers—less than 200 workers at its Highland Park facility. It is still analyzing the data, a company spokesman said.

'That ain't no bull,' Tex

Tex Earnhardt, right, owner of Earnhardt Ford, Tempe, Ariz., receives a plaque commemorating 30 years of business with Valley National Bank of Arizona from Derald Hinds, left, and Tom Jacobs, bank vice presidents. The local high school band led the ceremony, marching into the showroom behind a sign bearing the dealership's slogan, "And that ain't no bull." Earnhardt was a speaker at the 1981 Automotive News World Congress.

Buy plant or see it closed, Ford's Sheffield crews told

Continued from Page 3

would be asked to take initial concessions in wages and benefits, but would get stock ownership and a share of the profits in return.

At the Clark operation, GM also guaranteed the purchase of $300 million in bearings from the plant over the next three years, and GM has put up $10 million for preferred, non-voting stock.

According to a Ford spokesman, before any of the actual buyout arrangements are made the local must show interest in the purchase, but he said, it is likely Ford would guarantee a certain amount of work.

If the workers decide against buying the plant, Ford will start immediate sourcing from outside suppliers. Tools will be removed beginning next month, with the entire plant closing within 16 months. Most of the business leaving Sheffield would be sourced in the U. S., a spokesman said.

If the phaseout should begin, 171 workers would be out by March, 1982.

By Jan. 1, 1982, 36 percent of the C-5 transmission extension would be sourced outside; by Jan. 15, 100 percent of the large C-6 transmission case and 62 percent of the small C-6 transmission case; by Feb. 1, 100 percent of the C-6 transmission extension, and by March 1, 88 percent of the automatic overdrive transmission case.

• While the International UAW has said it is against the constitution for a local to accept wage concessions, a spokesman said the buyout would be strictly up to the workers.

The UAW had, however, considered Ford's attempt to get the Sheffield workers to agree to wage concessions as a backdoor effort to reopen the national agreement since all UAW-Ford members who voted on the 1979 pact would have to approve the concessions.

But, Peter J. Pestillo, Ford's vice president, labor relations, said "that's silly." He said each set of concessions was decided by the needs of specific plants not in an effort to reopen national negotiations. He said Sheffield is "an isolated incident" and he does not anticipate asking any other plants for similar wage and benefit concessions.

One Ford proposal called for a 30-percent cut in wages, reducing the hourly rate from $10.39 to $7.32 and the weekly rate from $415.60 to $292.80.

Other cuts included eliminating COLA and the Supplemental Unemployment Benefit fund and reducing shift/overtime premium and paid time off. Also, health and life insurance plans would be reduced and dental, vision and hearing aid coverage would be eliminated.

The Sheffield plant has lost money every year since 1974, Ford said. It said wages and benefits are significantly higher than competitive firms, and combined with contractural work rules, they are causing the plant to lose $3 million a month.

The Sheffield area has a 12 percent unemployment rate.

Japanese see link in cancer, diesel fumes

TOKYO. — Scientists from the Japan National Cancer Institute reported last week that diesel exhaust may be responsible for the increasing number of cases of lung cancer in Tokyo and other large Japanese cities.

Approximately 10 percent of Japan's 39 million vehicles are diesel powered. One in four trucks uses the engine.

Diesel emissions have been shown to be carcinogenic in animals and are suspected of being carcinogenic in humans, but thus far no concrete evidence to this effect has been shown.

In the U.S., the EPA is in the final stages of its diesel exhaust assessment, but final results are not expected for another year or so.

It should be noted, however, that traffic density in Japanese cities like Tokyo, Osaka and Kobe far exceeds that of most U. S. and European cities. This phenomenon would weigh heavily in any risk assessment of the cancer potential of diesel emissions.

The Japanese Environmental Agency says further studies will be needed before the government would move to regulate diesels.

'82 model year opens with dip in retail sales

Retail sales of new trucks of all types in the U. S. in October, the first month of the 1982 model year, were down 11.6 percent from a year ago, according to preliminary factory reports.

During the month, franchised dealers and factory outlets retailed an estimated 173,116 units, compared with 195,865 in the same period a year ago. Sales were down from 1980 in all market segments.

The 10-month total of 1,951,533 units was off 8.9 percent from the 2,142,986 trucks sold in the comparable period a year ago. Again, there were declines in all market segments.

Light-truck sales in October totaled 154,625 units, down 9.8 percent from the 171,500 retailed a year ago in the first month of the 1981 model year.

Sales of compact pickup trucks in October, both domestic and imported, dropped 4 percent below the year-ago mark, from 35,908 to 34,461.

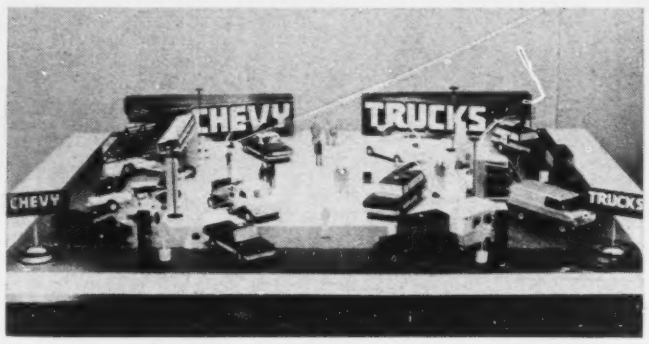
However, the non-captive imports — Toyota, Datsun, Mazda and Isuzu—were up 35.4 percent during the month to 19,416 units, compared with 14,342 a year ago when the increase in the import duty from 4 to 25 percent had its first major impact.

• On the other hand, October sales of the captive imports — Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow—were down 47.8 percent from last year, 10,373 versus 19,839.

Sales of the mediums were off 31.6 percent, from 7,865 a year ago to 5,382, while the heavies were down 21.2 percent to 12,759 units, compared with 16,182 in the same month a year ago.

Through October, light trucks showed a decline of 8 percent from the like period last year, 1,751,642 versus 1,904,430. Ten-month sales of the compact pickups dropped 7.8 percent, from

Continued on Page 16, Col. 3



Scale model of Chevy's RV exhibit

This is a scale model of the Chevrolet exhibit at the annual RVIA exposition in Louisville Dec. 1-4. The 10,000-square-foot display area includes diesel-powered motorhome chassis, pickups, Blazers and Suburbans, plus other Chevy recreational vehicles. Also on display will be a 1928 and 1929 Suburban and a 1951 trailer.

Winnebago, Coachmen note sales, profit gains

Two of the recreation-vehicle industry's leading manufacturers — Winnebago Industries, Inc., and Coachmen Industries, Inc. — have reported continued improvement in sales and earnings in spite of the sluggish economy.

Winnebago said net earnings for fiscal 1981, which ended Aug. 29, totaled almost $8.7 million, compared with a net loss of about $13.5 million last year. Sales were up almost 56 percent from $91.9 million in fiscal 1980 to $143 million.

At Coachmen, nine-month net earnings amounted to $3.4 million, in contrast to a loss of about $4.7 million. Sales through September totaled $159.3 million, an increase of 72.4 percent over the year-ago $92.4 million.

The top executives at both companies expressed confidence of further gains in the coming year.

"At this time, the normal fall season slowdown has reduced demand for motor homes," said John K. Hanson, Winnebago chairman. "However, we expect improvement in our operation in the second half of fiscal 1982.

"Cost reduction programs initiated in recent years and continued tight management control of expenses are expected to keep our break-even point at a low level," he added. "Thus, increases in sales next spring and summer should result in further improvement in earnings."

Thomas H. Corson, Coachmen chairman, said the company sees "mounting evidence that interest rates will continue to decline over the next year.

"This will undoubtedly release some of the pent-up demand we are confident exists in the recreational-vehicle marketplace," he said. "It will also be beneficial to our Marlette manufactured-housing operation, which should fill a more important role in our company's future."

In the final three months of

Continued on Page 22, Col. 5

Fuel-saving system developed for heavies

A former General Motors engineer has developed an energy-saving system which he said can slash the diesel-fuel consumption of heavy trucks by 10 to 15 percent.

Joseph G. Koehler, who has spent three decades in the design and development of diesel engines, said his system could reduce the annual average diesel consumption of a heavy truck by 920 to 1,400 gallons and the fuel bill by $1,200 to $1,800.

The system is an electronically controlled, hydraulically operated variable displacement device that Koehler, who also is a former engineering director for Isuzu Diesel of North America, spent more than two years developing and testing.

Koehler said tests of the energy-saving system by his own firm, Fuel Engineering, Oxford, Mich., showed savings of "20 to 30 percent at idle and 10 to 15 percent on the road."

He said the system will be available after the first of the year from diesel-engine distributors throughout the U. S. and will carry a price tag of under $2,000.

The system is designed for the estimated 1.3 million heavy diesel trucks with a gross vehicle weight of 26,000 pounds and over. On average, these trucks travel 51,000 miles a year, use 9,200 gallons of diesel fuel and average 5.4 MPG, according to the American Trucking Assn.

"A minimum 10 percent savings would be significant since the average per-gallon price of diesel fuel has jumped by 125 percent in three years, from 60 cents in the second quarter of 1978 to $1.34 in the second quarter of this year," said Koehler.

In addition to its energy-saving capabilities, Koehler said his system also will prolong engine life and reduce emissions.

He retired in 1975 after 25 years with GM and was a design and development engineer on that firm's 53 Series diesel engines.

Seminars follow annual meeting of RVDA members

FAIRFAX, Va. — The Recreation Vehicle Dealers Assn. of North America expects more than 100 dealerships to be represented at its annual meeting Nov. 29 at the Executive West, Louisville, prior to the start of the national RV exposition at the Kentucky State Fairgrounds.

On Dec. 1, RVDA will sponsor four dealer seminars, and conclude the program that night with a reception and dinner, also at Executive West. Installation of officers and directors and presentation of awards will follow dinner.

James B. Summers, RVDA executive vice president, said he and the association's officers will present staff and committee reports at the annual meeting.

"In spite of all the problems of the RV industry during this past year, RVDA has a surplus of income over expenses," he said.

Two seminars will be conducted by Duane Spader, a veteran RV dealer and president of International Computer Transactions.

The first will involve a new RVDA-sponsored financial planning program called F.A.C.T.S, a manual accounting system in kit form which Summers said allows any dealership with a

Continued on Page 26, Col. 4

recreation on wheels

August total up 7th month in a row

8-month RV shipments rise 42 pct. over 1980

Eight-month shipments of recreation vehicles from manufacturers to their dealers totaled approximately 167,300 units, an improvement of 42 percent over the 117,800 units delivered in the comparable period a year ago.

The August count was up 40.1 percent, from 15,200 last year to 21,300, and marked the seventh consecutive month in which wholesale deliveries topped those in the like month in 1980.

For both the month and the January - August period, shipments were higher than a year ago in all RV categories, according to figures released by the Recreation Vehicle Industry Assn.

The biggest gainers from a percentage standpoint, again for the month and the eight-month period, were the folding camping trailers and conventional (Type A) motor homes.

Also showing an improvement in August, RVIA reported, was the Index of Consumer Sentiment, which rose 3.1 points to 77.2.

"The Index now stands at its highest level since October, 1978, and is nearly 10 points higher than a year ago," a spokesman said.

• "Due largely to increased consumer confidence in government economic policies, the Index continues to gain strength and seems to be dampened only by lingering concerns over high interest rates," he added.

The spokesman said the increased retail activity in August "reflects the expected late summer pattern of a lowering in dealer inventory levels from those of the past several months."

He noted that dealer inventories of chopped vans are at the lowest levels since RVIA began its survey of stocks, and that retail sales of folding camping trailers—most of which can be towed easily by today's downsized cars — were nearly four times higher than those in January, 1980.

Although August shipments of all types of towable RVs were down somewhat from July, they were 40.7 percent higher than those in the same month a year ago.

The August total was 8,300 units, compared with 5,900 last year. The number was almost 11 percent below the 9,300 towables shipped in July.

Through August, manufacturers had shipped 76,000 of the towable units, an increase of 38.4 percent over last year's 54,900 vehicles.

Delivery of fold-down campers for the eight months totaled 26,200, up 53.2 percent from last year's 17,100; travel trailers were 34.8 percent higher, from 34,200 to 46,100, and truck campers rose from 3,600 to 3,700, a gain of 2.7 percent.

August shipments of all types of motor homes increased 43.5

Continued on Page 26, Col. 5

Ford is recalling 7,500 chassis for brake-tube check

DEARBORN. — Ford Motor Co. is notifying owners of approximately 7,500 1980- and 1981-model B Series and F Series cowl chassis vehicles to return them to their dealership for inspection of the brake-tube routing, installation of a brake-tube routing clip and, if necessary, replacement of any brake master-cylinder tube and hose assembly found to be chafed.

"We have found in some cases that the brakelines have moved from their design positions," said Robert H. Transou, manager, service engineering office, Ford Parts and Service Division, "creating the possibility for brakelines to chafe on other vehicle components during vehicle use.

"If the chafing condition were present, a brake-fluid leak could develop affecting the service-braking capability of the vehicles," he said. "Parking-brake operation would be unaffected."

The inspection and necessary service will be done at no cost to the owner. The company is unaware of any accidents or injuries, Transou said.

Mini features automotive finish

The exterior aluminum skin of 1982 mini motor homes produced by Coachmen Recreational Vehicle Co., Middlebury, Ind., feature a high-gloss automotive finish. The vehicles, built on Ford, Chevrolet and GMC chassis, are offered in lengths of 20 and 22 feet.

NEW J & X-CAR CONVERTIBLES
Built the way convertibles should be built

EXTRA DEALER PROFITS ON INVESTMENT

- Magnificent craftsmanship
- Full structural reinforcement
- Excellent visibility

Coach Builders Ltd. 305/485-6460
Creatively Engineered Convertibles
3130 N.W. 17th Street, Ft. Lauderdale, FL 33311
Additional Facilities: ARMBRUSTER STAGEWAY 501/783-3121
COMPLIMENT (Barrows Enterprises, Inc.) 319/259-8391

Total of 173,116 in October is off 11.6 percent

'82 truck year opens with sales dip

Continued from Page 14

447,511 in 1980 to 412,668.

The non-captive imports, again, were higher in the January-October period than last year, while sale of the captives were off substantially.

Through October, 239,962 non-captives were retailed, an increase of 7.6 percent over the year-earlier 223,113. The captives dropped 29.8 percent below the 1980 mark, 142,402 units versus 202,736.

Sales of medium trucks for the 10 months were down 19.2 percent to 65,735, as against 81,306 a year ago. Heavies totaled 130,845 units through October, a decline of 15 percent from last year's 153,910.

Going into November, according to the Motor Vehicle Manufacturers Assn., retail outlets had an estimated 522,764 unsold trucks in inventory, down 1.4 percent from the 529,333 units on hand at the same time a year ago.

Big Three truck sales in the first month of the 1982 model year totaled 134,103 units, a decline of 15.7 percent from last year's 155,397. The 10-month count was down almost 11 percent, from 1,703,411 in 1980 to 1,517,325.

Going into the final two months of the calendar year, Ford had a comfortable lead of 52,841 unit sales over Chevrolet, 632,523 versus 579,682. At the same time last year, Ford had 676,991 sales, 31,035 units higher than Chevrolet's 645,956.

Ford was No. 1 in 1981 model-year sales, and appears to have a safe-enough lead to capture the calendar-year race, too. Ford's model-year total was 760,302 units, 62,202 more than Chevrolet's 698,100.

In October, Ford dealers retailed 59,970 units, off 14.6 percent from the year-earlier 70,220. Courier sales were down almost 24 percent, from 7,004 in 1980 to 5,337.

The 10-month total of 632,523 sales was 6.6 percent lower than last year's 676,991. There were 55,197 Courier sales through October, a decline of 19 percent from the year-earlier 68,124.

Chevrolet dealers retailed 47,102 trucks in October, off 14.3 percent from the year-ago 54,985. Included were 3,416 LUV sales, down 55 percent from the 7,587 sold last year, and 1,476 sales of the all-new S-10 domestic compact pickup.

Through October, 579,682 Chevy trucks had been retailed, off 10.3 percent from last year's 645,956. LUV sales were down 26.3 percent, from 78,119 units to 57,553. S-10's two-month count was 1,480 units.

Dodge and Chrysler-Plymouth dealers sold 14,082 trucks during the month, 17.1 percent fewer than the year-earlier 16,992. Dodge Ram 50 sales were down almost 71 percent, from 3,910 to 1,143, and the Plymouth Arrow total was off 64.3 percent, from 1,338 to 477.

The 10-month total of 158,106 sales was a decline of 28.6 percent from last year's 221,438. Dealers sold 21,971 Ram 50s, off 45 percent from the year-earlier 39,805 units, and 7,681 Arrows, down 54 percent from 16,688 in 1980.

GMC truck sales in October were down 2 percent, from 13,200 a year ago to 12,949. Through October, the total was 147,014, a decline of 7.6 percent from last year's 159,026.

Sales of Jeep four-wheel-drive vehicles during the month were off 16 percent, from 5,847 a year ago to 4,910. The 10-month total of 53,500 units was down 19 percent from last year's 66,128.

Volkswagen dealers retailed 3,196 compact pickups during the month, a gain of 85 percent over last year's 1,727. Through October, the total was up 33.1 percent, from 21,662 a year ago to 28,824.

Mercedes-Benz reported that October retail sales were up 10.1 percent to 350 units, compared with 318 a year ago. The 10-month total was 3,311, down 29 units from last year's 3,340.

Toyota dealers retailed 9,099 units during the month, an increase of 46.1 percent over the year-ago 6,229. The 10-month count, however, was down slightly from 1980, from a record 117,459 to 116,822 units.

Datsun and Mazda sales were higher for both the month and the January-October period.

October sales of the Datsun trucks totaled 7,617 units, up 4.4 percent from last year's 7,298, while the 10-month total of 101,206 was 3.1 percent higher than the year-earlier 98,119 units.

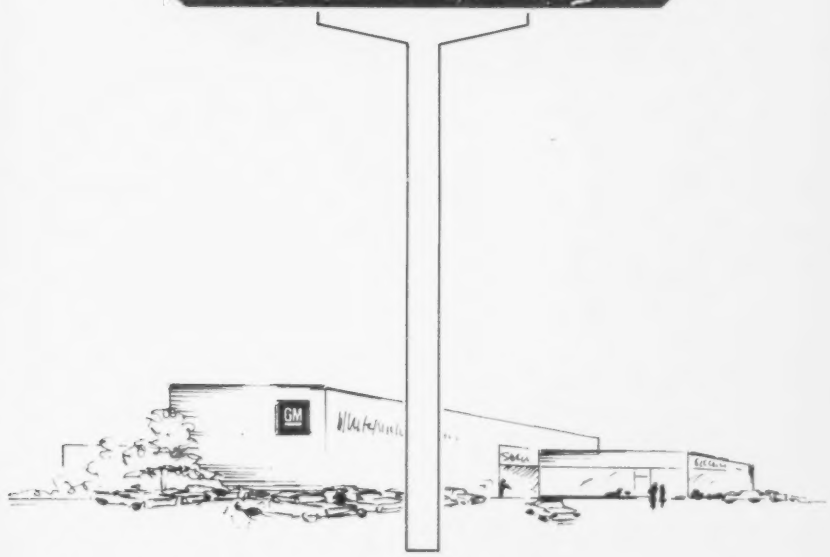
Mazda sales during the month were up 77.8 percent, from 815 in 1980 to 1,449. Through October, the count was 14,318, an increase of 90 percent over last year's 7,535.

Sales of Isuzu compact pickups, which have been on the market only since the second quarter, totaled 1,251 in October. Through October, dealers had retailed 7,616 units.

Big Three October, year-to-date truck sales

	October 1981	October 1980	Year to date 1981	Year to date 1980
Ford				
Vans	10,589	9,194	94,060	88,320
Club Wagon	2,234	2,326	21,276	21,100
Courier	5,337	7,044	55,197	68,124
Bronco	2,635	3,270	30,081	33,385
Conventional Pickups	35,307	43,858	387,735	405,456
Mediums	3,120	3,679	36,078	48,078
Heavies	748	849	8,096	12,528
Chevrolet				
Vans	6,315	5,526	75,538	76,334
Sportvan	1,065	1,017	11,543	14,589
LUV	3,416	7,587	57,553	78,119
S-10	1,476	.....	1,480	.....
El Camino	2,436	3,608	29,427	35,193
Blazer	1,623	1,505	18,441	23,380
Suburban	1,327	958	17,294	18,275
Conventional Pickups	28,297	32,768	349,529	371,476
Mediums	1,147	2,016	18,877	28,590
Heavies	.....	.....	.....	.....
Chrysler				
Vans	4,699	4,323	41,853	59,860
Voyager	395	416	3,990	5,820
Ram Wagon	1,580	1,239	16,319	18,548
Arrow	477	1,338	7,681	16,688
Ram D-50	1,143	3,910	21,971	39,805
Trail Duster	66	131	1,508	2,924
Ramcharger	412	410	4,349	6,586
Conventional Pickups	5,310	5,225	60,435	71,207
GMC				
Vans	2,101	1,212	19,787	18,530
Caballero	278	375	3,582	3,762
Jimmy	342	325	4,046	4,835
Suburban	227	212	3,814	3,720
Conventional Pickups	7,438	8,016	84,516	87,027
P models	286	174	3,043	3,179
Mediums	1,324	1,736	17,087	21,473
Heavies	953	1,150	11,139	16,500

GENWAY CAR RENTAL
Cars & Trucks from your GM dealer



Make this your sign of success.

Genway has a bold new image, and as a General Motors dealer, you can profit from our move.

A new national identity now provides a single unified image for the nationwide network of General Motors dealers who have the potential of becoming one of the largest rental and leasing systems in the nation.

GENWAY OFFERS:
- NATIONAL IDENTITY
- CONSUMER ADVERTISING
- INSURANCE
- MANAGEMENT CONTROLS
- MERCHANDISING PROGRAMS
- TOLL FREE RESERVATIONS
- FINANCING
- TRAINING
- FIELD ASSISTANCE
- EXPERIENCE

We are looking for still more locations, so join the hundreds of other dealers in the nationwide Genway Car Rental System. Make Genway Car Rental your sign of success, **contact ANN BALDWIN today.**

GENWAY CORPORATION

A LEASING AND RENTAL NETWORK OF GM DEALERS
500 N. Michigan Avenue
Chicago, Illinois, 60611
800-621-7333
In Illinois call 800-572-9488

6.6 million domestic cars produced in 1981 run

Model-year build lowest in 6 years

By Patricia Hoffman
Staff Writer

Domestic auto makers felt the sting of another recession period as production for the 1981 model year was the lowest in six years. Output dropped 6.29 percent below the total for the 1980 model run.

There were 6,639,954 cars assembled in the 1981 model year, a drop from 7,085,480 in the comparable 1980 period, and the lowest model-year output since 1975 when the makers completed only 6,532,880 units.

Of the six auto companies, three reported declines for the '81 model period.

General Motors was down 10.24 percent to 4,133,392 from 4,605,038 in the 1980 model run. GM's output was its lowest since 1975 when 3,484,224 units were completed.

Volkswagen of America also was down from 1980. Its total dropped 19.54 percent to 179,635 from 223,267.

American Motors suffered the largest decline, falling 31.30 percent to 137,125 from 199,613 in the 1980 model year. This was the lowest model year output for AMC since 1957 when 114,084 units were assembled.

The picture was brighter for the other makers.

Ford Motor rose 1.60 percent in the 1981 model year to 1,395,594 units from 1,373,582 in 1980.

Chrysler Corp. was up 16.12 percent to 791,258 from 681,406; and Checker Motors rose 14.61 percent to 2,950 from 2,574.

Several cars were new to the '81 lineup, including Chevrolet Cavalier, Cadillac Cimarron, Pontiac T1000 and J2000, Ford Escort and EXP, Mercury Lynx and LN7, Dodge Aries and Plymouth Reliant.

Auto makers have an optimistic outlook for the 1982 model run as the demand for more downsized, fuel-efficient cars is met with such as GM's Chevrolet Celebrity (A-car); Pontiac 6000 (A-car), Oldsmobile Cutlass Ciera (A-car) and Firenza (J-car) and Buick's Skyhawk-J (J-car) and Century (A-car).

Also new for '82 are Chrysler Corp.'s front-wheel-drive Chrysler LeBaron and Dodge 400 and Ford Motor's Lincoln Continental.

U. S. CAR MODEL YEAR OUTPUT '81 VS. '80

	1981 Models	Pct. of Output	1980 Models	Pct. of Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	137,125	2.07	199,613	2.81	— 0.74
Eagle	37,429	0.57	46,379	0.65	— 0.08
Concord	55,097	0.83	80,456	1.13	— 0.30
Pacer	.....	0.00	1,746	0.02	— 0.02
Spirit	44,599	0.67	71,032	1.00	— 0.33
CHRYSLER CORP.	791,258	11.91	681,406	9.62	+ 2.29
Plymouth Total	393,633	5.93	298,821	4.22	+ 1.71
Horizon	151,415	2.28	162,478	2.29	— 0.01
Volare	.....	0.00	109,773	1.55	— 1.55
Gran Fury	8,608	0.13	18,724	0.27	— 0.14
Caravelle	4,327	0.07	7,846	0.11	— 0.04
Reliant	229,283	3.45	.....	0.00	+ 3.45
Chrysler Total	56,726	0.85	103,728	1.47	— 0.62
Chrysler	13,236	0.20	29,114	0.41	— 0.21
LeBaron	43,490	0.65	74,614	1.05	— 0.40
Dodge Total	340,899	5.13	278,857	3.93	+ 1.20
Omni	128,116	1.93	138,155	1.95	— 0.02
St. Regis	6,126	0.09	17,068	0.24	— 0.15
Diplomat	25,777	0.39	38,166	0.53	— 0.14
Aspen	.....	0.00	85,468	1.20	— 1.20
Aries	180,880	2.72	.....	0.00	+ 2.72
FORD MOTOR	1,395,594	21.02	1,373,582	19.38	+ 1.64
Ford Division	950,301	14.31	981,098	13.84	+ 0.47
Pinto	.....	0.00	124,720	1.76	— 1.76
Mustang	182,562	2.75	271,322	3.83	— 1.08
Fairmont	160,828	2.42	234,454	3.30	— 0.88
Granada	121,341	1.82	90,429	1.28	+ 0.54
Thunderbird	86,693	1.31	156,803	2.21	— 0.90
Ford	78,150	1.18	103,370	1.46	— 0.28
Escort	320,727	4.83	.....	0.00	+ 4.83
L-M Division	445,293	6.71	392,484	5.54	+ 1.17
Mercury Total	375,756	5.66	317,576	4.48	+ 1.18
Bobcat	.....	0.00	24,650	0.35	— 0.35
Capri	58,936	0.89	79,984	1.13	— 0.24
Zephyr	52,276	0.79	70,068	0.99	— 0.20
Cougar	53,653	0.81	30,518	0.43	+ 0.38
XR-7	37,275	0.56	58,028	0.82	— 0.26
Mercury	61,638	0.92	54,328	0.76	+ 0.16
Lynx	111,978	1.69	.....	0.00	+ 1.69
Lincoln Total	69,537	1.05	74,908	1.06	— 0.01
Lincoln	32,839	0.50	31,233	0.44	+ 0.06
Versailles	.....	0.00	4,784	0.07	— 0.07
Mark VI	36,698	0.55	38,891	0.55	0.00
GENERAL MOTORS	4,133,392	62.25	4,605,038	64.99	— 2.74
Buick Division	856,996	12.90	800,166	11.29	+ 1.61
Skyhawk	.....	0.00	8,322	0.11	— 0.11
Skylark	262,328	3.95	211,809	2.99	+ 0.96
Century/Regal	384,467	5.79	363,164	5.12	+ 0.67
Buick	158,194	2.38	168,250	2.37	+ 0.01
Riviera	52,007	0.78	48,621	0.68	+ 0.10
Cadillac Division	240,189	3.62	231,028	3.26	+ 0.36
Seville	28,631	0.43	39,344	0.55	— 0.12
Cadillac	150,915	2.28	138,999	1.96	+ 0.32
Eldorado	60,643	0.91	52,685	0.74	+ 0.17
Chevrolet Division	1,673,093	25.20	2,026,106	28.62	— 3.42
Chevette	453,982	6.84	451,549	6.37	+ 0.47
Monza	.....	0.00	169,737	2.39	— 2.39
Camaro	126,138	1.89	152,021	2.14	— 0.25
Citation	413,378	6.23	624,220	8.81	— 2.58
Malibu	226,727	3.41	277,575	3.91	— 0.50
Monte Carlo	157,115	2.37	126,006	1.78	+ 0.59
Chevrolet	184,992	2.79	186,394	2.63	+ 0.16
Corvette	45,631	0.69	40,614	0.57	+ 0.12
Cavalier	65,130	0.98	.....	0.00	+ 0.98
Oldsmobile Division	873,678	13.16	847,491	11.96	+ 1.20
Starfire	.....	0.00	8,237	0.11	— 0.11
Omega	147,918	2.23	134,323	1.89	+ 0.34
Cutlass	414,588	6.24	422,179	5.96	+ 0.28
Oldsmobile	268,568	4.05	239,312	3.37	+ 0.68
Toronado	42,604	0.64	43,440	0.61	+ 0.03
Pontiac Division	489,436	7.37	698,247	9.85	— 2.48
Acadian	20,363	0.30	19,651	0.27	+ 0.03
Sunbird	.....	0.00	143,070	2.02	— 2.02
Phoenix	127,869	1.93	178,291	2.51	— 0.58
Firebird	70,899	1.07	107,340	1.51	— 0.44
LeMans	71,948	1.08	61,233	0.86	+ 0.22
Gran Prix	108,344	1.63	114,714	1.62	+ 0.01
Pontiac	19,819	0.30	73,958	1.04	— 0.74
T-1000	70,194	1.06	.....	0.00	+ 1.06
VOLKSWAGEN	179,635	2.71	223,267	3.16	— 0.45
CHECKER MOTORS	2,950	0.04	2,574	0.04	0.00
Total Cars, U. S.	6,639,954	100.00	7,085,480	100.00	.....

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

Sharing the dividends

Members of the Arizona Automobile Dealers Assn. will share in more than $771,000 in dividends from the association's Workmen's Compensation Insurance program for the 1980 policy year. Here, from left, George Childress, owner, Childress Buick, Phoenix, and vice chairman of the AADA Group Insurance Trust, and Dean Coulter, owner, Coulter Cadillac, Phoenix, and chairman of the Insurance Trust, accept the first-half dividend check for $771,637 from Stan Braun, president, Mission Insurance Co., Los Angeles, and Gordon Reynolds, resident vice president, Mission Insurance Group's Phoenix branch office.

More aggressive marketing stance for '82

Volvo aiming ads at B-O-P owners

By John A. Russell
New York Staff Writer

ROCKLEIGH, N. J.—A more aggressive marketing stance will characterize Volvo's 1982 model year as the company, coming off one of its most successful model years in 1981, moves to take on the competition in a variety of ways.

Joseph Nicolato, Volvo of America senior vice president and head of the company's car division, said flatly that the stance will be aggressive and that the company will zero in on domestic competitors.

Nicolato is talking about "going toe-to-toe with Buick, Oldsmobile and Pontiac with our GL series cars." He said there will be less generic advertising and more attention to specifics.

William Hoover, vice president-marketing, said that information shows that 50 to 55 percent of new Volvo buyers—especially of the GL series—are coming from upscale domestic cars. Volvo, in its campaign for the new model year, is attempting to attract more of those owners, Hoover said, while keeping its traditional owner base.

Nicolato added that pricing enters into this and that consumers are making more careful comparisons among cars now that so many are over $10,000.

To back up its more aggressive campaigns, Volvo has increased its inventory volume by 15 percent and has boosted its sales goal to 67,000. He added that Volvo of America accounts for 35 percent of the large-car production of AB Volvo and the company expects the trend to continue.

Nicolato said the model mix for 1982 has been changed to include more GLs, and the diesel will be available in all 50 states in a GL package. This is balanced with the turbocharged models in two-door, four-door and station wagon versions.

Another option addition is automatic transmission in the turbocharged cars, he said.

"We're attempting to satisfy and keep our present owners, and broaden our base at the same time," he said.

Volvo will advertise in print and with spots on television. The print ads focus on price-value relationships, durability and performance. One begins: "Why people who bought a Buick, Olds or Pontiac a few years ago are buying Volvos now."

In addition, to launch the new models at the dealership, Volvo has a promotion with a rabbit's foot charm. Print ads will be headlined: "If you expect your next car to last as long as a Volvo, we'd like to give you one of these."

Television commercials will carry a similar "good luck" theme.

Hoover noted that advertising will be more targeted than in the past. Some of the TV spots have been changed and turbo advertising will appeal in selected markets, predominantly in sports programming.

As for the diesel, Hoover said it was not a question of selling the diesel but of associating the name Volvo with a diesel-powered automobile.

• Volvo also is gearing up its Special Sales department for 1982. It will be concerned with the development of the daily rental and small fleet business.

Hoover said that about two years ago the company made arrangements with Hertz for Volvo to supply less than 500 cars for daily rental use. Since then the operation has grown to include Avis, and the number of rental Volvos has risen to 2,500.

Now, Hoover said, the program is being expanded to offer dealers the opportunity to establish their own daily rental business through the Volvo leasing and financing programs. Hoover said the company wants to encourage dealers to get into this element of the business because it is a viable and growing source of profits.

In addition, the company intends to build up its operations in selling to small fleets in the range of 10 to 20 cars.

Also under the guidance of Special Sales, the company will pursue the police car and taxi business, offering both diesel and gasoline engines for the latter.

Hoover stressed that Volvo will pursue the taxi business only where it has strong dealer support, as it did with the rental agency business. He also added that actual sales would be worked out through dealers.

Burt Subaru sets 2 sales records

ENGLEWOOD, Colo. — Burt Subaru set two national Subaru sales records in October.

The dealership sold 221 new Subarus for a single-month record, and it topped the old calendar-year national record of 1,417 units with two months to spare.

Burt Subaru held both of the previous records.

Pierce Buick moves

HARTFORD. — Pierce Buick has moved into new facilities at 722 Wethersfield Ave.

Toyota is ordered to pay $5 million for fiery deaths

FT. LAUDERDALE, Fla. — A Broward County Circuit Court judge refused to increase a $5 million award against Toyota for a couple whose three daughters were killed when their 1973 Toyota Corona was struck in the rear and burst into flames.

Judge Miette Burnstein also denied a motion for a new trial and signed an order finalizing the $5 million civil judgment against Toyota.

This was the first product liability case involving Toyota which was not settled out of court.

The parents had asked the judge to increase punitive damages awarded by a jury to $165 million.

Betty and Wayne Moll charged in their suit that Toyota knew, as early as the mid-1960s, that the Corona gas tank, gas cap and filler neck were improperly designed.

Their daughters, Wendy, 15; Pamela, 18, and Denise, 25, died in a 1979 accident in which their car was hit from the rear on Interstate 95.

Toyota argued that the fuel system was "equal to or better than the fuel systems of similar cars of that era."

McCracken looks ahead

Brighter U.S. economy expected within a year

GREENSBORO, N. C. — The U. S. economy is apt to remain in its current recession into early 1982, but should be improving a year from now, according to Prof. Paul W. McCracken, of the University of Michigan.

Speaking at the Bryan Lecture Series offered by the University of North Carolina-Greensboro, McCracken predicted that a year from now "the economy should be rising steadily at a 2-3 percent pace (in real terms), with a 7-8 percent rate of inflation (far too high but improving), and unemployment beginning to move downward."

He compared the new decade with the previous one: "The 1970s began reasonably well and finished in trouble. The 1980s are starting with troubles, but should look better at the end."

McCracken has twice served on the President's Council of Economic Advisers.

In titling his address here, McCracken posed the question, "Can This Tangled Economy Be Straightened Out?"

"If mentally we look around the world of 1981," he observed, "the easy answer to our question is, 'No!' The industrial nations are all experiencing varying degrees of inflation, unemployment and inability to deliver further sustained gains in real income.

"The U. S. performance exemplifies these problems. Our 'par for the course' historically has been about a 2 percent per year rise in the price level, an unemployment rate averaging 5 percent, and a 2½ percent per year gain in productivity and real incomes.

"The path of recent years has been giving us an unemployment rate in the 7 percent zone, inflation at double digit rates and slowly shrinking real incomes."

In spite of the "understandable" current pessimism, McCracken said, "we may slowly be setting the stage for better things."

First, he said, "the forces producing pressure for overly large increases in public spending are being subjected to stronger constraints."

"The rise in public spending (federal, state, and local) will now absorb only about 45 percent of the rise in national income, compared with the 60 percent implied by President Carter's January budget," he said.

"Second, useful tax action has been taken. This was essential to force stronger restraints on spending. Less money in the till means more economic spending. And incentives to invest and earn and save were sharpened.

"Third, we have a steadier and more moderate monetary policy. Current high interest rates are caused by high inflation, not today's Federal Reserve policy."

Pa. lawmakers again block funds for emission inspection

HARRISBURG, Pa.—Funding for a court-ordered auto-emissions inspection program in 12 major counties throughout the state has once again been blocked by the State Senate.

By a 37-9 vote, the Senate overrode Gov. Richard Thornburgh's veto of legislation blocking the funds. Earlier, the House of Representatives voted 194-1 to override a veto of the same bill.

Although Thornburgh has said he opposes the emissions-inspection program, he has said that refusal to fund it could result in the loss of $400 million in federal highway funds for Pennsylvania.

The state became obligated to carry out the inspection program under a consent decree signed by former Gov. Milton J. Shapp, the Delaware Valley Citizens Council for Clean Air and the federal EPA.

Critics said it would cost the state $3.5 million to implement the agreement. U. S. District Judge Louis C. Bechtle, in Philadelphia, had ordered the program to begin by May 1, 1982, although the state has appealed the ruling to the Third U. S. Circuit Court of Appeals in Philadelphia.

Jim Lanard, of Philadelphia, attorney for the environmental coalition involved in the court decree, said his group will continue to fight to implement the emissions-inspection program.

He said the group will ask the U. S. District Court to issue a contempt citation against the state and will seek other remedies, including daily fines of up to $25,000 and withholding federal funds for highway construction and sewage treatment facilities.

Under the plan, motorists in 12 counties—including the Philadelphia and Pittsburgh areas—would have to have annual auto-emissions checks.

ARA names Gentry

DALLAS. — C. J. Gentry has been named vice president of ARA Sound Group.

factories list auction dates

American Motors

Nov. 17—Ohio Auto Auction, Columbus, O.

Nov. 17—Dallas Auto Auction, Dallas, Tex.; Minneapolis Auto Auction, Minneapolis, Minn.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Point, Conn.

Nov. 19—Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

Nov. 20—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Nov. 24—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Nov. 25—Central States Auto Auction, Mason City, Ia.

Dec. 1 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 2 — Minneapolis Auto Auction, Minneapolis, Minn.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.

Dec. 3 — Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

Dec. 4 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.; Union Pacific Railroad Auto Auction, Montebello, Calif.

Dec. 8 — Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 9 — Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Dallas, Tex.

Dec. 10—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif.

Note: Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for details.

Ford Motor Co.

Nov. 17—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Harrisonburg Auto Auction, Exit 52 I-81, Harrisonburg, Va.

Nov. 17—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

Nov. 19 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Used car sales

Auction Averages

November to date	$4,485
Month ago	$4,403
Year ago	$3,726

Model breakdown

Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1981	$6,797	$7,074	$7,548
1980	5,581	5,697	5,814
1979	4,684	4,922	5,051
1978	4,001	3,731	3,963
1977	2,760	2,927	3,045
1976	2,210	2,140	2,122
1975	1,565	1,628	1,587
1974	1,200	1,258	1,180
Overall AVERAGE	$4,485	$4,364	$4,321

Atlanta dealer cited for landscaped store

WASHINGTON. — First Lady Nancy Reagan presented an award to dealer Hix Green Jr. for landscaping excellence at Hix Green Buick, Atlanta.

Mrs. Reagan presented awards for 30 landscape projects. The awards are sponsored by the American Assn. of Nurserymen.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 985 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

DOUBLE HEADER
TUESDAY, NOVEMBER 24, 1981

STARTING 10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
CHRYSLER PLYMOUTH
Dodge Dealers Only
ALL MAKES & MODELS

11 A.M.
AMC FACTORY SALE
MANY FRESH UNITS
Central Office Units
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

Use Automotive News Classified Section

10 assembly plants affected

Downtime cuts U.S. car production

By Patricia Hoffman
Staff Writer

With downtime scheduled last week at 10 auto assembly plants, plus a line rate reduction at American Motors' Kenosha facility, U. S. auto production fell 7.69 percent below that of the previous week.

Last week's output was estimated at 102,059 units, down from 110,563 the previous week and a substantial drop of 33.29 percent from 152,999 in the comparable 1980 week.

Breakdown for the week by company is: General Motors, 72.09 percent; Ford Motor, 14.13 percent; Chrysler Corp., 7.15 percent; Volkswagen of America, 4.03 percent; American Motors, 2.50 percent and Checker Motors, 0.10 percent.

So far this year, the auto makers have completed 5,735,309 units, up 3.07 percent from 5,564,745 in the comparable period last year.

Last week, five Ford assembly points were idle for inventory control. They were: Dearborn, Chicago, Lorain, Metuchen and San Jose. It was the second week of downtime for the plants.

Also idle last week for inventory control were the Chrysler Newark and GM Bowling Green (Corvette) facilities plus the second shift at GM's Willow Run point.

Newark and Willow Run are slated to resume operations Nov. 23. Willow Run will resume its second shift with total production cut from 70 an hour on two shifts to 50 an hour on two shifts.

GM's Bowling Green facility is scheduled to return today (Nov. 16).

Chrysler's Belvidere assembly point was down last week for its final week of conversion in preparation for the front-wheel-drive pickup trucks. The facility is slated to return today with production of both cars and trucks.

GM's Janesville plant continues on a five-month shutdown for changeover to the J-car. The point has been idle since Oct. 19.

AMC's Kenosha facility returned last week after a week off for inventory control. The point resumed with a reduced line rate, dropping 20 percent to 510 cars per day.

Checker Motors' Kalamazoo plant will be idle this week (Nov. 16) for model changeover. It is slated to resume operations Jan. 11, 1982.

Canadian car output rises 22 pct. despite holiday

While there were only four days of production last week at Ford Motor, Volvo and Chrysler Corp. car facilities due to the Remembrance Day Holiday, General Motors and American Motors car assembly points completed five days of output helping to boost Canadian auto production above the previous week's total.

Last week's car output was estimated at 18,217 units, up 22.28 percent from 14,898 in the previous week, but down 7.16 percent from 19,621 cars in the comparable 1980 week.

So far this year, the auto manufacturers have completed 711,672 units, down 2.56 percent from 730,347 in the comparable period last year.

Truck production also improved last week despite the holiday downtime at Ford and Chrysler. Output was targeted at 9,995 units, up 22.83 percent from 8,137 in the previous week, but down 11.59 percent from 11,305 in the comparable 1980 week.

Year-to-date output for the truck manufacturers is 446,282 units, a gain of 1.55 percent from 439,481 in the same period last year.

Auto and truck assembly lines at all Ford, Chrysler and Volvo facilities were quiet last Monday (Nov. 9) for the Remembrance Day holiday.

Ford's St. Thomas car assembly point resumed operations last Tuesday after being idle since Aug. 31 for changeover and inventory control.

The plant worked four days, then went down again beginning today (Nov. 16) for inventory control. Operations are scheduled to resume Nov. 23.

Ford's Oakville truck facility returned last week after being idle a week for inventory control.

GM's Oshawa (No. Two) facility resumed operations last week (Nov. 9) after being down since Aug. 6 for model changeover.

Also at GM, the St. Therese assembly point will begin an extensive downtime period Nov. 30 for inventory control. The facility is slated to return Jan. 10, 1982.

Truck production steady for week; 3 plants return

Domestic truck production last week rose slightly from the previous week's output with the return of International Harvester's Ft. Wayne and Springfield Assembly plants and American Motors' Toledo (Jeep) facility, but output was below that of the comparable 1980 week.

Truck production last week was targeted at 26,621 units, up slightly from 26,503 in the previous week, but down 35.25 percent from 41,114 built in the comparable week last year.

So far this year, the truck makers have completed 1,465,752 units, up 6.63 percent from 1,374,652 in the comparable 1980 period.

All facilities at International Harvester resumed production last week (Nov. 9) after being idle two weeks for inventory control.

AMC's Toledo (Jeep) facility also returned last week after one week of downtime for inventory adjustments.

Ford Motor's Lorain and Twin Cities assembly points were idle last week for inventory control.

Chrysler Corp.'s Belvidere plant is expected to resume operations today with assembly of the front-wheel-drive pickup trucks.

The facility has been down since Oct. 26 for conversion for truck assembly. Belvidere will be the only Chrysler assembly plant in North America producing both cars and trucks.

Everman honored

Dick Everman, left, past president (1980-81) of the Chicago Automobile Trade Assn., was honored recently for his service to the local automobile business by members of the association and Joe Lyng, owner of Greater Chicago Auto Auction, who presented him with a plaque.

U. S. CAR PRODUCTION

	Week Ended Nov. 14, 1981	Week Ended Nov. 15, 1980	Week Ended Nov. 7, 1981	Nov. to Date	Jan. 1 to Nov. 15, 1980	Jan. 1 to Nov. 14, 1981
AMERICAN MOTORS	2,550*	3,275*	.....	2,550*	146,513*	107,122*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	7,300	15,100	11,784	19,084	549,447	687,511
Plymouth Total	2,400	7,300	4,644	7,044	252,327	340,373
Horizon	.....	.....	.....	.....	136,439	127,414
Reliant	2,400	7,200	4,644	7,044	44,876	203,372
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	100	.....	.....	5,518	2,139
Gran Fury	.....	.....	.....	.....	13,759	7,448
Chrysler Total	2,400	1,500	2,790	5,190	70,641	46,989
LeBaron	2,400	1,500	2,790	5,190	53,936	42,127
Chrysler	.....	.....	.....	.....	16,705	4,862
Dodge Total	2,500	6,300	4,350	6,850	226,479	300,149
Omni	.....	.....	.....	.....	114,507	114,213
Aspen	.....	.....	.....	.....	36,881	.....
Aries	1,300	5,700	3,005	4,305	35,937	159,513
Diplomat	.....	600	.....	.....	26,885	12,644
Dodge 400	1,200	.....	1,345	2,545	.....	10,097
St. Regis	.....	.....	.....	.....	12,269	3,682
FORD MOTOR	14,416	37,174	11,030	25,446	1,108,186	1,212,187
Ford Division	8,075	25,867	5,071	13,146	794,610	822,579
Escort	3,707	7,534	3,859	7,566	57,187	328,662
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,733	2,724	601	4,334	182,653	164,469
Must./Must. II	.....	5,336	.....	.....	208,332	136,947
Granada	635	4,780	611	1,246	94,093	91,976
T-Bird	.....	3,393	.....	.....	103,954	58,437
Ford	.....	2,100	.....	.....	80,212	40,886
EXP	.....	.....	.....	.....	.....	1,202
L-M Division	6,341	11,307	5,959	12,300	313,576	389,608
Mercury Total	4,690	9,641	3,881	8,571	271,019	331,484
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,573	2,552	1,421	2,994	19,216	110,422
Capri	.....	1,738	.....	.....	59,977	44,951
Zephyr	887	1,116	160	1,047	59,533	47,266
Cougar	611	1,727	654	1,265	20,055	42,298
XR-7	.....	1,211	.....	.....	52,149	27,321
Mercury	1,619	1,297	1,646	3,265	47,634	58,569
LN7	.....	.....	.....	.....	.....	657
Lincoln Total	1,651	1,666	2,078	3,729	42,557	58,124
Continental ('82)	826	.....	1,039	1,865	.....	9,345
Lincoln	509	909	636	1,145	17,628	24,724
Mark VI	316	757	403	719	23,063	24,055
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	73,581	92,815	83,447	157,028	3,587,319	3,572,081
Buick Division	12,005	17,041	18,251	30,256	673,890	791,061
Skylark	.....	4,806	6,323	6,323	188,840	242,775
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,996	2,943	1,402	3,398	144,788	93,472
Regal	4,799	4,657	4,838	9,637	175,690	238,530
Buick	3,460	3,595	3,942	7,402	127,013	154,984
Riviera	1,750	1,040	1,746	3,496	37,559	61,300
Cadillac Division	5,475	4,193	4,900	10,375	172,182	232,576
Cimarron	435	.....	410	845	.....	21,580
Seville	320	640	349	669	29,703	21,808
Eldorado	1,165	1,245	1,121	2,286	46,767	51,892
Cadillac	3,555	2,308	3,020	6,575	95,712	137,296
Chevrolet Division	29,720	40,290	30,858	60,578	1,535,118	1,313,382
Chevette	7,485	9,000	7,820	15,305	406,342	315,573
Cavalier	8,370	.....	7,896	16,266	.....	121,109
Celebrity	2,940	.....	2,032	4,872	.....	6,391
Monza ('80)	.....	2,780	.....	.....	143,503	.....
Camaro	1,325	2,420	585	1,910	105,029	89,684
Citation	2,355	10,145	5,547	7,902	399,785	278,822
Malibu	3,585	6,570	3,722	7,307	231,621	207,015
Monte Carlo	2,570	3,575	2,745	5,315	103,652	124,271
Chevrolet	500	4,800	511	1,011	106,646	144,566
Corvette	690	1,000	.....	690	38,540	25,951
Oldsmobile Division	14,277	18,073	15,859	30,136	692,910	759,402
Omega	.....	2,336	2,513	2,513	96,394	125,426
Cutlass	2,972	.....	2,016	4,988	.....	9,515
Cutlass/Ciera	4,800	9,516	4,766	9,566	329,971	336,786
Oldsmobile	5,260	5,397	5,305	10,565	198,378	247,835
Toronado	1,245	824	1,259	2,504	68,167	39,840
Pontiac Division	12,104	13,218	13,579	25,683	513,219	475,666
Acadiant†	280	280	153	433	17,465	17,216
J2000	4,395	.....	3,512	7,907	.....	74,329
Sunbird ('80)	.....	4,216	.....	.....	140,064	.....
T1000	1,411	.....	2,215	3,626	.....	81 281
Firebird	690	1,660	303	993	70,655	44,512
Phoenix	645	3,082	1,824	2,469	118,973	89,512
Grand Prix	1,805	1,925	2,188	3,993	62,944	89,282
Bonneville ('82)	1,805	.....	2,089	3,894	.....	20,642
A6000	.....	.....	.....	.....	.....	4,427
LeMans	1,073	1,815	1,295	2,368	55,029	44,395
Pontiac	.....	240	.....	.....	48,089	10,064
VOLKSWAGEN	4,112	4,550	4,202	8,314	170,496	154,439
CHECKER	100*	85*	100*	200*	2,784	1,969*
Total Cars, U. S.	102,059	152,999	110,563	212,622	5,564,745	5,735,309

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 14, 1981	Week Ended Nov. 15, 1980	Week Ended Nov. 7, 1981	Nov. to Date	Jan. 1 to Nov. 15, 1980	Jan. 1 to Nov. 14, 1981
CHEVROLET	8,690	14,695	8,085	16,775	407,189	417,930
DODGE	2,000	.....	2,015	4,015	108,862	83,109
FORD	7,563	16,124	10,796	18,359	513,503	570,248
GMC	3,505	5,175	3,558	7,063	131,032	152,250
INTERNATIONAL	1,325	1,730	.....	1,325	57,025	61,971
MACK	588	650	599	1,187	23,975	35,800
JEEP	.....	415	.....	.....	20,424	.....
AM CORP.	1,500*	1,740*	.....	1,500*	70,901*	81,188*
MISCELLANEOUS	50*	85*	50*	100*	7,616*	3,336*
VOLKSWAGEN	1,400*	500*	1,400*	2,800*	34,125*	59,920*
Total Trucks, U. S.	26,621	41,114	26,503	53,124	1,374,652	1,465,752

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 14, 1981	Week Ended Nov. 15, 1980	Week Ended Nov. 7, 1981	Nov. to Date	Jan. 1 to Nov. 15, 1980	Jan. 1 to Nov. 14, 1981
CHRYSLER CORP.	1,600	1,280	2,011	3,611	45,431	74,090
FORD MOTOR	2,690	2,892	431	3,121	157,528	122,352
GENERAL MOTORS	5,470	6,798	5,460	10,930	208,650	239,698
AMERICAN MOTORS	.....	.....	.....	.....	11,823	.....
INTERNATIONAL	235	295	235	470	14,190	10,142
MACK	.....	40	.....	.....	1,859	.....
Total Trucks, Canada	9,995	11,305	8,137	18,132	439,481	446,282
N. American Trucks	36,616	52,419	34,640	71,256	1,814,133	1,912,034

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 14, 1981	Week Ended Nov. 15, 1980	Week Ended Nov. 7, 1981	Nov. to Date	Jan. 1 to Nov. 15, 1980	Jan. 1 to Nov. 14, 1981
AMERICAN MOTORS	960	319	952	1,912	518	30,602
CHRYSLER CORP.	2,000	1,440	1,974	3,974	65,639	55,750
FORD MOTOR	6,735	4,352	3,694	10,429	222,784	190,001
GENERAL MOTORS	8,342	13,285	8,053	16,395	432,734	426,209
VOLVO	180	225	225	405	8,672	9,110
Total Cars, Canada	18,217	19,621	14,898	33,115	730,347	711,672
N. American Cars	120,276	172,620	125,461	245,737	6,295,092	6,446,981
N. American Trucks	36,616	52,419	34,640	71,256	1,814,133	1,912,034
North American Cars and Trucks	156,892	225,039	160,101	316,993	8,109,225	8,359,015

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News

Detroit, November 23, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Shay is sued for civil fraud; he sues back

By Edward Lapham
Financial Editor

Harry Shay and his Shay Motors Corp. replicar company are under legal fire.

Illinois Attorney General Tyrone Fahner has filed suit in Sangamon County Circuit Court against Shay and his company, charging civil fraud. The suit charges that the company had not refunded $500 dollar deposits solicited from some Illinois dealers, produced an inferior car and committed other fraudulent actions.

Shay responded by filing a $50-million suit against Fahner in Federal Court in Detroit, charging Fahner with "libel, slander and misrepresentation" for remarks he made to reporters.

"We haven't been served with any papers," Shay told AUTOMOTIVE NEWS last week.

Paul Zemitzsch, a spokesman for the Illinois attorney general, told AUTOMOTIVE NEWS his office isn't concerned about the suit because "by Illinois law the attorney general cannot be sued."

The spokesman also said the investigation currently involves strictly civil fraud, but could turn into a criminal case if there is evidence that there was an intent to defraud.

Shay, whose company recently completed a new two-year $2.4-million revolving credit agreement and is still discussing the possibility of a public equity offering with Wall Street underwriters, said he and his company "routinely" respond to criticisms from various states in order to clarify matters.

Earlier, the company had difficulties in Maryland and Wisconsin involving its registration as a motor vehicle manufacturer, and in California where its system of licensing dealers to sell the '55 Thunderbird replicar came under fire.

However, Douglas Carlson, assistant attorney general in the Iowa Consumer Protection Division last week told AUTOMOTIVE NEWS that his staff will likely file suit against Shay the second week in December.

Shay said the Model A replicars, of which he has sold about 5,000, are back in production to use up the inventory of parts, although "the Bird is the feature car." He said about 100 Birds have been delivered and another 35 are in process.

The company's workers, who were organized by the UAW earlier in the year, last weekend came to terms, ending a brief three-day strike, Shay said.

Rampage staged

Dodge minipickup rolls at Belvidere

Chrysler Corp. last week produced its first front-wheel-drive Dodge Rampage pickup at the Belvidere (Ill.) Assembly Plant. Belvidere is the company's first plant to build both FWD cars and trucks off a common assembly line. The Rampage is equipped with a standard 2.2-liter four-cylinder engine and four-speed transmission. Dealer intro date is Jan. 7. Current production plans call for 18,000 Rampages during the '82 model year.

Imports' inventory shoots upward to a 54-day supply

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. climbed sharply during October and was good for 54 days Nov. 1, up from 45 days a month earlier.

The inventory buildup follows the usual pattern of import stockpiling, which has been to drop to the lowest point of the year in September, then grow to a peak in January.

The combined car and pickup truck inventory Nov. 1 was a 60-day supply. Since the import segment of the auto business considers 60 days the optimum stockpile, it appears that things couldn't be better than they were on Nov. 1. But, in fact, the balance between cars and pickup trucks was quite lopsided. While the industry had a 54-day supply of cars, which was short enough in some lines to affect sales, it had a rather beefy 94-day supply of pickup trucks.

• Toyota boosted its skeletal stockpile during the month but still had only a meager 22½-day supply Nov. 1. Honda, with a 35-day supply, Mercedes-Benz, with an estimated 37-day stock, and BMW, with a 40-day supply, were on the lean side also.

Subaru had a 40½-day supply and Mazda had a 45-day supply, both of which were low, but probably not low enough to put a lid on sales. In stronger shape were Isuzu, with a 66-day supply of new cars, and Nissan with a 74-day supply.

Chrysler Corp. had a heavy 204-day supply of Mitsubishi-built cars in stock and a 251-day supply of pickup trucks.

Truck stocks were substantially higher than new-car supplies. Toyota had a 57-day supply of pickups, Mazda 75 days, Nissan 113 days, and Isuzu 149 days. In addition, Ford had a 66-day stock of Couriers and Chevrolet an 87-day supply of LUVs.

All the Japanese nameplates had a 52½-day supply of new cars, compared with a 57-day supply from West Germany and a 59-day stockpile from all other countries.

Volkswagen had an 83-day stockpile of German-built cars, while Porsche and Audi both had 61-day stocks.

Volvo had an estimated 67-day supply and Renault and Saab each had 89. A sales upturn in October resulted in DeLorean entering November with a 56-day supply.

The imports' 54-day supply of new cars Nov. 1 compared with the bloated domestic stockpile of 81 days.

UAW blasts latest effort to win sacrifices from workers in '82 pact

GM's 'Road to Survival' is rocky

By Marjorie Sorge
Labor Editor

General Motors has launched an allout campaign to convince its 400,000 hourly workers in the U. S. that sacrifices must be made in next year's contract negotiations if GM is to remain competitive.

According to a company memorandum, "The Road to Survival," GM is planning a series of voluntary in-plant meetings between workers and management to convince the hourly employes they must "reduce or eliminate unrealistic expectations about economic gains in the forthcoming contract negotiations" and face "the hard realities that may be required for survival."

The program is designed to be carried out with UAW help, but the union has turned down that idea.

In a joint statement by UAW President Douglas A. Fraser and Owen Bieber, vice president and director of the union's GM Department, the program was labeled "shenanigans" and "an attempt to generate distrust of the UAW leadership."

"We are advising our local union leadership that it should not participate in this unilateral program," the statement said.

The GM memo said GM is trying to set the record straight on the seriousness of the current competitive situation. GM officials have said there is an $8 per hour labor cost differential between the U. S. and Japan and have indicated they want that money back in next year's negotiations.

The UAW disagrees with the labor cost differential and said it could be as little as $3 per hour.

The current contract expires Sept. 14, 1982, and negotiations traditionally begin in the summer.

• GM's program consists of four 15-20 minute films followed by discussion geared toward its current economic status and what the company needs for survival. The memo said the program is also designed to accelerate two-way communications between supervisors and employes and seek new ways to improve efficiency.

"We have an obligation and a responsibility to tell them (workers) what kind of a competitive struggle we are in because they are right in it with us," said Roger B. Smith, GM chairman. "It is a good thing to be able to talk to people when they understand the facts, and the best way to do that is to get the facts out where our employes can know everything."

Smith said the program is an effort to tell employes that their jobs are at stake because of the cost differentials with GM's competitors.

All hourly and salaried workers will attend the meetings, on a voluntary basis, in groups of 25 to 35. Division general managers and plant managers will conduct the meetings, which will be held during working hours.

GM had originally suggested using the already-established QWL (quality of work life) committees as advisory/steering committees. Those groups have been formed in certain GM plants to help resolve company-union problems on the plant floor.

That plan was labeled "improper" by GM after the UAW strongly criticized the idea.

"It (QWL) was never intended to be a vehicle to propagandize or parrot the current views of the chairman of the board of GM as to how to save General Motors through worker sacrifice," the joint UAW statement said. ". . . Under no circumstances should a QWL committee be permitted to be subverted by such shenanigans."

The "Road to Survival" program suggests that managers take a leadership role in the discussions and be unified in their approach because "doubts or differences expressed to em-

Continued on Page 37, Col. 1

breaking news

GM diesel sales up 54 pct. for model year

DETROIT.—General Motors sold 317,691 diesel-powered cars during the '81 model year, up 54.62 percent from 205,456 sold during the '80 model year. All divisions except Cadillac posted gains. Leader Oldsmobile sold 160,738 diesel cars, up 34.51 percent from 119,495 in the '80 model year. Chevrolet increased its diesel volume 259.68 percent by nearly tripling B-car installations of the Olds-built 5.7-liter diesel V-8 and offering an Isuzu-built 1.8-liter diesel in Chevette.

GM A-car prices: $8,313 to $9,599

DETROIT.—Prices of General Motors' new front-drive A-cars will start at $8,313 for the base Chevrolet Celebrity two-door and jump to $9,599 for the Oldsmobile Cutlass Ciera Brougham four-door. Prices for the other division's base two-door models are $8,729 for the Pontiac 6000, $8,847 for the Cutlass Ciera and $8,980 for the Buick Century. Prices do not include a $399 destination fee. The A-car intro is Jan. 14.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

SCF 01836
AN
DC20014CNGLIAO QEA FMJT
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Chrysler sells tax credits for $26 million

DETROIT. — Chrysler Corp. received a $26 million boost to cash flow by beating Nov. 13 deadline and selling more than $100 million in tools and equipment put into service in 1981 to General Electric Credit Corp.

The two companies completed the transaction which, in effect, "sells" investment tax credits. GECC said it transferred the credits to its parent General Electric Co., which can use them.

Under terms of the Economic Recovery Tax Act of 1981, companies, like Chrysler, which are unable to use the tax credits, can sell the equipment to profitable companies and lease them back in what is known as a leveraged leasing arrangement.

Chrysler said the new machinery, equipment and tooling are located in 35 states, but concentrated in Delaware, Illinois, Indiana, Michigan, Missouri, New York and Ohio.

"We have succeeded in using substantially all of the benefits that the lease provisions offer on expenditures made in the first three quarters of 1981 to modernize our plants," said R. S. Miller Jr., Chrysler executive vice president—finance. "We are very pleased with the transaction."

Chrysler was able to complete the deal before the deadline following a government ruling that it was eligible despite a precarious financial condition. That ruling came just three days befor the deadline.

Some Wall Street analysts earlier had believed the auto maker might have received as much as $60 million from the sale.

Earlier, Ford Motor Co. sold nearly a billion in equipment to IBM for an estimated $200 million under the same leveraged leasing provision.

Affordable Used Cars signs NYC exclusive

HAZLET, N. J. — Affordable Used Car Rentals has licensed S & W Sales and Service, Queens, N. Y., to be exclusive outlet for New York City of its used-car rental system.

According to an agreement with Donald Buhler, president of Affordable, S & W will open a location in Queens, followed over the next five years with locations in the boroughs of Brooklyn, Manhattan, Richmond and the Bronx.

index

Auction reports	28
Classified advertising	30
Editorial page	14
Obituaries	38
Personnel	27
Production by makes	43
Service highlights	10
Truck highlights	16

57th year — No. 4890

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Escort goes open-air

Ford calls it a design concept, but it is the company's answer to the convertible versions of the VW Golf and Fiat Strada now being produced in Europe. The open top version of the sporty Escort XR3 was exhibited at Frankfurt to test public reaction.

New programs to run to Dec. 31

AMC extends rebates, offers cash on Renault

By Joseph Bohn
Marketing Editor

American Motors has extended Concord/Eagle and Jeep rebates and has launched a variety of cash incentives for dealers and sales persons on '81 Renault 18i models, paying up to $1,650 per vehicle.

The Concord/Eagle 10 percent rebate, originally running from Oct. 1 to Nov. 30, has been extended to Dec. 31. It covers all new and unused '81 and '82 Concord and Eagle sedans and wagons sold or delivered during the program period.

Two Jeep programs were also extended.

The '82 Cherokee, Wagoneer and truck consumer rebate, originally running from Sept. 24 to Nov. 25, has been extended to Dec. 31. It pays $750 on Cherokee and Wagoneer (dealers contribute $250) and $500 on trucks (dealers contribute $200). It covers all new and unused '82 models sold or delivered during the period.

Similarly, the 10 percent consumer rebate on CJ and Scrambler, running from Oct. 1 to Nov. 30, has been extended to Dec. 31. It covers all new and unused '81 and '82 units sold or delivered during the period.

AMC also is offering several programs designed to clear out '81 Renault 18i models. There are wholesale and retail phases, but no direct consumer rebates are involved.

The wholesale portion runs from Oct. 28 to Jan. 31. Eligible are all '81 R-18i models ordered from the zone office during this period.

Any '81 Renault 18i ordered before Oct. 28, but invoiced after Nov. 18, qualifies for wholesale incentive money, but not the retail incentive.

Wholesale payments are as follows: Base model wagons, $800; base model sedans, $700; deluxe model wagons, $600; deluxe model sedans, $500.

These payments are made in the form of discounts deducted from the invoice. For eligible vehicles invoiced prior to the program, dealers will receive a check for the incentive discount from the factory.

Under the wholesale program there is also a fast-start bonus,

Continued on Page 38, Col. 3

Cafiero resigns as president

DeLoreans voluntarily recalled

By Edward Lapham
Financial Editor

DeLorean Motor Co. absorbed two jolts last week — the resignation of its president and chief executive officer and the voluntary recall of all vehicles sold to date for a potential safety problem.

The company, which reported sales of 720 DeLorean cars in October and 1,715 since the cars went on sale in the summer, said the problem involves a "nut securing the lower ball joint and stabilizer bar" which may work loose.

A spokesman for the company said it is a voluntary recall. He said the problem takes about 30 minutes to fix at dealerships and is being corrected at no cost to car owners.

"It's a torquing problem — the nut is vibrating loose," the spokesman said. He said the company knows of no accidents caused by the front suspension problem.

The resignation of Eugene A. Cafiero, DeLorean president since May, 1979, startled some industry observers, but it came as no surprise to those close to the company.

The press release announcing the resignation, which is to take effect Dec. 15, said Cafiero, 55, will remain a consultant and board member, although he will no longer be involved in the day-to-day operations.

Eugene A. Cafiero

In the release Cafiero said the "challenge" he accepted when he joined DeLorean "has been accomplished" in a little more than two years.

"While I thoroughly enjoyed my involvement, I believe it is time to be relieved of my heavy travel schedule and spend more time with my family," Cafiero said.

In an interview earlier this year, Cafiero told AUTOMOTIVE NEWS he was still spending about half of his time at the company's assembly plant in West Belfast, Northern Ireland.

"We will certainly miss our daily association with Gene," Chairman John Z. DeLorean said in the statement. "Gene's confidence, energy and expertise were crucial in accomplishing what many doomsayers inside and outside the auto industry said was impossible."

However, Cafiero, who was moved upstairs to vice chairman and then eventually left Chrysler Corp. when Lee Iacocca joined that auto maker in 1978, was known to have had some differences of opinion with DeLorean.

"There were long periods of time when the two didn't even talk to each other," said one well-placed source.

"John blamed Gene for a lot of things that went wrong along the way," said one insider, "things that weren't necessarily his fault. Finally John wanted Gene to be in Belfast full-time, and I think that was the clincher."

Cafiero is the highest ranking official to leave DeLorean Motor Co., although several other people who were key participants in the project at one time or another have left in the last three years.

They include William T. Collins, who was involved with the product design from the very outset; Charles K. Bennington, former managing director of the Belfast operation; William Haddad, former planning vice president, and three former chief financial officers—Walter Strycker, Robert Dewey and James G. Stark.

Despite the Cafiero resignation and the safety recall, the company continued with business as usual. A company spokesman said there were no new developments in the libel writs issued last month, following charges of financial irregularities in the British press.

One of the company's directors, G. Edmund King, partner in Wood Gundy, Ltd., which invested in DeLorean Motor Co., has taken a car to Toronto to drive and evaluate. That move fueled speculation that DMC might be close to signing a Canadian distributor and beginning sales there.

The company's current production rate is 80 cars a day. More than 5,000 have been build to date, the company said.

Dealers covered on orders through Dec. 31

Chrysler offers rebate protection

HIGHLAND PARK, Mich. — Chrysler reportedly will comply with requests by zone people and dealers to pay rebates on vehicles sold but not delivered before the Dec. 31 cutoff date.

Dealers had been concerned that units sold, but not retail delivered, before Dec. 31 would be denied the factory rebate.

Out of fear that they might be stuck paying rebates on these vehicles themselves, some dealers had turned down deals.

Recently, the Independent Dealer Committee Dedicated to Action sent a mailgram to Chrysler officials asking that the rules be amended to guarantee the rebate on vehicles arriving after Dec. 31.

Chrysler is expected to require affidavits to verify sales of vehicles sold during Nov. 13 to Dec. 31 (Texas) and Oct. 14-Dec. 31 (other states) but delivered at a subsequent date.

Chrysler Corp. has put more Chrysler Corp. has put more merchandising money behind its Dodge 400 and Chrysler LeBaron and has extended the sign-up for its Savings Certificate program again.

In a communique to dealers, Chrysler said Dodge 400 and Chrysler LeBaron two-doors ordered between Nov. 9 and Nov. 25 are eligible for a $400 merchandising allowance.

Additionally, they qualify for consumer rebates, or Savings Certificates, of $400 on units delivered between Jan. 1-31, 1982.

The merchandising and retail rebate money is available only to dealers participating in Chrysler's Savings Certificate program.

Chrysler said that because the changes "enhanced the value" of its Savings Certificate program, it was extending the sign-up date to Nov. 20 for dealers who still want to get into the program. This is the third extension.

Chrysler first extended the sign-up program when it announced an extension of rebates on certain imported cars, and the second time when it added LeBaron and Dodge 400 to the rebate program.

Industry sources speculated that Chrysler singled out two-door models of LeBaron and Dodge 400 for the $400 merchandising allowance because it has a much higher production capacity on the two-doors. There is no four-door model offered in the Dodge 400 line.

Some sales managers — and dealers — also complained about being pressured to sell equipment packages under a program Chrysler has been running since the beginning of the model year.

Essentially, the company has been offering sales managers prize points if they order certain cars—a base Aries, for example—with certain equipment packages.

Sales managers complained of being pressured — receiving letters at their homes in the form of "report cards" which asked why haven't they done better.

Docksiders

Arrival of the first '82 K-cars in Puerto Rico prompted this San Juan dockside display by distributor Boricua Motors, with a little help from Kenyon & Eckhardt, its ad agency, and an airplane from which the 250 Ks were photographed.

Model year just won't fly

Early-November sales remain flat

By Jennie L. King
Staff Writer

Early-November domestic new-car sales trailed the 1980 total, marking the fourth consecutive period in the 1982 model year that sales have been below year-ago levels. Year-to-date sales slumped further behind 1980.

Nov. 1-10 retail sales numbered 142,143, down 13.17 percent from 163,702 a year earlier. It was the lowest total for early November since 136,921 in 1974. The record for the period is 289,056 in 1971.

The daily selling rate for the period this year was 17,768, down 13.17 percent from 20,463 in 1980. There were eight selling days this year and last.

Calendar-year sales totaled 5,559,127 through Nov. 10, down 3.17 percent from 5,741,246 a year ago.

Chrysler Corp. and Volkswagen of America moved ahead of their year-ago numbers, but General Motors, Ford Motor Co. and American Motors failed to match them. Chrysler sales of 15,309 were up 3.14 percent over 14,843. VWoA reported Rabbit sedan sales of 3,043, up 33.17 percent from 2,285.

GM passenger-car sales dipped 13.61 percent, to 90,811 from 105,123 last year. Ford was down 21.25 percent, to 30,280 from 38,451, and AMC sales were estimated at 2,700, down 10.00 percent from 3,000.

GM earned 63.89 percent of the early-November market, down from 64.22 percent in 1980. Ford slipped to 21.30 percent from 23.49 percent. Chrysler was up to 10.77 percent from 9.07 percent. VWoA cornered 2.14 percent, up from 1.39 percent, and AMC stood at 1.90 percent compared with 1.83 percent a year ago.

Five domestic makes edged ahead of their 1980 sales levels for the period: VWoA was up 33.17 percent; Plymouth was up 24.45 percent; Dodge was up 7.20 percent; Buick was up 6.72 percent, and Lincoln was up 2.88 percent.

Imperial sales plunged 63.64 percent, followed by Chrysler's 34.98-percent decline. Pontiac was down 27.70 percent; Ford was down 23.88 percent; Chevrolet was down 22.07 percent; Mercury was down 17.72 percent; AMC was down 10.00 percent; Oldsmobile was down 9.19 percent, and Cadillac was down 5.13 percent.

Chevrolet Citation climbed into first place in the nameplate sales race for the period. Citation sales totaled 8,820. It was followed by Buick Skylark at 7,984, Ford Escort at 6,861, Buick Regal at 5,553 and standard Chevrolet at 5,492. Sixth place went to Oldsmobile Cutlass Supreme at 5,297, seventh was Chevrolet Cavalier at 4,631, followed by Chevrolet Chevette at 4,490, Plymouth Reliant at 4,474 and Chevrolet Malibu at 3,951.

DOMESTIC SALES

	Nov. 1-10, 1981	Nov. 1-10, 1980
AMERICAN MTRS.	2,700†	3,000†
Chrysler	2,128	3,273
Imperial	88	242
Plymouth	6,851	5,505
Dodge	6,242	5,823
CHRYSLER CORP.	15,309	14,843
Ford	20,682	27,172
Mercury	7,795	9,474
Lincoln	1,857	1,805
FORD MOTOR	30,280	38,451
Buick	22,678	21,250
Cadillac	5,805	6,119
Chevrolet	32,040	41,115
Oldsmobile	18,632	20,518
Pontiac	11,656	16,121
GENERAL MTRS.	90,811	105,123
VOLKSWAGEN	3,043	2,285
IND. TOTAL	142,143	163,702

Chrysler hails sales performance of its K-cars

DETROIT. — Seems like old times. Chrysler Corp. reported it is gratified by the K-cars' sales performances since introduction 13 months ago.

In October, combined sales of Plymouth Reliant and Dodge Aries were 32,337, a 76.98-percent increase over 18,272 a year earlier — their first month on the market. The Ks earned 27.10 percent of the domestic compact market, up from 15.70 percent a year earlier, according to Chrysler.

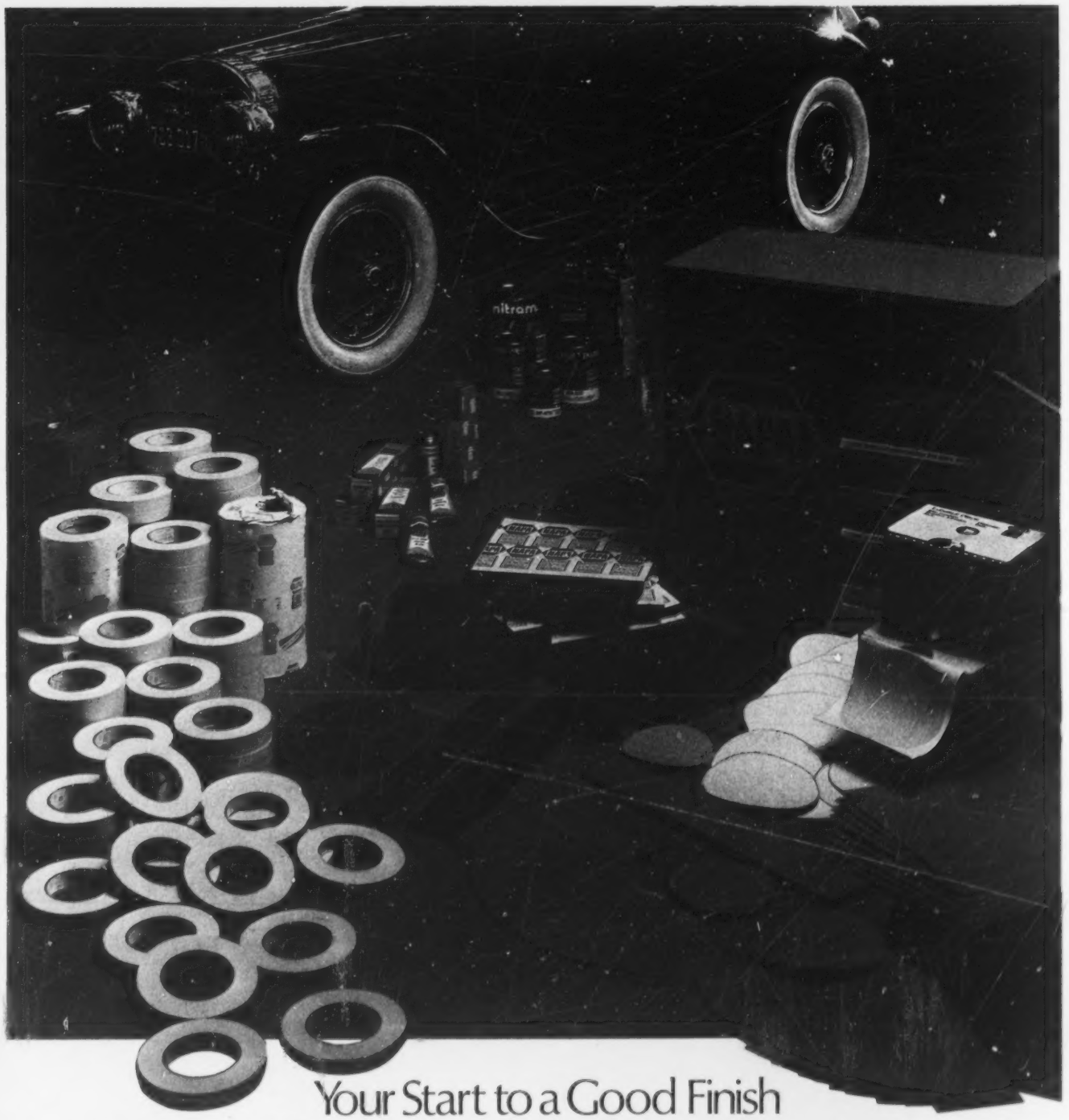
For the first 10 months of 1981, Reliant-Aries sales accounted for 22.70 percent of the domestic compact market, up from 10.20 percent for Volare-Aspen in 1980. Sales were 303,875 compared with 137,313. Reliant was sixth in sales among the domestic nameplates in October.

The reflection of the past? In their first full year on the market (1976), forerunners Plymouth Volare and Dodge Aspen together took 22.96 percent of the January-October compact domestic market class. Their share of the domestic total was 6.46 percent, whereas Reliant-Aries took 5.61 percent this year. Volare was the sixth best seller in October of 1976.

Five years ago, however, Chrysler sales earned 15.46 percent of the domestic market; this year, it was 11.76 percent.

Dealer convicted

PHILADELPHIA.—Joseph L. Doan, vice president of Doan-Calhoun Chevrolet, Inc., was permitted to remain free on his own recognizance pending sentencing on his conviction in Federal District Court of failing to report $22,800 in taxable income for 1975 and 1976.



Your Start to a Good Finish

NAPA/Martin-Senour Abrasives, Tapes, and Adhesives

The best start to a good finish begins with Martin-Senour Quality abrasives, tapes, and adhesives . . . available exclusively through your NAPA jobber. The entire NAPA/Martin-Senour system of over 300 ATA products is shop-engineered and shop-tested to assure no-fail performance in *your* body shop. Best of all, when you start with your NAPA jobber, he'll stay with you right through to the finish . . . because he's your *single source of supply* for every automotive refinishing need: beginning with Martin-Senour ATA and continuing with the full-line of Martin-Senour paint and specialty products. From start to finish, the person to see for every refinishing need is your NAPA jobber. He's got it all!

Paints, Tapes, Abrasives and Adhesives

Duplex offers wide-body chassis

The inside of the cab of its new Model D-350 wide-body custom chassis, according to Duplex Truck Division, The Nolan Co., is nearly a foot wider than conventional cabs, provides six inches of extra head room and a windshield that is 34 percent larger for greater visibility.

Drive, tag tandem close in fuel economy tests

DEARBORN.—A Rockwell International Automotive Operations study comparing tag-tandem and drive-tandem axles for heavy trucks indicates there is statistically little or no difference between a tag-tandem axle and Rockwell's recently-introduced SQ-100 drive-tandem axle in fuel efficiency.

Additionally, the tractive capability of a drive-tandem axle is superior to that of a tag-tandem axle.

These are the general conclusions drawn from a detailed analysis and presented in a paper co-authored by Rockwell engineers Gerald DeClaire and David G. Adams at the recent SAE national truck meeting here.

"The intent of the study, which was conducted in line with the Voluntary Truck and Bus Fuel Economy Program, is to give truck manufacturers and operators a clearer understanding of the two types of axle configurations in terms of fuel economy, traction and other operating considerations," said DeClaire.

In highway testing, using the new joint TMC/SAE fuel-consumption test procedure, the first tandem-drive axle tested was a Rockwell SQHD, while the tag-tandem unit consisted of a Rockwell R-170 single-drive axle in combination with a trailer axle. Driving axles used a 4.11 ratio.

For comparison purposes, a second tandem-drive axle test was conducted using Rockwell's new SQ-100, again with a 4.11

Continued on Page 17, Col. 1

Truck Foundation grants $400,000 to Hall of Fame

MIDLAND, Mich.—The American Truck Foundation directors voted a $400,000 grant to the Automotive Hall of Fame to help honor pioneers and leaders of the truck and trucking segments of the automotive industry.

Drex Minshall, Hall of Fame chairman, called the Truck Foundation grant a major step toward raising the funds necessary for the hall's expansion. Confirmation of the grant was given by Zenon C. R. Hansen, foundation executive vice president and former president of Mack Trucks, Inc.

In 1973, Mack donated $2 million to establish an American

Continued on Page 17, Col. 1

truck personnel

3 appointed by Mack in international sales

Three appointments in its international operations have been announced by Mack Trucks, Inc. They are:

Marion Parks, vice president-area sales for Latin America; **Alexander H. Giel,** vice president-area sales for Middle East/Far East, and **J. Ken McGill,** international accounts director.

Parks, who had been with Chrysler International S.A., will be responsible for export of built-up and knocked-down Mack truck sales and marketing to South and Central America and the Caribbean.

A. H. Giel

J. K. McGill

Giel previously was international heavy-truck marketing manager for International Harvester's Truck Group in the Middle East, Africa and the Far East.

McGill, who had been with a European heavy-truck manufacturer, will be responsible for promotion of Mack products to the international construction and civil engineering industries.

Steggles joins Sun as international V-P

George W. Steggles, formerly International Group vice president, White Motor Corp., has been named to the newly created position of international opera-

Continued on Page 20, Col. 3

truck industry news

But September gain over year ago is industry's first since 1979

9-month registrations off 12.8 pct.

Registrations of new trucks of all types in the U. S. in the first nine months of 1981 were down from a year ago, but there was one bright feature in the monthly report by R. L. Polk & Co.

September registrations were up slightly from the same month in 1980, and it marked the first time since October, 1979, that statistics for a current month topped those in the comparable year-earlier report.

In September, according to Polk figures, 195,906 new trucks were registered, an increase of 2.9 percent over last year's 190,324. The upturn was paced by light trucks, whose totals exceeded those for September, 1980.

The nine-month count was 12.8 percent below the year-ago level, from 1,910,324 units through September, 1980, to 1,665,676 this year. The totals were down for all three market segments and seven of the eight weight groups.

While the light-truck segment was the only one to show a gain over 1980 in the September report, there were increases in four of the eight weight classifications.

• There were 176,343 light-truck tallies in September, an increase of 4.2 percent over the 168,230 units registered in the same month a year ago. There were gains, too, in the three light-truck groups.

The Group 1 count was 5.9 percent higher than a year ago, from 95,832 in 1980 to 101,484. Group 2's 74,120 registrations were 3 percent higher than the year-ago 71,965, and the Group 3 total was up 70.6 percent to

Table on Page 29

739 units, compared with 433 last year.

During the month, 6,108 medium trucks were tallied, a decline of 2.4 percent from the year-ago 6,256 units.

The Group 5 total was up 9.4 percent, from 138 trucks in 1980 to 151. Group 6 dipped 2.6 percent to 5,957 units, compared with 6,115. There were no Group 4 tallies this year, and only three in September, 1980.

Heavy trucks continue to be the big losers. In September, there were 13,455 registrations of the Groups 7 and 8 vehicles, a decline of 15 percent from last year's 15,838 units.

Group 7 tallies during the month were off 15.3 percent from a year ago, 5,416 units versus 6,395. The Group 8 total of 8,039 registrations in September was a decrease of 14.9 percent from the year-earlier 9,443 units.

• Over the nine-month span, there were 1,503,478 light-truck registrations, a decline of 12.3 percent from last year's 1,713,825 units. Group 3 was the only one of the three classifications to show an increase over last year.

Through September, 9,448 Group 3 trucks were registered, up 77.3 percent from last year's 5,329. Group 1 was down 3.8 percent, from 867,718 a year ago to 834,585 units this year, while Group 2's total of 659,445 tallies was off 21.6 percent from the year-earlier 840,778.

Registrations of imported light trucks for the nine months, on the other hand, were 1.6 per-

Continued on Page 20, Col. 3

HD registrations for 9 months off 18.8 pct. from '80

Nine-month registrations of new heavy trucks in the U. S. dropped 18.8 percent below last year's total, according to R. L. Polk & Co. statistics, from 148,194 units in 1980 to 120,276.

In September, 13,455 Groups 7 and 8 trucks were registered, a decline of 15 percent from the 15,838 units tallied in the same month in 1980.

The count through September was down substantially for both Groups 7 and 8 vehicles.

Over the nine-month span, 50,816 Group 7 trucks were registered, a decrease of 15.8 percent from the year-earlier 60,365. The Group 8 total of 69,460 units was off 20.9 from last year's 87,829.

International accounted for a little more than a quarter of industry heavy-truck registrations

Continued on Page 20, Col. 3

Truck calendar

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

1982

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

March 10-13 — International Trucking Show (West), George Moscone Convention Center, San Francisco.

April 3-6 — NADA American Truck Dealers Division, 19th annual convention & exposition, Marriott Hotel, New Orleans.

May 19-21 — International Trucking Show (East), Dallas Convention Center, Dallas.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

U. S. HEAVY DUTY REGISTRATIONS

Nine months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	9 mos., 1981	Percent Share of '81 market	9 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	30,811	25.62	27,811	18.77	+ 6.85
Ford	25,545	21.24	36,731	24.79	— 3.55
GMC	16,380	13.62	22,953	15.49	— 1.87
Mack	13,213	10.98	15,858	10.70	+ 0.28
Chevrolet	8,063	6.70	12,592	8.50	— 1.80
Kenworth	7,897	6.57	8,983	6.06	+ 0.51
Freightliner	6,569	5.46	8,415	5.68	— 0.22
Peterbilt	4,655	3.87	5,515	3.72	+ 0.15
White	1,987	1.65	3,931	2.65	— 1.00
Volvo	1,248	1.04	653	0.44	+ 0.60
Autocar	865	0.72	1,182	0.80	— 0.08
Western Star	591	0.49	832	0.56	— 0.07
Diamond Reo	75	0.06	83	0.05	+ 0.01
Misc.	2,377	1.98	2,655	1.79	+ 0.19
TOTALS	120,276	100.00	148,194	100.00	.....

★—Trucks in Groups 7 and 8 only; no registrations for Oklahoma, 1981 and 1980.

U. S. TRUCK REGISTRATIONS

Nine months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	9 mos., 1981	Percent Share of '81 market	9 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	542,663	32.58	601,812	31.50	+ 1.08
Chevrolet	496,943	29.83	568,487	29.76	+ 0.07
Dodge	125,119	7.51	179,851	9.41	— 1.90
GMC	121,094	7.27	141,660	7.42	— 0.15
International	47,291	2.84	51,720	2.71	+ 0.13
Jeep	42,911	2.58	61,242	3.21	— 0.63
Mack	14,297	0.86	16,264	0.85	+ 0.01
Plymouth*	11,790	0.71	22,568	1.18	— 0.47
Kenworth	7,897	0.47	8,983	0.47	.....
Freightliner	6,569	0.39	8,415	0.44	— 0.05
Peterbilt	4,655	0.28	5,515	0.29	— 0.01
White	1,987	0.12	3,931	0.21	— 0.09
Volvo	1,263	0.08	555	0.03	+ 0.05
Autocar	865	0.05	1,182	0.06	— 0.01
Western Star	591	0.04	832	0.04	.....
Diamond Reo	75	.....	83	.....	.....
Misc.**	239,666	14.39	237,285	12.42	+ 1.97
TOTALS	1,665,676	100.00	1,910,485	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes Imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

GM "X-BODY" CONVERTS
SKYLARK — OMEGA — PHOENIX

"Dealers Largest Profit Potential"

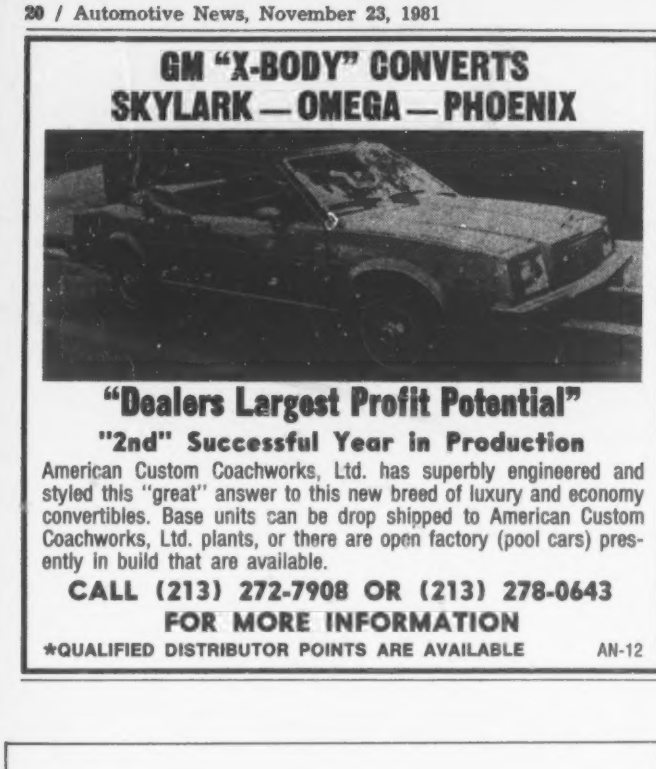
"2nd" Successful Year in Production

American Custom Coachworks, Ltd. has superbly engineered and styled this "great" answer to this new breed of luxury and economy convertibles. Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-12

People who need people use Automotive News classified ads.


44 Replies
GROUP VP/ GENERAL MANAGER
AUTOMOTIVE RELATED INDUS
A widely recognized division of a Fortune 100 company cu
an experienced professional to assume group wide profit &
sibilities for a multi-plant operation. This position reports
President & Chief
major midwestern
ng general mana
ck industry. Exp
ry history a
52 Replies
AUTOMOBILE IMPORT DISTRIBUTOR SOUTHEAST U.S.A.
ZONE SERVICE MANAGERS
Experience in customer relations, warranty training
tion, and
INSTRUCTOR
Experience in all phases of training. Must be able to analyze types of training needed and develop and teach programs. Diesel experience helpful.
CUSTOMER RELATIONS MANAGER
Experience in dealing with consumer groups, local, State and Federal regulatory agencies and handling all legal aspects.
BOX 7081
We are seeking a qualified
MIDDLE LEVEL AUTOMOTIVE MARKETING MANAGER
57 Replies
marketing plans—from distribution through sales—and have an intimate, working knowledge of automobile dealer/factory relationships.
All replies will be held in strictest confidence. Qualified candidates should forward resumes to
BOX 6758
MAJOR EAST COAST import distributorship is seeking 2 qualified district sales managers to cover eastern New York and northwestern New York. The candidates selected must have a thorough background in wholesale and retail automobile sales. Please send resume and salary requirements to Box 6557. Our employees are well aware of this ad.
33 Replies

"Tremendous response; We're always happy with the results we get from classified ads in Automotive News." You will be, too.

Call Marie Hingst, Classified Advertising Manager, at (313) 567-9520 by 5 p.m. Monday . . . see your ad the following Monday. Or write: Automotive News, 965 E. Jefferson Ave., Detroit, MI. 48207.

Automotive News

'81 registrations of new trucks off 12 pct. from 1980

Continued from Page 16

cent higher than a year ago. Through September, the count was 235,011 units, compared with 232,330 in the same period in 1980.

Imported - truck registrations accounted for 15.6 percent of total light-truck tallies through September, and 27.8 percent of the Group 1 count. Group 1 registrations accounted for 55.5 percent of all light-truck tallies for the nine months.

Medium-truck registrations in the January-September period totaled 41,922 units, a decline of 13.5 percent from the year-earlier 48,466.

The biggest loser in this market segment was Group 4, where only 11 units were tallied over the nine-month span. A year ago, the total in the like period was 199 units.

In Group 5 through September, there were 1,446 registrations, a decrease of 13.4 percent from the year-earlier 1,670 tallies. The Group 6 count was down 13.2 percent, from 46,597 in 1980 to 40,465 units.

Nine-month heavy-truck tallies totaled 120,276 units, off 18.8 percent from the year-ago 148,194.

Group 7 was down 15.8 percent through September, from 60,365 last year to 50,816. The Group 8 count dipped to 69,460 units, a decline of 20.9 percent from the year-earlier 87,829 units.

HD registrations for 9 months off 18.8 pct. from '80

Continued from Page 16

in the January-September period.

Through September, there were 30,811 Groups 7 and 8 International tallies, 25.62 percent of the industry total. International's penetration was up 6.85 percentage points over last year, when it was in second place with 27,811 tallies and 18.77 percent of the industry count.

• Last year's nine-month leader—Ford—was in the No. 2 spot this year, more than 5,000 units behind International.

Ford registrations totaled 25,545 units and accounted for 21.24 percent of the total. In 1980, Ford accounted for 24.79 percent with 36,731 tallies. Its share of the industry count this year was off 3.55 percentage points from a year ago.

International had a comfortable lead in Group 8 tallies going into the final quarter. It had 16,490 Group 8 registrations, compared with No. 2 Mack's 12,995.

Ford was No. 1 in Group 7 registrations with 18,968 units, more than 4,500 ahead of second-place International, which had 14,521 Group 7 tallies.

Truck personnel

Continued from Page 16

tions vice president of Sun Electric Corp.

Steggles, who also had been with AM General Corp. and Ford Motor Co., will be responsible for all of Sun's operations outside the U. S., except Europe, according to **Keith P. Mazurek**, Sun president and former White Motor president.

The Future is Ready When YOU Are . . .

Opportunities are available for select companies engaged in the sales, leasing and servicing of motor vehicles to market a new transportation technology.

Advanced Vehicle Technology, Inc. and Electric Motor Cars offer opportunities to participate in a cost-shared program in cooperation with the United States Department of Energy.

Expressions of interest are now being accepted through December 18, 1981.

An application package with complete program details will then be forwarded. Inquiries should be made to:

Electric Motor Cars
4101 Oak Lawn
Dallas, Texas 75219
Attn: **Mr. Jack Hooker**, President
(214) 559-2720

Advanced Vehicle Tech.
20 Nassau St.
Princeton, N. J. 08540
Attn: **Mr. Lou Mercatanti**, President
(609) 924-1515

HUB CAP SECURITY
WIRE WHEEL COVER LOCK KITS

LOCK KIT INCLUDES:
- TAMPER PROOF HEAD NON CORROSIVE, SELF THREADING SCREWS
- SIMPLE INSTRUCTION SHEET
- SPECIAL INSTALLATION WRENCH

A I HOUR INSTALLATION CHARGE IS SUGGESTED

81-GM CENTER LOCK KIT 24.00

(Special Lock Kit for Cadillac Wire Wheel Covers at $24.00)

ORDERS DELIVERED U.P.S.—OPEN ACCOUNT PLUS POSTAGE

NEW CAR DEALERS ONLY!
CADILOK
HUB-CAP THEFT DETERRENT SYSTEMS
8352 RANCHITO AVENUE
PANORAMA CITY, CALIFORNIA 91402
TELEPHONE: 213/894-7614

AC-DELCO
UPGRADE RADIOS & KITS
Complete Inventory
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio **(513) 222-1491**
AN-5

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**56**	**56**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	82	82
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**865**	**865**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,182	1,182
BROCKWAY	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Sept. '81**	**29,931**	**20,799**	**685**	.....	**53**	**704**	**677**	**119**	**52,948**
	Sept. '80	26,889	21,728	75	.....	89	1,206	1,014	223	51,224
	Year to date '81	**267,756**	**205,041**	**8,919**	.....	**620**	**6,544**	**7,186**	**877**	**496,943**
	Year to date '80	277,043	266,780	828	.....	1,159	10,085	10,176	2,416	568,487
(Memo Units) #	**Sept. '81**	**10,903**	**7,196**	.....	.....	.....	.....	.....	.....	**18,099**
	Sept. '80	13,571	6,280	.....	.....	.....	.....	.....	.....	19,851
	Year to date '81	**102,577**	**63,407**	.....	.....	.....	.....	.....	.....	**165,984**
	Year to date '80	126,229	77,866	.....	.....	.....	.....	.....	.....	204,095
DIAMOND REO	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**9**	**9**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	10	10
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**75**	**75**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	83	83
DODGE	**Sept. '81**	**8,149**	**5,056**	**41**	.....	.....	.....	.....	.....	**13,246**
	Sept. '80	10,400	9,040	336	.....	.....	.....	.....	.....	19,776
	Year to date '81	**71,835**	**52,903**	**378**	**3**	.....	.....	.....	.....	**125,119**
	Year to date '80	77,080	98,572	4,009	190	.....	.....	.....	.....	179,851
(Memo Units) #	**Sept. '81**	**4,109**	**3,003**	**1**	.....	.....	.....	.....	.....	**7,113**
	Sept. '80	6,967	5,468	264	.....	.....	.....	.....	.....	12,699
	Year to date '81	**42,310**	**30,426**	**25**	.....	.....	.....	.....	.....	**72,761**
	Year to date '80	51,584	62,710	1,720	.....	.....	.....	.....	.....	116,014
FORD	**Sept. '81**	**24,628**	**40,322**	.....	.....	.....	**1,561**	**2,203**	**895**	**69,609**
	Sept. '80	20,470	30,812	22	.....	.....	1,575	2,195	849	55,923
	Year to date '81	**183,426**	**322,083**	.....	.....	.....	**11,609**	**18,968**	**6,577**	**542,663**
	Year to date '80	187,909	361,063	474	.....	.....	15,635	25,543	11,188	601,812
(Memo Units) #	**Sept. '81**	**7,551**	**13,146**	.....	.....	.....	.....	.....	.....	**20,697**
	Sept. '80	8,503	9,919	.....	.....	.....	.....	.....	.....	18,422
	Year to date '81	**65,241**	**105,014**	.....	.....	.....	.....	.....	.....	**170,255**
	Year to date '80	77,667	119,287	.....	.....	.....	.....	.....	.....	196,954
FREIGHTLINER	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**761**	**761**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	799	799
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**6,569**	**6,569**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	8,415	8,415
VOLVO	**Sept. '81**	.....	.....	.....	.....	.....	.....	**106**	**49**	**155**
	Sept. '80	.....	.....	.....	.....	.....	.....	72	64	136
	Year to date '81	.....	.....	.....	.....	**2**	**13**	**679**	**569**	**1,263**
	Year to date '80	.....	.....	.....	.....	.....	2	508	145	655
GMC	**Sept. '81**	**4,552**	**5,702**	**33**	.....	**95**	**629**	**923**	**967**	**12,901**
	Sept. '80	3,963	5,931	.....	.....	45	924	978	1,300	13,141
	Year to date '81	**43,952**	**55,310**	**149**	.....	**815**	**4,488**	**8,221**	**8,159**	**121,094**
	Year to date '80	39,862	71,063	6	.....	491	7,285	10,478	12,475	141,660
(Memo Units) #	**Sept. '81**	**528**	**2,006**	.....	.....	.....	.....	.....	.....	**2,534**
	Sept. '80	633	1,596	.....	.....	.....	.....	.....	.....	2,229
	Year to date '81	**6,652**	**16,074**	.....	.....	.....	.....	.....	.....	**22,726**
	Year to date '80	7,076	19,570	.....	.....	.....	.....	.....	.....	26,646
INTERNATIONAL	**Sept. '81**	.....	**137**	.....	.....	.....	**2,643**	**1,345**	**1,984**	**6,109**
	Sept. '80	.....	1,719	.....	.....	.....	2,049	2,061	2,637	8,466
	Year to date '81	.....	**2,010**	.....	.....	.....	**14,470**	**14,321**	**16,490**	**47,291**
	Year to date '80	.....	12,992	.....	.....	.....	10,917	12,503	15,308	51,720
(Memo Units) #	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Sept. '81**	**3,131**	**1,599**	.....	.....	.....	.....	.....	.....	**4,730**
	Sept. '80	3,557	2,067	.....	.....	.....	.....	.....	.....	5,624
	Year to date '81	**27,326**	**15,585**	.....	.....	.....	.....	.....	.....	**42,911**
	Year to date '80	38,073	23,169	.....	.....	.....	.....	.....	.....	61,242
(Memo Units) #	**Sept. '81**	**3,131**	**1,163**	.....	.....	.....	.....	.....	.....	**4,294**
	Sept. '80	3,557	1,366	.....	.....	.....	.....	.....	.....	4,923
	Year to date '81	**27,326**	**11,315**	.....	.....	.....	.....	.....	.....	**38,641**
	Year to date '80	38,073	17,011	.....	.....	.....	.....	.....	.....	55,084
KENWORTH	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**810**	**810**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	741	741
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**7,897**	**7,897**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	8,983	8,983
MACK	**Sept. '81**	.....	.....	.....	.....	.....	**179**	**29**	**1,504**	**1,712**
	Sept. '80	.....	.....	.....	.....	.....	117	.....	1,538	1,655
	Year to date '81	.....	.....	.....	.....	.....	**1,084**	**218**	**12,995**	**14,297**
	Year to date '80	.....	.....	.....	.....	.....	406	.....	15,858	16,264
PETERBILT	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**535**	**535**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	541	541
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**4,655**	**4,655**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	5,515	5,515
PLYMOUTH	**Sept. '81**	**862**	**225**	.....	.....	.....	.....	.....	.....	**1,087**
	Year to date '81	1,769	667	.....	.....	.....	.....	.....	.....	2,436
	Sept. '80	**8,674**	**3,116**	.....	.....	.....	.....	.....	.....	**11,790**
	Year to date '80	15,440	7,128	.....	.....	.....	.....	.....	.....	22,568
WESTERN STAR	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**59**	**59**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	92	92
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**591**	**591**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	832	832
WHITE	**Sept. '81**	.....	.....	.....	.....	.....	.....	.....	**150**	**150**
	Sept. '80	.....	.....	.....	.....	.....	.....	.....	413	413
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**1,987**	**1,987**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	3,931	3,931
MISCELLANEOUS*	**Sept. '81**	**30,231**	**280**	.....	.....	**3**	**241**	**133**	**141**	**31,029**
	Sept. '80	28,784	1	.....	3	4	244	75	154	29,265
	Year to date '81	**231,616**	**3,397**	**2**	**8**	**9**	**2,257**	**1,223**	**1,154**	**239,666**
	Year to date '80	232,311	11	12	9	20	2,267	1,157	1,496	237,285
TOTALS	**Sept. '81**	**101,484**	**74,120**	**739**	.....	**151**	**5,957**	**5,416**	**8,039**	**195,906**
	Sept. '80	95,832	71,965	433	3	138	6,115	6,395	9,443	190,324
	Year to date '81	**834,585**	**659,445**	**9,448**	**11**	**1,446**	**40,465**	**50,816**	**69,460**	**1,665,676**
	Year to date '80	867,718	840,778	5,329	199	1,670	46,597	60,365	87,829	1,910,485

★—No Oklahoma registrations, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Proxmire slaps $100 billion cost overrun

Golden Fleece 'award' to Interstate System

WASHINGTON. — Senator William Proxmire, Wisconsin Democrat, gave his "Golden Fleece" of the month for November to the "Federal Highway Administration for the worst record of civilian cost overruns in the Federal Government."

"Mismanagement, delays and confusion in the construction of our interstate highway system have caused a 267 percent, $100 billion cost overrun that dwarfs any other civil project," Proxmire said.

"While it is said that the road to hell is paved with good intentions, no one expected this to apply to the U. S. highway program."

Proxmire awards a "Golden Fleece" each month for what he considers the biggest, most ridiculous or ironic example of wasteful federal spending.

"When it comes to civilian cost overruns, the Interstate Highway System under the Federal Highway Administration stands at the top of the list — the undisputed champion of mismanagement and waste," Proxmire said. "Every other civilian project pales by comparison.

"Even the numbers involved are so staggering that they numb the mind. When Congress first approved the estimates for the Interstate Highway System in 1958, the firm, hard figures showed a cost of $37.6 billion. Now, that same program stands at $137.9 billion, an increase of $100.3 billion."

Proxmire said that the cost growth in the highway program is as big as the entire defense budget in 1977 or as large as the combined 1982 budget for the Departments of Agriculture, Education, Energy, Housing and Urban Development, Interior, Justice, State and Transportation.

He said the cost overrun cannot be blamed solely on inflation.

"Of the current $100.3 billion overrun, $55.9 billion represents inflation," Proxmire said. "Taking inflation out entirely still leaves an unbelieveable 'real' overrun of $44.4 billion or more than the project was supposed to cost in the first place."

Funding for the Interstate Highway System continues to the present day so the end of cost overrun is not yet in sight, he said.

On Oct. 3, he said, the Senate passed a Transportation Appropriations Bill which contained about $3.2 billion in funding for the system. Proxmire opposed the bill. From $35 billion to $53 billion remains to be spent on the Interstate System, he said.

"Perhaps the worst example of spending in the highway program is the 'Westway' in New York City," Proxmire said. "The final cost of this four-mile-long road will reach an incredible $1 billion per mile making it inch for inch the most expensive highway ever built by mankind any time, anywhere.

"Taxpayers will pay for 90 percent of 'Westway' including the actual construction of a tunnel along and in the Hudson River bed, creation of 234 acres of development real estate and upgrading of a parallel 6-8 lane highway next to 'Westway.'"

He called the Glenwood Canyon Project in Colorado "another example of an outrageous throw-away."

"It has been exempted from the new cost reduction program (as has Westway)," Proxmire said. "This 12.6-mile, four-lane highway is currently estimated to cost $300 million but more likely will run over $600 million during the eight-year construction period."

Volvo for Farrell

SOUTHBORO, Mass. — Farrell Motors, Inc., has been awarded a Volvo franchise. The dealership is headed by Robert P. Farrell Sr.

Officers for Illinois dealers

New officers of the 1,425-member Illinois New Car/Truck Dealers Assn. are: Robert Burrow, seated left, Barrington, chairman of the board; Les Sander, seated right, president; Jerry Higgins, standing left, Peoria, chairman-elect, and Edward Hamlin, Wood River, treasurer.

factories list auction dates

American Motors

Nov. 24—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Nov. 25—Central States Auto Auction, Mason City, Ia.

Dec. 1 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Dec. 2 — Minneapolis Auto Auction, Minneapolis, Minn.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.

Dec. 3 — Fredericksburg Auto Auction, Fredericksburg, Va.; Todd Auto Auction, Telford, Pa.

Dec. 4 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.; Union Pacific Railroad Auto Auction, Montebello, Calif.

Dec. 8 — Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 9 — Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Dallas, Tex.

Dec. 10—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont, Calif.

Note: Other sales may be scheduled pending availability. Please contact C. A. Miller at 1-800-521-4360 for details.

Chrysler Corp.

Nov. 24—Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Inc., Chicago, Ill.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Nov. 25 — Minneapolis Auto Auction, Minneapolis, Minn.; Evansville Auto Auction, Inc., Evansville, Ind.

Chrysler auctions include prizes and discounts

Special cash drawings and price reduction programs will be in effect at Chrysler Corp. closed auctions scheduled during the last half of November.

The "goodies" are designed to bring buyers to the sale early, to encourage them to buy cars and to offer them a chance to win some extra Thanksgiving money, according to Chrysler Corp.'s Fleet Division.

To qualify for the early-bird drawing, which has prizes worth $300, entrants must be dealers of record on the date of the sale and be in attendance and register before the sale begins.

To qualify for the price reduction program, dealers must plan to purchase a minimum of three vehicles. Then, $100 will be discounted from each sale invoice after three units are purchased.

Chrysler Corp. dealers of record are also eligible to win cash prizes totaling $1,000 in drawings made at the conclusion of the sale. Dealers must be present on this occasion and can win more than one prize. There is one prize of $500, one of $300 and one of $200.

Chrysler Corp. has scheduled 12 closed auctions in late November: Hatfield, Pa.; Pittsburgh; Los Angeles; Mason City, Ia.; Darlington, S. C.; Houston; Boston; Taylor, Mich.; Chicago; Kansas City; Minneapolis, and Evansville, Ind.

Used car sales

Auction Averages

November to date	$4,371
Month ago	$4,379
Year ago	$3,738

Model breakdown

Auction Averages

	NOVEMBER TO DATE	OCTOBER	SEPTEMBER
1981	$6,675	$7,074	$7,548
1980	5,468	5,697	5,814
1979	4,687	4,922	5,051
1978	3,848	3,731	3,963
1977	2,697	2,927	3,045
1976	2,115	2,140	2,122
1975	1,579	1,628	1,587
1974	1,174	1,258	1,180
Overall Average	$4,371	$4,364	$4,321

Tires for imports

A final finish employe at Kelly-Springfield Tire Co.'s Fayetteville (N. C.) plant checks metric-sized radials for imported automobiles. Replacement sales for imports are expected to account for about 12.4 million units in 1981.

Domestics drop 35 pct.

Canadian cars suffer worst setback of year

Sales of North American-built passenger cars in Canada declined in October, their 10th consecutive monthly dip and biggest drop of 1981 compared with year-ago levels. Truck sales suffered their ninth off-month and their worst difference with the preceding year.

Car sales dropped 35.61 percent to 46,401 from 72,066 in 1980. Ford of Canada, suffered a sharp decline, its October sales off 41.39 percent to 9,302 from 15,870 last year. General Motors of Canada reported a 38.51-percent drop, to 26,234 from 42,665.

Chrysler Canada dealers sold 8,902 new cars, down 14.92 percent from 10,463. American Motors sales of 1,328 were down 43.59 perecnt from 2,354 a year earlier, and Volvo Canada dipped 11.06 percent to 635 from 714.

GM's share of the October market dropped to 56.54 percent from 59.20 percent. Ford sales accounted for 20.05 percent, down from 22.02 percent. Chrysler expanded to 19.18 percent from 14.52 percent. American Motors was down to 2.86 percent from 3.27 percent, and Volvo was up to 1.37 percent from 0.99 percent.

Ten-month sales of North American-built passenger cars totaled 546,722, down 15.17 percent from 644,493 in 1980.

Truck sales in Canada by the major manufacturers, including captive imports, totaled 15,518 in October, down 42.74 percent from 27,103 last year.

GM truck sales were down 44.49 percent, to 7,671 from 13,818. Ford reported sales of 5,769, down 40.50 percent from 9,696. Chrysler was down 40.04 percent, to 1,806 from 3,012, and AMC Jeep sales dropped 52.86 percent, to 272 from 577 a year earlier.

Truck sales for the first 10 months of the calendar year totaled 207,475, down 18.58 percent from 254,820 in 1980.

Atlanta dealer charges Ford, Ford Credit with conspiracy

ATLANTA. — Allen-Russell Ford, Inc., and its owner and president, James H. Allen, have filed a multimillion-dollar legal action against Ford Motor Co., Ford Motor Credit Co. and a Ford Credit branch manager. The suit charges a "conspiracy" to drive the dealership out of business.

The action followed a lawsuit filed against Allen-Russell Ford in U. S. District Court in September by Ford Motor Credit Co., contending the dealership owes $1.8 million for floor planning and security agreements, plus $32,000 in accrued interest.

The defendants filed a $350 million counter-claim and two additional lawsuits, each seeking $100 million in general damages and $250 million in punitive damages.

In one of the legal actions, the dealer said Ford Motor Co., Ford Motor Credit and its branch manager, Paul Sanders, had "the intention of driving the defendant (Allen-Russell) out of business" and appropriating the Allen-Russell property. The action alleged that Sanders had "a personal vendetta" against Allen.

In the counter-claim, Allen-Russell charged that the reason the company was sued by Ford Motor Credit Co. was "for the purpose of forcing (Allen-Russell) to provide (Ford Motor Credit Co.) with releases from certain other persons and to obtain unfair advantage to allow (the credit company) to purchase real estate owned by (Allen-Russell's) shareholders at . . . unfair market price."

Allen alleged that he was "harassed and intimidated" by the defendants and was caused "mental and emotional distress."

In Dearborn, Ford Credit's legal office said, "The suits are without substance or merit and will be vigorously defended."

The Allen actions, as well as the dealership's were filed in Fulton Superior Court.

Lee property sold

WELLESLEY HILLS, Mass.—The former Lee Chevrolet property has been sold to New England Electronics Co.

Collector cars to be auctioned

ATLANTIC CITY, N. J.—The Atlantic City Collector Car Auction announced it is trying to secure private collections of cars and parts for its auction in the Atlantic City Convention Hall, Feb. 12-14, 1982.

Early and rare vehicles, celebrity-owned cars and cars with notable histories will be featured at the 500-car auction. They receive advertising and promotional efforts before and during the auction, a spokesman for the event said.

Information is available from 609-344-8613.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

WEDNESDAY 11:00 a.m.

ATTEND THE FLINT AUTO AUCTION

Averaging 600-700 cars

4 LANES

- Our 29th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim Williams

FLINT AUTO AUCTION

3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION

100 Route 46, Fairfield, N. J. 07006

(201) 227-0100

4 Lane Selling Every Tuesday

MINNESOTA

WEDNESDAY 11:00

Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.

Minneapolis Auto Auction

1125 Mathes Lane, Minneapolis, Minn. 55441

612-546-2433

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

ARIZONA

READY TO SELL?
Consign With The Best!
Kruse International's Scottsdale '82
COLLECTOR CAR AUCTION
FRIDAY, SATURDAY, SUNDAY
JANUARY 1, 2, 3, 1982
PHOENIX HILTON RESORT
PHOENIX, ARIZONA
Sell for Cash — Same Day Payment
NATIONAL AUCTION COMPANY
TOLL FREE - 800-328-0771

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-8800, P.O. Box 5189, Kent, WA 98031.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana

Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

49-state ratings listed

EPA mileage ratings for 1982 models

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel inj.
	TWO-SEATERS			
29	Ford EXP	98	M4	2
29	Mercury LN7	98	M4	2
26	Fiat X1/9	91	M5	FI
26	Ford EXP	98	A3	2
26	Mercury LN7	98	A3	2
25	Fiat Spider 2000	122	M5	FI
24	Legend (Fiat) Spider Turbo	122	M5	FI
22	Alfa Romeo Spider 2000 Veloce	120	M5	FI
22	Fiat Spider 2000	122	A3	FI
21	Mazda RX-7	70	M5	4
19	Mazda RX-7	70	A3	4
17	Mercedes-Benz 380SL	234	A4	FI
15	Chevrolet Corvette	350	A4	FI
10	Ferrari 308	179	M5	FI
	MINICOMPACT CARS			
41	Honda Civic	81	M5	3
38	Toyota Starlet	79	M5	2
36	Honda Civic	81	M4	3
35	Honda Civic	91	M5	3
32	Renault LeCar	85	M4	2
31	Honda Civic	91	A3	3
29	Honda Prelude	107	M5	3
26	Honda Prelude	107	A3	3
21	Porsche 924	121	A3	FI
20	Porsche 924	121	M5	FI
20	Porsche 924 Turbo	121	M5	FI
18	Alfa Romeo GTV 6/2.5	152	M5	FI
17	Porsche 911	183	M5	FI
17	Porsche 928	273	A3	FI
16	Porsche 928	273	M5	FI
10	Ferrari Mondial 8	179	M5	FI
	SUBCOMPACT CARS			
45	Volkswagen Rabbit Diesel	97	M4	FI
43	Volkswagen Jetta Diesel	97	M5	FI
43	Volkswagen Rabbit Diesel	97	M5	FI
42	Volkswagen Jetta Diesel	97	M4	FI
41	Isuzu I-Mark Diesel	111	M4	FI
40	Chevrolet Chevette Diesel	111	M5	FI
39	Dodge Colt	86	M4	2
39	Isuzu I-Mark Diesel	111	M5	FI
39	Mitsubishi Colt/Champ	86	M4	2
39	Plymouth Champ	86	M4	2
38	Audi 4000/Coupe Diesel	97	M5	FI
37	Volkswagen Jetta Diesel	97	A3	FI
37	Volkswagen Rabbit Diesel	97	A3	FI
36	Chevrolet Chevette Diesel	111	A3	FI
36	Datsun 210	85	M5	2
36	Toyota Corolla Tercel	89	M4	2
35	Dodge Colt	86	M4x2	2
35	Mazda GLC	91	M5	2
35	Plymouth Champ	86	M4x2	2
34	Datsun 310	91	M4	2
34	Dodge 024	105	M4	2
34	Mazda GLC	91	M4	2
34	Mitsubishi Colt/Champ	86	M4x2	2
34	Plymouth TC3/Turismo	105	M4	2
33	Datsun 310	91	M5	2
33	Isuzu I-Mark Diesel	111	A3	FI
32	Datsun 210	91	M5	2
32	Subaru	97	M4	2
32	Subaru	97	M5	2
32	Toyota Corolla Tercel	89	M5	2
32	Volkswagen Rabbit	105	M4	1
31	Datsun 210	91	A3	2
31	Datsun 210	91	M4	2
31	Dodge Colt	98	M4x2	2
31	Mitsubishi Colt/Champ	98	M4x2	2
31	Plymouth Champ	98	M4x2	2
31	Subaru	109	M5	2
30	Datsun 210	75	M4	2
30	Datsun Maxima Diesel	170	M5	FI
30	Dodge 024	105	M4	2
30	Honda Accord	107	M5	3
30	Mazda GLC	91	A3	2
30	Plymouth TC3/Turismo	105	M4	2
30	Toyota Corolla	108	M4	2
30	Volkswagen Rabbit	105	M4	FI
29	Dodge Colt	98	A3	2
29	Mitsubishi Colt/Champ	98	A3	2
29	Plymouth Champ	98	A3	2
29	Toyota Corolla Tercel	89	A3	2
28	AMC Spirit	151	M4	2
28	Audi 4000 Coupe	105	M5	FI
28	Datsun Maxima Diesel	170	A3	FI
28	Toyota Corolla	108	A4	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Jetta	105	M5	FI
28	Volkswagen Scirocco	105	M5	FI
27	BMW 320i	108	A3	FI
27	Isuzu I-Mark	111	M5	2
27	Mazda 626	120	M5	2
27	Subaru	109	A3	2
27	Subaru 4WD	109	M4	2
27	Subaru 4WD	109	M4	1
27	Toyota Corolla	108	A3	2
27	Volkswagen Rabbit	105	M5	FI
26	Datsun 200-SX	133	M5	FI
26	Dodge 024	135	M4	2
26	Dodge 024	105	A3	2
26	Honda Accord	107	A3	3
26	Isuzu I-Mark	111	A3	2
26	Mazda 626	120	A3	2
26	Plymouth TC3/Turismo	135	M4	2
26	Plymouth TC3/Turismo	105	A3	2
25	AMC Spirit	151	M4	2
25	AMC Spirit	151	M5	2
25	BMW 320i	108	M5	FI
25	Datsun 200-SX	133	A3	FI
25	Dodge 024	135	A3	2
25	Plymouth TC3/Turismo	135	A3	2
25	Volkswagen Rabbit	105	A3	FI
24	Audi 4000 Coupe	105	A3	FI
24	Audi 4000 Coupe	131	M5	FI
23	Chevrolet Camaro	151	A3	FI
24	Dodge Challenger	156	M5	2
24	Fiat Brava	122	A3	FI
24	Fiat Brava	122	M5	FI
24	Mitsubishi Challenger/ Sapporo	153	M5	2
24	Plymouth Sapporo	156	M5	2
24	Pontiac Firebird	151	M4	FI
24	Toyota Celica	144	A4	2
24	Toyota Celica	144	M5	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
24	Volkswagen Jetta	105	A3	FI
24	Volkswagen Scirocco	105	A3	FI
23	AMC Spirit	151	A3	2
23	Chevrolet Camaro	151	A3	FI
23	Dodge Challenger	156	A3	2
23	Mitsubishi Challenger/ Sapporo	156	A3	2
23	Plymouth Sapporo	156	A3	2
23	Pontiac Firebird	151	A3	FI
22	AMC Spirit	258	M5	2
22	Datsun Maxima	146	M5	FI
22	Ford Mustang	140	M4	2
22	Mercury Capri	140	M4	2
22	Toyota Cressida	168	A4	FI
21	AMC Spirit	258	M5	2
21	AMC Spirit	258	A3	2
21	AMC Spirit	258	M4	2
21	Datsun Maxima	146	A3	FI
21	Ford Mustang	140	M5	2
21	Ford Mustang	140	A3	2
21	Mercury Capri	140	A3	2
21	Mercury Capri	140	M5	2
21	Toyota Celica Supra	168	A4	FI
21	Toyota Celica Supra	168	M5	FI
20	Audi 4000 Coupe	131	A3	FI
20	Ford Mustang	200	A3	1
20	Lancia Beta/Zagato	122	A3	FI
20	Mercury Capri	200	A3	1
19	BMW 633 CSI	196	M5	FI
19	Ford Mustang	255	A3	2
19	Lancia Beta/Zagato	122	M5	FI
19	Mercury Capri	255	A3	2
18	BMW 633 CSI	196	A3	FI
17	Chevrolet Camaro	305	A3	4
17	Jaguar XJ	258	A3	FI
17	Pontiac Firebird	305	A3	4
10	Aston Martin Saloon/ Vantage/Volante	326	A3	8
9	Aston Martin Saloon/ Vantage/Volante	326	M5	8
9	Rolls-Royce Corniche	412	A3	FI
	COMPACT CARS			
32	Nissan Stanza	120	M5	2
31	Ford Escort	98	M4	2
31	Mercury Lynx	98	M4	2
30	Chevrolet Cavalier	112	M4	2
30	Dodge Omni	105	M4	2
30	Plymouth Horizon	105	M4	2
30	Pontiac J2000	112	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
29	Volvo Diesel Sedan	145	M4(OD)	FI
28	Fiat Strada	91	M5	FI
28	Mercedes-Benz 240D/ 300D/300CD	147	M4	FI
28	Peugeot 505 Diesel	141	M4	FI
28	Volkswagen Quantum	105	M5	FI
27	Dodge Omni	135	M4	2
27	Mercedes-Benz 240D/300D/ 300CD Turbo Diesel	183	A4	FI
27	Mercedes-Benz 300SD Turbo Diesel	183	A4	FI
27	Peugeot 505 Turbo Diesel	141	M5	FI
27	Peugeot 505 Diesel	141	A3	FI
27	Peugeot 604 Turbo Diesel	141	M5	FI
27	Plymouth Horizon	135	M4	2
26	Buick Skylark	151	M4	FI
26	Cadillac Cimarron	112	M4	2
26	Dodge Omni	105	A3	2
26	Fiat Strada	91	A3	FI
26	Oldsmobile Omega	151	M4	FI
26	Peugeot 505 Turbo Diesel	141	A3	FI
26	Plymouth Horizon	105	A3	2
26	Volvo Diesel Sedan	145	A3	FI
25	AMC Concord	151	M5	2
25	Buick Skylark	151	A3	FI
25	Cadillac Cimarron	112	A3	2
25	Chevrolet Cavalier	112	A3	2
25	Dodge Omni	135	A3	2
25	Oldsmobile Omega	151	A3	FI
25	Plymouth Horizon	135	A3	2
25	Pontiac J2000	112	A3	2
25	Volvo Sedan (EFI)	130	M4(OD)	FI
24	AMC Concord	151	M4	2
24	Mercedes-Benz 240D/ 300D/300CD	147	A4	FI
23	AMC Concord	151	A3	2
23	Peugeot 604 Turbo Diesel	141	A3	FI
23	Volkswagen Quantum	105	A3	FI
23	Volvo Sedan (MFI)	130	A4	FI
23	Volvo Sedan (EFI)	130	A4	FI
22	Audi 5000	131	M5	FI
22	Buick Skylark	173	A3	2
22	Oldsmobile Omega	173	A3	2
22	Peugeot 505	120	M5	FI
22	Peugeot 505	120	A3	FI
22	Volvo Sedan (MFI)	130	M4(OD)	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
21	AMC Concord	258	A3	2
21	Saab 900	121	M5	FI
21	Saab 900	121	A3	FI
20	AMC Concord	258	A3	2
20	Saab 900 Turbo	121	A3	FI
20	Saab 900 Turbo	121	M5	FI
20	Volvo Turbo Sedan	130	A4	FI
19	Audi 5000	131	A3	FI
19	BMW 733i	196	M5	FI
19	Saab 900 Turbo	121	M5	FI
19	Volvo Turbo Sedan	130	M4(OD)	FI
18	Audi 5000 Turbo	131	A3	FI
18	BMW 733i	196	A3	FI
17	Mercedes-Benz 380-SEC	234	A4	FI
17	Volvo Sedan	174	A3	FI
9	Rolls-Royce Camargue	412	A3	FI
	MID-SIZE CARS			
27	Chevrolet Citation	151	M4	FI
27	Pontiac Phoenix	151	M4	FI
26	Chrysler-LeBaron	135	M4	2
26	Dodge Aries	135	M4	2
26	Dodge 400	135	M4	2
26	Plymouth Reliant	135	M4	2
26	Pontiac 6000	151	A3	FI
25	Buick Century	151	A3	FI
25	Buick Regal Diesel	263	A3	FI
25	Chevrolet Celebrity	151	A3	FI
25	Chevrolet Citation	151	A3	FI
25	Chevrolet Malibu Diesel	263	A3	FI
25	Chevrolet Monte Carlo Diesel	263	A3	FI
25	Chrysler LeBaron	135	A3	2
25	Dodge Aries	135	A3	2
25	Dodge 400	135	A3	2
25	Oldsmobile Cutlass Ciera	151	A3	FI
25	Oldsmobile Cutlass Supreme Diesel	263	A3	FI
25	Plymouth Reliant	135	A3	2
25	Pontiac Phoenix	151	A3	FI
23	Buick Regal Diesel	350	A3	FI
23	Chevrolet Malibu Diesel	350	A3	FI
23	Chevrolet Monte Carlo Diesel	350	A3	FI
23	Chrysler LeBaron	156	A3	2
23	Dodge Aries	156	A3	2
23	Dodge 400	156	A3	2
23	Oldsmobile Cutlass Supreme Diesel	350	A3	FI
23	Plymouth Reliant	156	A3	2
23	Pontiac Bonneville Diesel	350	A3	FI
23	Pontiac Grand Prix Diesel	350	A3	FI
22	Chevrolet Celebrity	173	A3	2
22	Chevrolet Citation	173	A3	2
22	Ford Fairmont Futura	140	M4	2
22	Ford Granada	140	M4	2
22	Lincoln-Mercury Zephyr	140	M4	2
22	Pontiac Phoenix	173	A3	2
22	Pontiac 6000	173	A3	2
21	Buick Regal	231	A3	2
21	Chevrolet Malibu	229	A3	2
21	Chevrolet Monte Carlo	229	A3	2
21	Ford Fairmont Futura	140	A3	2
21	Ford Granada	140	A3	2
21	Mercury Zephyr	140	A3	2
21	Oldsmobile Cutlass Supreme	231	A3	2
21	Oldsmobile Toronado Diesel	350	A4	FI
21	Pontiac Bonneville	231	A3	2
21	Pontiac Grand Prix	231	A3	2
20	Buick Riviera Diesel	350	A4	FI
20	Cadillac Eldorado Diesel	350	A4	FI
20	Cadillac Seville Diesel	350	A4	FI
20	Ford Fairmont Futura	200	A3	1
20	Mercury Zephyr	200	A3	1
19	Buick Regal	252	A3	4
19	Ford Fairmont Futura	255	A3	2
19	Ford Granada	200	A3	1
19	Ford Granada	231	A3	2
19	Ford Thunderbird	231	A4	2
19	Mercury Cougar	200	A3	1
19	Mercury Cougar	231	A3	2
19	Mercury XR-7	231	A4	2
19	Mercury Zephyr	255	A3	2
9	Oldsmobile Cutlass Supreme	260	A3	2
19	Pontiac Bonneville	252	A3	4
19	Pontiac Grand Prix	252	A3	4
18	Buick Regal Turbo	231	A3	4
18	Chevrolet Malibu	267	A3	2
18	Chevrolet Monte Carlo	267	A3	2
18	Chrysler Cordoba	225	A3	1
18	Chrysler New Yorker	225	A3	1
18	Dodge Diplomat	225	A3	1
18	Dodge Mirada	225	A3	1
18	Ford Thunderbird	255	A4	2
18	Lincoln Continental	231	A4	2
18	Mercury XR-7	255	A4	2
18	Plymouth Gran Fury	225	A3	1
17	Buick Riviera	252	A4	4
17	Cadillac Eldorado	249	A4	FI
17	Cadillac Eldorado	252	A4	4
17	Cadillac Seville	249	A4	FI
17	Cadillac Seville	252	A4	4
17	Chrysler Cordoba	318	A3	2
17	Chrysler New Yorker	318	A3	2
17	Dodge Diplomat	318	A3	2
17	Dodge Mirada	318	A3	2
17	Lincoln Continental	302	A4	2
17	Mercedes-Benz 380-SEL	234	A4	FI
17	Oldsmobile Toronado	252	A4	4
17	Plymouth Gran Fury	318	A3	2
16	Buick Riviera	307	A4	4
16	Imperial	318	A3	FI
16	Oldsmobile Toronado	307	A4	4
10	Rolls-Royce Silver Spirit/ Silver Spur/Mulsanne	412	A3	FI
8	Maserati Quattroporte	301	A3	8
	LARGE CARS			
23	Oldsmobile Delta 88 Diesel	350	A3	FI
22	Buick Electra Diesel	350	A3	FI
22	Buick LeSabre Diesel	350	A3	FI
22	Cadillac deVille/ Brougham Diesel	350	A3	FI
22	Chevrolet Impala/ Caprice Diesel	350	A3	FI
22	Oldsmobile 98 Diesel	350	A3	FI
19	Buick LeSabre	231	A3	2
19	Chevrolet Impala/Caprice	229	A3	2
19	Oldsmobile Delta 88	231	A3	2
18	Buick Electra	252	A4	4
18	Buick LeSabre	252	A3	4
18	Buick LeSabre	252	A4	4
18	Cadillac deVille/ Brougham	252	A4	4
18	Chevrolet Impala/Caprice	267	A4	2
18	Ford LTD	255	A4	2
18	Mercury Marquis	255	A4	2
18	Oldsmobile 98	252	A4	4
17	Buick LeSabre	307	A4	4
17	Buick LeSabre	307	A3	4
17	Cadillac deVille/ Brougham	249	A4	FI
17	Chevrolet Impala/Caprice	267	A3	2
17	Chevrolet Impala/Caprice	305	A4	4
17	Ford LTD	302	A4	2
17	Lincoln Mark VI	302	A4	FI
17	Mercury Marquis	302	A4	2
17	Lincoln Town Car	302	A4	FI
17	Oldsmobile Delta 88	307	A3	4
17	Oldsmobile Delta 88	260	A3	2
17	Oldsmobile Delta 88	307	A4	4
17	Oldsmobile 98	307	A4	4
16	Buick Electra	307	A4	4
10	Cadillac Limousine (V-8-6-4)	368	A3	FI
	SMALL STATION WAGONS			
35	Honda Civic	91	M5	3
31	Datsun 210	91	M4	2
31	Datsun 210	91	M5	2
31	Honda Civic	91	A3	3
31	Mazda GLC	91	M5	2
31	Subaru	109	M5	2
30	Datsun 210	91	A3	2
30	Datsun Maxima Diesel	170	M5	FI
30	Mazda GLC	91	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
28	Datsun Maxima Diesel	170	A3	FI
28	Ford Escort	98	M4	2
28	Mercury Lynx	98	M4	2
28	Mazda GLC	91	A3	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Quantum	105	M5	FI
27	Subaru	109	A3	2
27	Subaru	109	M4	2
27	Toyota Corolla	108	A3	2
26	Chevrolet Cavalier	112	M4	2
28	Pontiac J2000	112	M4	2
26	Subaru 4WD Wagon	109	M4	1
25	AMC Concord	151	M5	2
25	Chevrolet Cavalier	112	A3	2
25	Pontiac J2000	112	A3	2
25	Subaru 4WD Wagon	109	M4	2
24	AMC Concord	151	M4	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
23	AMC Concord	151	A3	2
23	Volkswagen Quantum	105	A3	FI
22	Datsun Maxima	146	M5	FI
22	Toyota Cressida	168	A4	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
20	AMC Concord	258	A3	2
20	Datsun Maxima	146	A3	FI
20	AMC Concord	258	A3	2
	STANDARD PICKUP TRUCKS			
24	Toyota 3/4 Ton	144	M5	2
24	Toyota 3/4 Ton	144	M4	2
23	Chevrolet C10 Diesel	379	M4	FI
23	Chevrolet C20 Diesel	379	M4	FI
23	GMC C15 Diesel	379	M4	FI
23	GMC C25 Diesel	379	M4	FI
22	Chevrolet C10	250	M4	2
22	Chevrolet K10 Diesel	379	M4	FI
22	Ford F100/F150	300	M4	1
22	GMC C15	250	M4	2
22	GMC K15 Diesel	379	M4	FI
21	Chevrolet C10 Diesel	379	A4	FI
21	Chevrolet C20 Diesel	379	A4	FI
21	Dodge D150	225	M4	2
21	Ford F100/F150 P/U	300	M3	1
21	GMC C15 Diesel	379	A4	FI
21	GMC C25 Diesel	379	A4	FI
21	Toyota 4WD	144	M5	2
20	Chevrolet C10	305	M4	4
20	Chevrolet K10 Diesel	379	A4	FI
20	Chevrolet K20 Diesel	379	M4	FI
20	Chevrolet K20 Diesel	379	A4	FI
20	Ford F100/F150	232	M3	2
20	Ford F100/F150	300	M4	1
20	GMC C15	305	M4	4
20	GMC K15 Diesel	379	A4	FI
20	GMC K25 4WD Diesel	379	M4	FI
20	GMC K25 4WD Diesel	379	A4	FI
20	Toyota 4WD	144	M4	2
19	Chevrolet C10	250	M3/M4C	2
19	Chevrolet El Camino	229	A3	2
19	Dodge D150	225	M4	1
19	Ford F100/F150	232	M4	2
19	Ford F100/F150	300	M3/M4C	1
19	Ford F250	300	M3/M4C	1
19	GMC Caballero	229	A3	2
19	GMC C15 P/U	250	M3/M4C	2
19	Plymouth Fargo D150	225	M4	1
18	Chevrolet C10	305	M3/M4C	4
18	Chevrolet C10	250	A3	2
18	Dodge D150	225	A3	1
18	Dodge D250	225	A3	1
18	Ford F100/F150	232	A3	2
18	Ford F150 4WD	300	M4C	1
18	Ford F150 4WD	300	M4	1
18	GMC C15	305	M3/M4C	4
18	GMC C15	250	A3	2
18	Jeep J10	258	A3	2
18	Jeep J10	258	A3	2
18	Plymouth Fargo D150	225	A3	1
18	Plymouth Fargo D250	225	A3	1
17	Chevrolet C10	305	A4	4
17	Chevrolet C20	250	M4C	2
17	Chevrolet C20	250	A4	2
17	Chevrolet C20	305	M4C	4
17	Chevrolet El Camino	305	A3	4
17	Chevrolet El Camino	267	A3	2
17	Chevrolet K10 4WD	305	M4C	4
17	Chevrolet K10 4WD	250	M4C	2
17	Chevrolet K10 4WD	250	A4	2
17	Dodge D150	225	M4C	1
17	Dodge D150	318	M4	2
17	Dodge D250	225	M4C	1
17	Dodge W150	225	M4C	1
17	Ford F100/F150	255	M3	2
17	Ford F100/F150	300	A3	1
17	Ford F100/F150	255	M4	2
17	Ford F250	300	A3	1
17	GMC Caballero	305	A3	4
17	GMC Caballero	267	A3	2
17	GMC C15	305	A4	4
17	GMC C25	305	M4C	4
17	GMC C25	250	M4C	2
17	GMC C25	250	A4	2
17	GMC K15 4WD	305	M4C	4
17	GMC K15 4WD	250	M4C	2
17	GMC K15 4WD	250	A4	2
17	Jeep J10	258	M5	2
17	Plymouth Fargo D150	318	M4	2
17	Plymouth Fargo D150	225	M4C	1
17	Plymouth Fargo D250	225	M4C	1
17	Plymouth Fargo W150 4WD	225	M4C	1
16	Chevrolet C10	305	A3	4
16	Chevrolet C20	305	A4	4
16	Chevrolet K10	305	A4	4
16	Dodge D150	318	A3	2
16	Dodge D150	318	M4C	2
16	Dodge W150 4WD	225	A3	1
16	Ford F100/F150	302	A4	2
16	Ford F100/F150	255	A3	2
16	Ford F100/F150	302	M4	2
16	Ford F100/F150	302	M3	2
16	GMC C15	305	A3	4
16	GMC C25	305	A4	4
16	GMC K15 4WD	305	A4	4
16	Plymouth Fargo D150	318	A3	2
16	Plymouth Fargo D150	318	M4C	2
16	Plymouth Fargo W150	225	A3	1
15	Dodge D250	318	A3	2
15	Dodge W150	318	A3	2
15	Dodge W250	318	A3	2
15	Ford F100/F150	302	A3	2
15	Ford F150 4WD	302	M4C	2
15	Ford F150 4WD	302	M4	2
15	Ford F250	302	A4	2
15	Ford F250	302	M3/M4C	2
15	Ford F250 4WD	300	M4C	1
15	Plymouth Fargo D250	318	A3	2
15	Plymouth Fargo W150 4WD	318	A3	2
15	Plymouth Fargo W250 4WD	318	A3	2
14	Chevrolet K20 4WD	350	A4	4
14	Dodge D150	318	A3	4
14	Dodge D250	318	M4C	2
14	Dodge W150 4WD	318	M4C	2
14	Dodge W250 4WD	318	M4C	2
14	Ford F150 4WD	302	A3	2
14	Ford F250	302	A3	2
14	Ford F250	302	M4	2
14	Ford F250 4WD	302	M4C	2
14	GMC K25 4WD	350	A4	4
14	Plymouth Fargo D150	318	A3	4
14	Plymouth Fargo D250	318	M4C	2
14	Plymouth Fargo W150 4WD	318	M4C	2
14	Plymouth Fargo W250 4WD	318	M4C	2
13	Chevrolet K20 4WD	350	M4C	4
13	Dodge D150	318	M4C	4
13	Dodge W150 4WD	318	A3	4
13	Ford F100/F150	5.8L	A3	2
13	Ford F250 4WD	351	M4C	2
13	Ford F250 4WD	302	A3	2
13	GMC K25 4WD	350	M4C	4
13	Jeep J10	360	A3	2
13	Jeep J10	360	M4	2
13	Jeep J20	360	A3	2
13	Jeep J20	360	M4C	2
13	Plymouth Fargo D150	318	M4C	4
13	Plymouth Fargo W150	318	A3	4
12	Dodge D250	318	M4C	4
12	Dodge D250	318	A3	4
12	Dodge W150 4WD	318	M4C	4
12	Dodge W250 4WD	318	M4C	4
12	Dodge W250 4WD	318	A3	4
12	Ford F150 4WD	5.8L	A3	2
12	Ford F250 2WD	351	A3	2
12	Ford F250 4WD	5.8L	A3	2
12	Plymouth Fargo D250	318	M4C	4
12	Plymouth Fargo D250	318	A3	4

Few surprises in products, lines from EPA list

DETROIT.—Looking for new-product spy stories in this year's EPA mileage ratings can prove disappointing.

Take the Legend Spider Turbo—a two seater with a two-liter engine from an apparently new company.

Turns out Legend Industries, which fits a turbocharger to Fiat Spiders, gets its name on the government list because it is officially the final manufacturer of the same car which has been distributed by Fiat here since mid-1981.

Then there is Mitsubishi, which certified under its own name the same vehicles it builds for Chrysler Corp. Could the Japanese maker be planning to market U. S. vehicles under its own name in 1982, one year year ahead of schedule?

No, said representatives of MMC Services, the company's Michigan affiliate. The light trucks and subcompacts are simply headed for Puerto Rico and must meet EPA rules.

Neither is Suzuki—or its new partner General Motors—planning to market its light four-wheel-drive vehicles in the continental U. S.

The SJ410 will continue to be sold

As Korean car maker prepares for new FWD car

Mitsubishi to buy stake in Hyundai

TOKYO.—In what would become the first case of a Japanese auto maker investing capital in a South Korean auto firm, Mitsubishi Motor Corp. has decided to take a stake of about 10 percent in Hyundai Motor Co.

Mitsubishi already licenses Hyundai to make its Saturn engine.

A recently signed technical assistance agreement calls for Mitsubishi to supply Korea's largest auto maker with technology on engines, transaxles, chassis parts and emission controls.

Mitsubishi also will be a consultant for construction of a $550 million plant which could build up to 300,000 vehicles a year. It will be built adjacent to Hyundai's current plant in Ulsan.

The cars built there will be small, front-wheel-drive autos, powered by 1.2 or 1.4-liter gasoline engines designed by Mitsubishi. Hyandai plans to export about half of production.

• With the new plant, Hyundai would have a total annual capacity of about 440,000 vehicles. Worldwide recession and high fuel prices meant Hyundai built only 65,000 vehicles in 1980, in a plant with capacity for 140,000.

Hyundai has targeted Britain to be its major export market for 1982. It expects to sell about 5,000 of its small, rear-drive Pony models there in 1982. The London-based Financial Times reported that figure could rise to 12,000 Pony sales by 1985.

Right now, Taiwan is Hyundai's top export market, with 3,500 sales in 1980, the Times said.

The agreement is expected to strengthen Hyundai's hand following the government-ordered reorganization of the Korean auto industry.

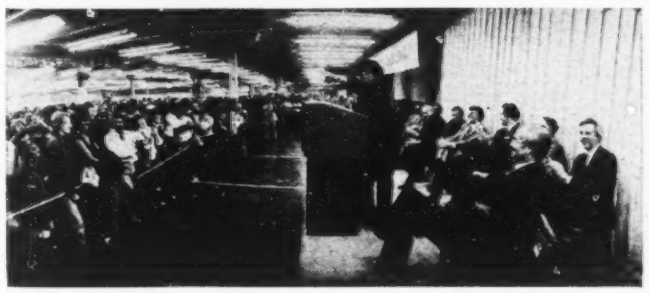
It left only Hyundai and Seahan Motor Co. producing cars. Seahan, in which General Motors has a stake, assembles kits from GM and its affiliates and is expected to offer the forthcoming minicar, GM's S-body.

Word from Mitsubishi is that Hyundai invited the Japanese maker to make the capital investment. Mitsubishi said it plans to do so "in the near future"—believed to be in six to 12 months.

The investment would be made by Mitsubishi Motor Corp. —in which Chrysler owns a 15-percent stake — and its sister trading company, Mitsubishi Corp.

Despite its now-indirect link to Chrysler, Hyundai assembles Ford kits — the Ford Cortina supplied by Ford's Japanese affiliate, Toyo Kogyo, and a few European Granadas.

Hyundai also is negotiating with North American Classics Corp., principally owned by a group of U. S. Ford dealers. If that deal pans out, the Korean firm would build fiberglass replicas of 1957 Thunderbirds for sale in the U. S.



Chrysler crews hear Pearl's wisdom

Pearl Bailey, at podium, praises workers at Chrysler Jefferson plant for "a job well done" on K-cars. Among Chrysler executives on hand for the entertainer's plant visit were Chairman Lee Iacocca, right foreground, and, seated behind him, Hal Sperlich, president, North American Automotive Operations.

GM maps 'Road to Survival'

Continued from Page 1

ployes can cause serious harm to corporate credibility."

It also suggests that management be open about the company's situations, both bad and good, telling workers what's happening before they hear it from other sources. The program also encourages management to be sure union representatives are involved in every step.

But the UAW sees the program as an attempt by GM to bring its view of collective bargaining "into the workplace and to spoon-feed it to a captive audience."

The strategy behind the "Road to Survival" program is not new. GM has been sending films on the state of the business out to its employes for the past six years. This time, however, they are geared toward telling employes sacrifices must be made.

EPA mileage ratings

Continued from Page 36

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
12	Plymouth Fargo W150	318	M4C	4
12	Plymouth Farbo W250	318	M4C	4
12	Plymouth Fargo W250	318	A3	4
	VANS			
29	VW Vanagon Diesel	97	M4	FI
19	Chevrolet G10/G20	250	M3	2
19	Dodge B150/B250	225	M4	1
19	Dodge B150/250 Wgn.	225	M4	1
19	GMC G15/G25	250	M3	2
19	Plymouth B150/B250	225	M4	1
19	Plymouth PB150/250 Voyager	225	M4	1
18	Chevrolet G10/G20	305	M3	4
18	Chevrolet G10/G20	250	A3	2
18	Dodge B150/B250	225	A3	1
18	Dodge B150/250 Wgn.	225	A3	1
18	Ford E100/150 (Cargo)	300	M4	1
18	Ford E100/150 (Cargo)	300	M3	1
18	Ford E250 (Cargo)	300	M3	1
18	GMC G15/G25	305	M3	4
18	GMC G15/G25	250	A3	2
18	Plymouth B150/B250	225	A3	1
18	Plymouth PR150/250 Voyager	225	A3	1
17	Chevrolet G10/G20 Sport Van	250	M3	2
17	Chevrolet G30	250	M3	2
17	Ford E100/150 (pass'ngr)	300	M3	1
17	GMC G15/G25 Sport-Van	250	M3	2
17	GMC G35	250	M3	2
17	VW Vanagon	120	M4	FI
16	Chevrolet G10/G20 Sport Van	250	A3	2
16	Chevrolet G10/G20 Sport Van	305	A3	4
16	Chevrolet G10/G20	305	A3	4
16	Chevrolet G10/G20	305	A3	4
16	Chevrolet G30	250	A3	2
16	Dodge B150/B250	318	A3	2
16	Dodge B150/B250	318	M4	2
16	Ford E100/150 (pass'ngr)	300	M4	1
16	Ford E100/150 (Cargo)	300	A3	1
16	GMC G15/G25 Sport Van	250	A3	2
16	GMC G15/G25	305	A3	4
16	GMC G15/G25	305	A3	4
16	GMC G35	250	A3	2
16	Plymouth B150/B250	318	A3	2
16	Plymouth B150/B250	318	M4	2
16	VW Vanagon	120	A3	FI
15	Chevrolet G10/G20 Sport Van	350	M3	4
15	Chevrolet G10/G20 Sport Van	305	A3	4
15	Dodge B150/250 Wagon	318	M4	2
15	Dodge B150/250 Wagon	318	A3	2
15	Dodge B350	318	A3	2
15	Ford E100/150 (Pass'ngr)	300	A3	1
15	Ford E100/150 (Cargo)	302	M3	2
15	Ford E250 (Cargo)	300	A3	1
15	GMC G15/G25 Sport Van	350	M3	4
15	GMC G15/G25 Sport Van	305	A3	4
15	Plymouth B350	318	A3	2
15	Plymouth PB150/250 Voyager	318	A3	2
15	Plymouth PB150/250 Voyager	318	M4	2
14	Dodge B150/B250	318	A3	4
14	Dodge B350 Wagon	318	A3	2
14	Ford E100/150 (pass'ngr)	302	M3	2
14	Ford E100/150 (pass'ngr)	302	A3	2
14	Ford E100/150 (pass'ngr)	302	M4	2
14	Ford E100/150 (Cargo)	302	A3	2
14	Ford E100/150 (Cargo)	302	M4	2
14	Ford E250 (Cargo)	302	A3	2
14	Plymouth B150/B250	318	A3	4
14	Plymouth PB350 Voyager	318	A3	2
13	Chevrolet G10/G20 Sport Van	350	A3	4
13	Dodge B150/250 Wagon	318	A3	4
13	Dodge B350 Wagon	318	A3	4
13	Ford E100/150 (Cargo)	351	A3	2
13	GMC G15/G25 Sport Van	350	A3	4
13	Plymouth PB150/250 Voyager	318	A3	4
13	Plymouth PB350 Voyager	318	A3	4
27	Subaru Brat	109	M4	2
27	Subaru Brat	109	M4	1
24	Suzuki SJ410 4WD	59	M4	1
23	AM General DJ P.O. veh.	151	A3	2
23	AMC Eagle	151	M5	2
23	AMC Eagle	151	M4	2
23	AMC Kammback, SX/4	151	M4	2
23	AMC Kammback, SX/4	151	M5	2
23	Jeep CJ-5/CJ-7	151	M5	2
23	Suzuki SJ410 4WD	59	M4	1
22	Jeep CJ-5/CJ-7	151	M4	2
20	AMC Eagle	258	M5	2
20	AMC Kammback, SX/4	151	A3	2
20	AMC Kammback, SX/4	258	M5	2
20	AMC Kammback, SX/4	258	A3	2
20	Chevrolet C10 Suburban Diesel	379	A4	FI
20	Chevrolet K10 Blazer Diesel	379	A4	FI
20	GMC C15 Suburban Diesel	379	A4	FI
20	GMC K15 Jimmy Diesel	379	A4	FI
19	AMC Eagle	258	A3	2
19	AMC Eagle	258	M4	2
19	AMC Eagle: KMBK, SX/4	258	M4	2
18	Chevrolet C10 Blazer 2WD	250	A3	2
18	Chevrolet K10 Suburban Diesel	379	A4	FI
18	GMC C15 Jimmy	250	A3	2
18	GMC K15 Suburban Diesel	379	A4	FI
18	Jeep Cherokee/Wagoneer	258	M4	2
18	Jeep Cherokee/Wagoneer	258	A3	2
18	Jeep CJ-5/CJ-7	258	M5	2
18	Toyota Cab Chassis	144	M4	2
17	Chevrolet K10 Blazer	250	M4C	2
17	Datsun Cab Chassis	133	M4	2
17	Ford Bronco	300	M4	1
17	GMC K15 Jimmy	250	M4C	2
17	Jeep Cherokee/Wagoneer	258	M5	2
17	Jeep CJ-5/CJ-7	258	A3	2
17	Jeep CJ-5/CJ-7	258	M4	2
16	Chevrolet C10 Blazer	305	A4	4
16	Chevrolet K10 Blazer	305	M4C	4
16	Chevrolet K10 Blazer	250	A4	2
16	Ford Courier Cab Chassis	140	M4	2
16	GMC C15 Jimmy	305	A4	4
16	GMC K15 Jimmy	250	A4	2
16	GMC K15 Jimmy	305	M4C	4
15	Chevrolet C10 Suburban	305	A4	4
15	Chevrolet K10 Blazer	305	A4	4
15	Dodge AD150 Ramcharger	318	A3	2
15	Dodge AW150 Ramchrgr	318	A3	2
15	Ford Bronco	302	M4C	2
15	Ford Bronco	300	M4C	1
15	GMC C15 Suburban	305	A4	4
15	GMC K15 Jimmy	305	A4	4
14	Chevrolet C10 Suburban	350	A4	4
14	Dodge AW150 Ramcharger	318	M4C	2
14	Ford Bronco	302	A3	2
14	Ford Bronco	302	M4	2
14	Ford F250 Cab Chassis	302	A3	2
14	GMC C15 Suburban	350	A4	4
13	Chevrolet K10 Suburban	350	M4C	4
13	Chevrolet K10 Suburban	350	A4	4
13	Ford F250 Cab Chassis	302	M4C	2
13	GMC K15 Suburban	350	M4C	4
13	GMC K15 Suburban	350	A4	4
13	Jeep Cherokee/Wagoneer	360	A3	2
13	Jeep Cherokee/Wagoneer	360	M4	2
13	Toyota Land Cruiser 4WD	258	M4	2
12	Dodge AW150 Ram Chrgr	318	A3	4
12	Dodge AW150 Ramchrgr	318	M4C	4
12	Ford Bronco	5.8L	A3	2
12	Toyota Land Cruiser Wgn.	258	M4	2
11	Dodge D250 Cab Chassis	318	A3	4
11	Hess & Eisenhardt Funeral Coach	366	A3	4
11	Plymouth Fargo D250 Cab Chassis	318	A3	4
11	Superior Coach Funeral Coach	366	A3	4

Couple buys 48th car from Shively C-P

CHAMBERSBURG, Pa. — Mr. and Mrs. David H. Lehman have purchased their 48th car from Shively Motors Inc (Chrysler-Plymouth). Their latest purchase was a Plymouth Reliant.

Dealer fails in attempt to block L-M outlet

LITCHFIELD, Conn. — The Ford Dealer Policy Board has rejected a dealer's appeal to block the appointment of a Lincoln-Mercury point near the dealership.

The dealer, McLaughlin Ford-Mercury, of Litchfield, brought suit against Ford Motor Co. in an attempt to stop the appointment of Greentree Toyota as a Lincoln-Mercury dealer in Brookfield, Conn. McLaughlin maintained that granting the franchise would violate the dealer franchise agreement which specifies that a minimum of 10 miles between points is required. In this case, it would be 7.5 miles.

A state court issued a temporary injunction against Ford and ordered a hearing before the Dealer Policy Board. The state court stressed it would not decide on business policy of Ford Motor Co.

Working under the court order, the Dealer Policy Board decided that Ford Motor Co. is entitled to representation in the area and that "the Lincoln-Mercury Division has diligently explored the alternatives available to it."

"The only feasible alternative available to it is appointment of Greentree," the board concluded.

The board asserted that the appointment would not have a "substantial adverse effect on McLaughlin."

Basing its conclusions on presentations made by both McLaughlin and Ford, the board said that financial data made available to it showed that McLaughlin "is in serious financial difficulties."

The board said this stemmed "from its inability to perform as an average Ford dealer and, more particularly, as an average Mercury dealer."

The board then upheld the appointment of Greentree Toyota as the Lincoln-Mercury dealer.

California rejects changes in EPA emissions tests

SACRAMENTO. — The California Air Resources Board, which has its own ideas on how to protect California's special environment, told the auto industry it will not accept all the changes EPA has ordered in the federal emission-control certification program.

EPA ordered the changes earlier this month and claimed they would save the industry $5 million to $15 million annually.

The changes generally are aimed at simplifying federal procedures and limiting the number of vehicles which must be tested.

CARB, which administers a separate certification program for cars sold in California, said in a notice to the auto makers that it can live with only nine of the 13 proposed changes.

The four it rejected are the durability-data test interval; scheduled maintenance; emission-data vehicle selection and reconfiguration, and interpolated 4,000-mile durability-data point line crossing.

CARB said it will not be as flexible as the EPA on durability-data test intervals. It will require auto makers to test, at a minimum, at 5,000 and 50,000 miles and three other test points in between. Anything less than this will not produce representative durability data, CARB said.

• The environmental agency said it also isn't buying EPA's plan which will allow manufacturers to revise their maintenance schedules after durability testing begins.

"CARB is of the opinion that a durability-data vehicle should not be used to develop maintenance schedules," the agency said. "A maintenance schedule should be developed and designed into the vehicle by extensive test verification and should be identified prior to mileage accumulation."

CARB said it also saw no reason to make any changes in the current regulation for line crossing allowances. It therefore will not go along with EPA's change to allow for it in durability vehicles as long as the 5,000-mile actual test point and the 50,000-mile interpolated points are both below the emission standard.

CARB noted, however, that in order to avoid additional testing by the companies, it will review such instances on a case-by-case basis.

In another attempt to avoid additional testing, CARB said it will require just two emission-data vehicles for certification testing. The first selection will be based on the highest-sales-volume unit and the second based on the highest expected emissions level.

Previously, when EPA and CARB tested engine families for emissions, they picked one vehicle based on highest projected sales and two or three vehicles based on expected "worst-case" emissions.

In the future, EPA will allow manufacturers to choose and test a single vehicle for each engine family. They may satisfy any additional testing requirements for that engine family by reconfiguring and retesting that same vehicle, as long as only a single engine/emission-control-system combination is involved.

CARB said this is just not sufficient, as far as it is concerned.

Gengras elected

WEST HARTFORD, Conn. — E. Clayton (Skip) Gengras Jr., a second-generation automobile dealer, has been elected to the West Hartford Town Council. His father was a Ford dealer; the younger Gengras owns Clayton Motors (Dodge-Volvo).

But total is 24 pct. below year-ago period

Week's car output rises to 119,363

By Patricia Hoffman
Staff Writer

Although seven plants were idle last week for changeover/inventory control, U. S. auto production managed to pull ahead of the previous week's total as several assembly plants returned.

Among the returnees was Chrysler Belvidere, which had been idle three weeks for conversion to the front-wheel-drive Dodge Rampage pickup truck. Belvidere resumed car production Nov. 16, and truck assembly began Nov. 18.

Last week's output was estimated at 119,363 cars, up 21 percent from 98,652 the previous week, but the total dropped 24.10 percent below that of the comparable 1980 week.

Breakdown for the week by company is: General Motors, 67.78 percent; Ford Motor, 21.17 percent; Chrysler Corp., 8.88 percent; American Motors, 2.14 percent and Checker Motors, 0.03 percent.

Volkswagen of America began a three week shutdown last week (Nov. 16) to control inventory. The plant is slated to return to work Dec. 7.

Checker Motors went down Nov. 18 for an extensive changeover period. The facility is slated to return Jan. 11.

GM's Janesville point continues on a five-month shutdown for changeover to the J-car. The facility has been idle since Oct. 19.

Also at GM, the second shift at the Willow Run plant was idle last week for the third week of inventory adjustment. The facility is scheduled to resume operations today (Nov. 23) with a line-rate reduction from 70 units an hour on two shifts to 50 units an hour on two shifts.

GM's Bowling Green (Corvette) plant returned last week after one week of downtime to adjust inventories.

The second-shift production of Cimarrons and Cavaliers at GM's Southgate assembly plant will be eliminated beginning Nov. 25.

GM's Linden facility will reduce output of the Eldorado, Seville, Toronado and Riviera from 56 units an hour on two shifts to 45 an hour on two shifts beginning Nov. 30.

Also at GM, the Lordstown and Leeds plants will go down Dec. 7. Lordstown is slated to return Jan. 4, and Leeds is scheduled to resume production Jan. 11. Lordstown will be idle because of high inventories of J-cars, and Leeds is changing over to Buick and Oldsmobile J-cars.

Ford's Metuchen and San Jose facilities were idle for the third week last week to control inventories. Ford's Dearborn, Chicago and Lorain points resumed operations last week after a two-week shutdown for inventory adjustments.

Chrysler's Newark facility was idle last week due to high inventories. The point, which closed Nov. 9, is slated to resume today.

All car assembly points will be idle Thursday and Friday (Nov. 26-27) for the Thanksgiving Day holiday.

Truck production up a bit; first Dodge Rampage built

Despite downtime at five assembly plants last week, domestic truck production rose slightly above the previous week's output.

Chrysler Corp. began production of its front-wheel-drive Dodge Rampage pickup at the Belvidere assembly plant, and Ford Motor resumed operations at its Twin Cities facility after a two-week shutdown for inventory adjustment.

Last week's truck production was targeted at 26,484 units, up 1.28 percent from 26,149 in the previous week, but down 34.43 percent from 40,389 in the comparable 1980 week.

Operations at American Motors Toledo (Jeep) facility were halted last week (Nov. 16) for inventory adjustment. The plant is slated to return today (Nov. 23).

Also idle last week for inventory control was Volkswagen of America's Westmoreland point. Operations are scheduled to resume Dec. 7.

Ford's Lorain truck facility was idle for the second week last week to adjust mounting inventories.

General Motors' Flint (Chevy Line Two) facility was idle last week for the second week of downtime due to a parts shortage.

Chrysler Corp.'s Newark assembly plant was closed last week for inventory adjustment. Operations are slated to resume today.

Chrysler Belvidere became the company's first automotive assembly plant to build both front-wheel-drive cars and trucks off a common assembly line. The Rampage is also the first truck ever in the Belvidere plant.

The line rate at the facility will eventually accelerate to 72 units per hour, including about 20 trucks. The Rampage will be introduced in dealer showrooms on Jan. 7.

All truck points will be idle Thursday and Friday this week due to the Thanksgiving Day holiday.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 21, 1981	Week Ended Nov. 22, 1980	Week Ended Nov. 14, 1981	Nov. to Date	Jan. 1 to Nov. 22, 1980	Jan. 1 to Nov. 21, 1981
CHEVROLET	8,285	13,754	8,367	24,737	419,426	425,892
DODGE	2,100	.....	2,000	6,115	108,982	85,209
FORD	9,912	16,088	7,544	28,252	529,758	580,141
GMC	3,587	5,382	3,462	10,307	136,140	155,794
INTERNATIONAL	1,150	1,730	1,267	2,417	58,729	63,063
MACK	.....	650	559	1,158	24,664	35,771
JEEP	.....	460	.....	.....	20,917	.....
AM CORP.	.....	1,740*	1,500*	1,500*	72,641*	81,188*
MISCELLANEOUS	50*	85*	50*	150*	7,701*	3,386*
VOLKSWAGEN	1,400*	500*	1,400*	4,200*	34,625*	61,320*
Total Trucks, U. S.	26,484	40,389	26,149	79,136	1,413,583	1,491,764

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 21, 1981	Week Ended Nov. 22, 1980	Week Ended Nov. 14, 1981	Nov. to Date	Jan. 1 to Nov. 22, 1980	Jan. 1 to Nov. 21, 1981
CHRYSLER CORP.	2,000	.....	1,639	5,650	45,152	76,129
FORD MOTOR	3,334	3,660	2,659	6,424	159,297	125,655
GENERAL MOTORS	5,962	6,690	5,466	16,888	211,747	245,656
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	235	295	234	704	14,489	10,375
MACK	.....	40	.....	.....	1,883	.....
Total Trucks, Canada	11,531	10,685	9,998	29,666	450,695	457,816
N. American Trucks	38,015	51,074	36,147	108,802	1,864,278	1,949,580

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

Ford downtime cuts Canadian car production

Despite an increase in the line rate of General Motors' new A-cars at the Oshawa (No. Two) plant and the one-day holiday closing by three auto companies the previous week, Canadian auto production fell slightly last week due to downtime at Ford Motor's St. Thomas point.

Last week's auto production was targeted at 16,854 units, down 5.74 percent from 17,881 completed the previous week when assembly was halted for one day at Ford, Volvo and Chrysler Corp. due to the Remembrance Day holiday. Output also dropped 18.68 percent below the 20,726 in the comparable 1980 week.

So far this year, the auto manufacturers have assembled 728,190 units, a drop of 3.02 percent from 750,836 in the comparable period last year.

Truck production rose 15.33 percent last week to 11,531 units from 9,998 in the previous week when output was held back by the short work week at Ford and Chrysler. Output also rose 7.92 percent above the 10,685 units in the comparable 1980 week.

GM completed the second week of A-car production last week at Oshawa No. Two. The plan resumed operations Nov. 9 after being idle since Aug. 6 for changeover. It will gradually increase A-car output until the full line-rate of 45 units per hour is reached in January.

Also at GM, the St. Therese car facility has slated an extended Christmas shutdown beginning Nov. 30 because of the sales famine in the U. S.

Ford's St. Thomas car facility, which had been idle for inventory control since Aug. 31, returned Nov. 10, but closed again last week, also to control inventories. The plant is slated to resume operations today (Nov. 23).

U. S. CAR PRODUCTION

	Week Ended Nov. 21, 1981	Week Ended Nov. 22, 1980	Week Ended Nov. 14, 1981	Nov. to Date	Jan. 1 to Nov. 22, 1980	Jan. 1 to Nov. 21, 1981
AMERICAN MOTORS	2,550*	3,275*	2,550*	5,100*	149,788*	109,672*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,600	20,600	7,176	29,560	571,095	697,987
Plymouth Total	3,700	9,450	2,150	10,494	262,320	343,823
Horizon	1,700	3,300	31	1,751	139,739	129,145
Reliant	2,000	5,900	2,119	8,763	51,314	205,091
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	100	.....	.....	5,623	2,139
Gran Fury	.....	150	.....	.....	13,909	7,448
Chrysler Total	2,500	2,450	2,508	7,798	73,162	49,597
LeBaron	2,500	1,500	2,508	7,798	55,508	44,735
Chrysler	.....	950	.....	.....	17,655	4,862
Dodge Total	4,400	8,700	2,518	11,268	235,614	304,567
Omni	1,700	2,750	.....	1,700	117,257	115,913
Aspen	.....	.....	.....	.....	36,881	.....
Aries	1,800	4,900	1,472	6,277	41,109	161,485
Diplomat	.....	600	.....	.....	27,648	12,644
Dodge 400	900	.....	1,046	3,291	.....	10,843
St. Regis	.....	450	.....	.....	12,719	3,682
FORD MOTOR	25,270	32,811	14,497	50,797	1,140,901	1,237,538
Ford Division	15,321	21,901	8,041	28,433	816,308	837,866
Escort	3,809	8,986	3,739	11,407	66,076	332,503
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,729	2,279	3,677	8,007	184,748	168,142
Must./Must. II	3,807	4,187	.....	3,807	212,393	140,754
Granada	2,775	4,349	625	4,011	98,559	94,741
T-Bird	1,201	.....	.....	1,201	104,041	59,638
Ford	.....	2,100	.....	.....	82,312	40,886
EXP	.....	.....	.....	.....	.....	1,202
L-M Division	9,949	10,910	6,456	22,364	324,593	399,672
Mercury Total	8,303	8,987	4,791	16,975	280,139	339,888
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,471	3,230	1,541	4,433	22,596	111,861
Capri	1,500	1,269	.....	1,500	61,374	46,451
Zephyr	902	1,536	959	2,021	61,027	48,240
Cougar	2,400	1,659	643	3,697	21,619	44,730
XR-7	412	.....	.....	412	52,128	27,733
Mercury	1,618	1,293	1,648	4,912	48,950	60,216
LN7	.....	.....	.....	.....	.....	657
Lincoln Total	1,646	1,923	1,665	5,389	44,454	59,784
Continental ('82)	823	.....	833	2,695	.....	10,175
Lincoln	499	1,055	510	1,645	18,668	25,224
Mark VI	324	868	322	1,049	23,920	24,385
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	80,903	96,013	70,430	234,780	3,683,982	3,649,833
Buick Division	15,055	17,610	11,663	44,969	691,742	805,774
Skylark	3,240	4,879	.....	9,563	193,900	246,015
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,030	3,536	1,611	5,043	148,375	95,117
Regal	4,795	4,705	4,784	14,417	180,405	243,310
Buick	3,240	3,350	3,530	10,712	130,350	158,294
Riviera	1,750	1,140	1,738	5,234	38,712	63,038
Cadillac Division	5,420	4,709	5,329	15,649	176,867	237,850
Cimarron	335	.....	339	1,084	.....	21,819
Seville	320	725	300	969	30,432	22,108
Eldorado	1,165	1,260	1,190	3,476	47,978	53,082
Cadillac	3,600	2,724	3,500	10,120	98,457	140,841
Chevrolet Division	32,006	40,945	27,665	90,529	1,576,358	1,343,333
Chevette	7,515	9,570	7,371	22,706	416,187	322,974
Cavalier	8,475	.....	8,478	24,849	.....	129,692
Celebrity	3,285	.....	2,215	7,532	.....	9,051
Monza ('80)	.....	2,780	.....	.....	146,546	.....
Camaro	1,951	2,420	422	2,958	107,174	90,732
Citation	3,330	10,262	2,426	11,303	410,083	282,223
Malibu	3,770	6,427	3,527	11,019	238,122	210,727
Monte Carlo	2,640	3,686	2,701	8,086	107,310	127,042
Chevrolet	5$$	4,800	525	1,536	111,396	145,091
Corvette	540	1,000	.....	540	39,540	25,801
Oldsmobile Division	14,580	19,981	13,813	44,252	713,495	773,518
Omega	.....	2,343	.....	2,513	99,245	125,426
Cutlass	4,800	10,371	4,816	14,382	340,385	341,602
Cutlass/Ciera	3,025	.....	2,410	7,451	.....	11,978
Oldsmobile	5,510	6,369	5,367	16,182	204,799	253,452
Toronado	1,245	898	1,220	3,724	69,066	41,060
Pontiac Division	13,842	12,768	11,960	39,381	525,520	489,358
Acadiant †	250	280	281	884	17,758	17,467
J2000	5,035	.....	4,375	12,922	.....	79,344
Sunbird ('80)	.....	3,758	.....	.....	143,621	.....
T1000	1,515	.....	1,729	5,459	.....	83,114
Firebird	1,009	1,660	186	1,498	72,033	45,017
Phoenix	1,230	3,138	553	3,607	121,943	90,650
Grand Prix	1,640	1,898	1,816	5,644	64,894	90,933
Bonneville ('82)	1,640	.....	1,869	5,598	.....	22,346
A6000	.....	.....	.....	.....	.....	4,427
LeMans	1,523	1,794	1,151	3,969	56,956	45,996
Pontiac	.....	240	.....	.....	48,315	10,064
VOLKSWAGEN	.....	4,550	3,899	8,101	175,234	154,226
CHECKER	40*	.....	100*	240*	2,754	2,009*
Total Cars, U. S.	119,363	157,249	98,652	328,578	5,723,755	5,851,265

CANADIAN CAR PRODUCTION

	Week Ended Nov. 21, 1981	Week Ended Nov. 22, 1980	Week Ended Nov. 14, 1981	Nov. to Date	Jan. 1 to Nov. 22, 1980	Jan. 1 to Nov. 21, 1981
AMERICAN MOTORS	960	405	980	2,892	924	31,582
CHRYSLER CORP.	2,000	1,800	1,790	5,764	67,484	57,540
FORD MOTOR	3,719	5,440	6,675	14,088	228,524	193,660
GENERAL MOTORS	9,950	12,856	8,256	26,259	445,007	436,073
VOLVO	225	225	180	630	8,897	9,335
Total Cars, Canada	16,854	20,726	17,881	49,633	750,836	728,190
N. American Cars	136,217	177,975	116,533	378,211	6,474,591	6,579,455
N. American Trucks	38,015	51,074	36,147	108,802	1,864,278	1,949,580
North American Cars and Trucks	174,232	229,049	152,680	487,013	8,338,869	8,529,035

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News.

Detroit, November 30, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Little hope seen for prospects of Clean Air relief

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The Senate Environment and Public Works Committee last week threw cold water on the auto industry's hope for any relief from Clean Air Act requirements.

Drafting amendments to the landmark legislation, the committee voted by substantial margins to accept amendments offered by Senator Gary Hart, Colorado Democrat, to force heavy-duty truck makers to meet the act's original requirement for a 90 percent reduction of their HC and CO emissions by the 1984 model year.

The amendment would also require light-duty truck makers to meet similar 90 percent reduction requirements for HC and CO in 1984 in addition to a NOx standard of 1.2 grams per mile for light trucks with gross vehicle weight ratings of 6,000 pounds or less and a 1.7 grams per mile NOx standard for those with GVW of 6,000 pounds to 8,500 pounds.

Light-duty diesel makers would have to meet only a 1.5 grams per mile NOx standard through the 1984 model year.

In so doing, the committee dashed a lot of hope the auto industry had for Clean Air Act relief and soundly slapped the current EPA hierarchy and the Reagan Administration for trying to roll back emission standards for cars and trucks administratively in the guise of relief for the U. S. auto industry.

The EPA and the Reagan Administration had said as early as April of this year that heavy-duty truck standards for the 1984 model year would be eased so that catalytic converters would not be necessary to meet the standards and that light-duty truck standards for NOx would not be lowered beyond the current requirement of 2.3 grams per mile.

The heavy-duty truck proposal to that effect is on the desk of EPA Administrator Anne Gorsuch at the moment.

If Hart's amendments survive full Senate consideration, a conference with the House, final Senate consideration and Presidential action, they would obviate the EPA-Reagan proposals and effectively require auto makers to put the sophisticated three-way feedback emission control systems now common on passenger cars, on light duty trucks and catalytic converter emission control systems on heavy-duty trucks.

Such additions should add no more than $472 to the price of a heavy-duty gasoline truck, Hart said. He said this cost should be easily offset by a reduction in fuel and maintenance costs.

Hart said he obtained those figures from EPA's own analysis of the regulation as the agency had proposed it prior to the election of President Reagan.

The auto makers, needless to say, were not pleased by the developments. A General Motors spokesman said: "The action can

Continued on Page 53, Col. 1

Clenet's third series

Two-seat Asha bows

Clenet Coachworks, Santa Barbara, Calif., has unveiled a new two-seater, the Asha. The steel unibody car is built with Lincoln-Mercury mechanicals and features such details as matched-grain burl walnut, Connolly leather, lambswool, crystal accessories and a sliding roof panel for open-air motoring. Five hundred of the Series III are to be built; price is $78,500 FOB Santa Barbara. Story on Page 55.

On eve of Louisville show

RV makers see bright prospects

By Jack Walsh
Truck & RV Editor

Manufacturers of recreational vehicles and chassis suppliers think prospects for sales increases in 1982 are exceptionally bright and offer a number of good reasons for their optimism:

Factory shipments of RVs to dealers in the first nine months of 1981 topped those for all of 1980, high interest rates appear to be moderating, fears of growing inflation are subsiding and concern over fuel availability has all but vanished.

While the outlook is heartening, manufacturers and dealers will have to increase their marketing efforts in the coming year to turn the sales potential into reality, industry experts agreed on the eve of the opening of the annual national RV show this week (Dec. 1-4) in Louisville.

James T. Riley, GMC Truck & Coach general sales manager, said RV sales next year could be the industry's best in four years if there is an improvement in the economy.

Introduction of the new Chevrolet 6.2-liter diesel engine in both Chevrolet and GMC light trucks is one big reason for Riley's optimism for the RV market in 1982.

• "The brighter outlook for 1982 can be attributed in part to the use of more fuel-efficient diesel engines," Riley said. "In fact, 1982 could well be the 'year of the diesel' for the RV industry."

Sales of all types of RVs should be up 25 percent over those for 1981, in the opinion of Keith D. Corson, president, Coachmen Industries, Inc.

"There is a growing pent-up demand for RVs as demonstrated by the attendance at the highly successful shows across the country," he said. "Fuel supplies are in good shape and prices have stabilized somewhat.

"In addition, the trend toward more leisure time and the desire to spend that time out of doors continues," he said.

Fred G. Emmert, marketing vice president, Winnebago Industries, Inc., noted that dealers will have to merchandise their products more aggressively in 1982 to offset money and other problems.

"Against a background of high interest rates and economic uncertainty, the RV industry is faced by problems of sticker shock, financing and inventory control in the next year," he said.

"To offset these conditions, dealers will have to work harder to make sales and will have to use all the merchandising tricks of the trade," he added.

Robert C. Honke, Ford Division recreational vehicle sales manager, said the company's RV plans "are based on year-to-year increases of from 25 to 30 percent in the RV market, with most of the growth in the motorized-vehicle segment.

"We see an upward trend in the market during 1982, especially as consumer confidence grows and interest rates moderate," he added.

breaking news

Dealers invited to Riegle fund-raiser

DETROIT. — Some 50 to 60 Detroit-area auto dealers have been invited to a $500-a-plate dinner Dec. 11 to support Senator Donald Riegle's bid for reelection in 1982. The dinner was organized by Martin J. (Hoot) McInerney, who heads Chrysler-Plymouth and other dealerships, and the hostess is former Congresswoman Martha Griffiths, a Chrysler Corp. director. Some Chrysler dealers received a letter from Chrysler Chairman Lee Iacocca urging support for the fund-raiser. Riegle, a Michigan Democrat, helped get the Chrysler Loan Guarantee Act passed.

Belt use ordered by Peck

WASHINGTON.—An order from Administrator Raymond A. Peck says that after Dec. 1, all NHTSA employes using federal cars on official business must wear seat belts.

Ford recalls 4,000 T-birds, XR-7s

DEARBORN.—Ford Motor Co. is recalling 4,000 '82 Ford Thunderbird and Mercury XR-7 models with 3.8-liter V-6 engines because carbon monoxide emissions may exceed certification standards. Ford said the correction involves replacement of a carburetor part and that the condition has no effect on fuel economy or driveability.

See BREAKING NEWS, Page 8, Col. 1

EPA reeling under threat of budget slash of nearly half

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — EPA, already reeling under the impact of new Administrator Anne Gorsuch and Reagan Administration budget cuts, would be nearly halved under a 1983 budget proposal put forward by the Office of Management and Budget.

Gorsuch, who has herself proposed an 18-percent budget slash for her agency in 1983 atop the 16 percent she had proposed for fiscal 1981-82, was described by EPA sources as being "outraged" by OMB's proposed 36-percent cut for 1983.

The EPA's operating budget for 1981 is $1.35 billion. If the OMB cuts for 1983 were to become effective, this would be cut to $700 million. Gorsuch reportedly told OMB that cuts of that magnitude would throw the agency into complete disarray. They cannot be defended or supported by any analysis, she has told OMB director David Stockman, and in addition amount to a disastrous political blunder.

Gorsuch, who has been under heavy criticism for her stewardship of EPA, fears that if cuts beyond those she has suggested are enacted, the bad press she has endured will spill over onto the President himself as well as the Republican party.

"Cutting EPA's budget in 1983 to $995 million as I have suggested can be defended on the grounds that we can still perform our bedrock functions," she reportedly told her aides, "but anything like Stockman wants is going to be big trouble."

OMB's cuts would chop EPA's hazardous waste control program 65 percent from 1981 levels, its research programs by 32 percent, its pesticide regulations by 42 percent and research by 38 percent. Contracting funds would be cut by 62 percent and the sewer construction grants program would lose $1.4 billion.

Additionally, another 1,000 employes would need to be slashed from EPA's roster leaving the agency with about 7,340 staff members as compared to the current level of 10,400.

For the auto industry, further cuts in budget and personnel, especially of the magnitude suggested by OMB, would likely result in more delays in the certification process and enforcement functions would be curtailed sharply.

Gorsuch's strong objections to the proposed budget cuts notwithstanding, there are rumors floating about the Capital that she leaked the proposed budget cuts as part of a top-level White House effort to con-

Continued from Page 53, Col. 1

RECYCLED PAPER

PV mar[illegible]

AN
0C2001ACNGLIAO OEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Employe purchase plans die

Ford will close plants in Alabama, Michigan

By Marjorie Sorge
Labor Editor

DETROIT. — Ford Motor Co. failed to sell two plants last week, one by its choice and the other by its workers' choice.

After weeks of discussion between management and workers, 940 unionized employes at Ford's Sheffield (Ala.) aluminum casting plant decided last Monday (Nov. 23) not to buy the operation. Now the plant will close in a two-year phase-out.

And in a last-ditch effort to prevent closing, the 75 workers at the company's Northville (Mich.) valve plant tried to buy the facility in a three-part, $3 million plan calling for employe stock ownership, profit sharing and a commitment from Ford to continue to buy valves.

The company rejected the proposal and the plant will be closed by the end of the year. Ford began phasing out the operation about a year ago.

M. L. Jurosek, general manager of Ford's Engine Division, said, "We would be doing a real disservice to our employes to allow them to gamble their life savings on a venture that just won't work."

At Sheffield, workers told the company its plan just won't work. Ford had offered to let the workers buy the operation under an Employe Stock Ownership Plan (ESOP) after workers rejected Ford's overtures to provide a profit-sharing plan but cut wages and benefits by 50 percent. Ford had said if the workers did not buy the plant, the closing was definite.

• At last week's meeting, members of UAW Local 255 told Ford officials they wanted a plant closure agreement with a special early retirement plan as a pre-condition before they continued buyout discussions. Ford rejected that plan.

A special retirement program provides benefits for workers who are 55 years old and ends when they reach 62 and Social Security kicks in. It is geared toward protecting older workers who might not be able to find new jobs when a plant closes. It requires 10 years' seniority for eligibility.

Under the special retirement benefit, workers with 20 years' seniority would get $8,000 a year regardless of whether they were employed elsewhere, according to a Ford spokesman. Of the 940 production workers at Sheffield, 618 qualify for special retirement benefits and 147 are eligible now.

If a special retirement benefit were granted it could cause some inequities, company insiders said, because the older workers could be hired back into the new worker-owned facility and still collect the retirement benefit. The younger workers, however, would be getting only the standard wage.

But UAW Local 255 President Lavoye McCanless said the workers felt they might not get their retirement benefits under the ESOP program and wanted them now.

Some union insiders say Ford had an instant lack of credibility in the plant when officials asked for a 50 percent cut in wages and benefits and issued an ultimatum of either accepting company terms or seeing the plant closed. They said there were immediate hard feelings and bad attitudes among employes who considered the proposal a slam on their abilities.

Also, the wage and benefit cut was against the UAW constitution which prohibits its locals from accepting such concessions without the vote of all Ford-UAW members.

But had the workers bought the plant, they would not be part of the national agreement and could take the cuts. Ford officials had already told the Sheffield workers they felt a 50 percent wage and benefit cut would still be needed to make the operation successful even with a buyout.

The average employe at the plant makes $13.39 an hour in wages and another $7.71 per hour in benefits for a total cost of $21.10. Ford had proposed a cut in wages to $7.72 per hour and a cut in benefits to $2.83 per hour for a total labor cost of $10.55 per hour.

Since the workers have rejected both proposals, the phase-out will begin almost immediately. About 171 workers will be laid off by March, 1982, but that number may vary based on the production volume.

"We must now find the most humane system to take care of our employes," a Ford spokesman said.

The unemployment rate in the Sheffield area is 12 percent.

DOMESTIC SALES

	Nov. 11-20, 1981	Nov. 11-20, 1980
AMERICAN MTRS.	2,900†	3,900†
Chrysler	3,181	4,652
Imperial	116	359
Plymouth	7,045	8,627
Dodge	6,747	8,984
CHRYSLER CORP.	17,089	22,622
Ford	25,709	34,169
Mercury	9,175	11,830
Lincoln	2,117	2,408
FORD MOTOR	37,001	48,407
Buick	14,497	23,601
Cadillac	6,928	7,474
Chevrolet	35,644	56,003
Oldsmobile	20,824	26,544
Pontiac	11,814	20,268
GENERAL MOTORS	89,707	133,890
VOLKSWAGEN	2,349	4,416
INDUSTRY TOTAL	149,046	213,235

†Estimate

U.S. sales plunge to 22-year low in mid-November

By Jenny L. King
Staff Writer

Mid-November domestic new-car sales limped along at 20-year-ago levels, with the period down 30.10 percent from 1980 and the daily selling rate at just 16,561. Retail sales totaled 149,046 this year compared with 213,235 a year ago.

Nov. 11-20 sales were at their lowest point since the 139,685 recorded back in 1959. Best total was 307,302 in 1971. The period was up 4.86 percent over 142,143 the first 10 days of the month, but there were nine selling days mid-month and the daily rate was down 6.79 per-

Continued on Page 54, Col. 1

index

Auction reports	42
Automotive World News	10
Classified advertising	44
Editorial page	20
Engineering	36
Production by makes	56
Registrations, car, trucks	8, 19
Truck highlights	14

57th year — No. 4891

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Versatile twin tops

The Tiara convertible from Classic Group of Companies, Inc., Blaine, Wash., offers a two-phase top with power convertible. A formed rigid top over the front seat can be removed by hand and stored in the car's trunk for a town-car look, or the entire tiara top area can be lowered to rest flush with the rear deck. Retail price is $23,000 to $25,000. The Tiara is built from a Buick Regal.

443,598 delivered in first 10 months of 1981

Diesel car sales up 32 percent

By Jim Plegue
Staff Writer

Diesel automobile sales continue to be one of the few bright spots in an otherwise grim sales year in the U. S., notching a 32.12-percent increase during the first 10 months of 1981.

Consumers purchased 443,598 diesel-powered cars from Jan. 1 to Oct. 31 of this year, up from the 335,736 diesels sold during the equivalent 1980 period.

As has been the case all year long, diesel sales have defied the overall U. S. car sales trend. Cumulative sales of domestic new cars are running about 3 percent behind last year's dismal showing. Import sales to-date are down about 2 percent.

General Motors continues as the undisputed diesel sales leader. The corporation's dealers sold 269,242 diesel-powered cars during the Jan. 1-Oct. 31 period, a whopping 46-percent increase over the 184,407 sold during the comparable period last year.

• General Motors captured 60.69 percent of the U. S. diesel market, an increase of more than five points from the 54.93-percent share it held during the comparable 1980 period. All GM divisions except Cadillac posted sales gains during the period.

Oldsmobile, source of all domestically built GM diesel engines, sold more diesel automobiles than the other divisions combined. There were 138,229 Olds diesel models retailed from Jan. 1 to Oct. 31, up 31.60 percent from the 105,032 sold during the equivalent 1980 period.

But Oldsmobile's market share of 31.16 percent was actually a slight drop from last year, while Buick, Chevrolet and Pontiac substantially increased their sales and penetration. Buick's sale of 41,089 diesel units was up 183.27 percent from last year. Chevrolet more than doubled its diesel volume for the period and Pontiac was up 43.84 percent.

During the 1981-model year, GM offered the Olds-built 5.7-liter V-8 diesel in many of its standard and intermediate models and an Isuzu-built 1.8-liter diesel four in the Chevrolet Chevette. A new Oldsmobile-built 4.3-liter V-6 diesel debuted for 1982 in the new front-drive A-body cars.

Combined Volkswagen / Audi diesel sales for the period dropped slightly, but the company funneled more of its diesel engine output into its pickup truck. Diesel pickup truck sales more than doubled during the period.

• The small reduction in VW/Audi diesel sales was accompanied by a much larger 7.8-percentage-point drop in market share — from 31.40 percent to 23.90 percent this year. This was due to GM's substantial gains and the increase in the number of imported diesel offerings.

VW offered a diesel engine in the '81 Rabbit, Dasher and Jetta and, for 1982, the Quantum and Vanagon. Audi offers diesel power in the 5000 model and added a diesel 4000 for 1982.

Among the smaller importers, Peugeot registered the largest gain for the period. The company sold 12,398 diesel and turbo-diesel 505 models and a few of its new 604 turbo-diesels during the period, up 42.94 percent from the 8,673 sold last year.

Mercedes-Benz reported a 22.87-percent boost in sales during the period, although the German maker's market share was shaved by over half a point. Diesels account for 78 percent of total Mercedes-Benz sales.

Isuzu, which entered the U. S. market in April of this year, sold 8,086 diesel-powered I-Mark models during the period, accumulating a 1.82-percent share of the market. Datsun sold 5,999 diesel-powered Maxima models during the period. The diesel Maxima, introduced in June, accounts for about 38 percent of total Maxima sales.

Volvo sales do not accurately reflect that maker's diesel potential. The company was unable to certify a 1981-model diesel engine and sold 1980 and 1982-model diesels during the Jan. 1-Oct. 31 period.

During the 1981 model year General Motors sold 317,691 diesel models, up 54.62-percent from the 205,456 sold during the 1980 model year. All divisions except Cadillac posted gains.

Sales of diesel-powered new cars in the U. S.

	Jan.-Oct. 31, 1981	Percentage Share of Market	Jan.-Oct. 31, 1980	Percentage Share of Market
Cadillac	34,124	7.69	34,880*	10.39*
Buick	41,089	9.26	14,505	4.32
Chevrolet	28,500	6.43	11,011	3.28
Oldsmobile	138,229	31.16	105,032	31.29
Pontiac	27,300	6.15	18,979	5.65
GM Total	269,242	60.69	184,407	54.93
VW/Audi	106,000	23.90	106,439	31.70
Isuzu	8,086	1.82	.....	.....
Mercedes-Benz	40,420	9.11	32,896	9.80
Peugeot	12,398	2.80	8,673	2.58
Datsun	5,999	1.35	.....	.....
Volvo #	1,453	.33	3,321	.99
TOTAL	443,598	.....	335,736	.....

*Estimated
#Volvo did not sell 1981-model diesels. Numbers are for 1980 and 1982 diesels.

GM diesel sales by model year

	1981	1980
Cadillac	36,651	39,138
Buick	43,812	15,219
Chevrolet	49,791	13,843
Oldsmobile	160,738	119,495
Pontiac	26,699	17,761
TOTAL GM	317,691	205,456

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1981	Percent Share of Market	Regis., Sept., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 9 mos., 1981	Percent Share of Market	Regis., 9 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	133,769	17.54	136,138	10.39	— 1.85	1,130,515	17.22	1,305,494	19.86	— 2.64
Ford	84,566	11.09	70,729	10.07	+ 1.02	763,679	11.63	789,645	12.01	— 0.38
Oldsmobile	73,412	9.62	64,901	9.24	+ 0.38	642,102	9.78	593,439	9.03	+ 0.75
Buick	66,571	8.73	58,662	8.36	+ 0.37	548,168	8.35	512,909	7.80	+ 0.55
Pontiac	55,753	7.31	49,396	7.04	+ 0.27	431,215	6.57	454,757	6.92	— 0.35
Plymouth	32,715	4.29	21,133	3.01	+ 1.28	266,506	4.06	171,599	2.61	+ 1.45
Dodge	30,129	3.95	21,232	3.02	+ 0.93	243,313	3.71	183,067	2.79	+ 0.92
Mercury	29,231	3.83	22,462	3.20	+ 0.63	262,646	4.00	237,703	3.62	+ 0.38
Cadillac	20,407	2.68	15,413	2.19	+ 0.49	159,290	2.43	154,785	2.35	+ 0.08
AMC	16,127	2.12	12,554	1.79	+ 0.33	104,921	1.60	112,182	1.71	— 0.11
Chrysler	5,074	0.66	11,935	1.70	— 1.04	69,011	1.05	102,199	1.55	— 0.50
Lincoln	5,043	0.66	4,685	0.67	— 0.01	44,711	0.68	54,287	0.83	— 0.15
GENERAL MOTORS	349,939	45.88	324,510	46.22	— 0.34	2,911,290	44.35	3,021,384	45.96	— 1.61
FORD MOTOR CO.	118,840	15.58	97,876	13.94	+ 1.64	1,071,036	16.31	1,081,635	16.46	— 0.15
CHRYSLER CORP.	67,918	8.90	54,300	7.73	+ 1.17	578,830	8.82	456,865	6.95	+ 1.87
AMERICAN MOTORS	16,137	2.12	12,554	1.79	+ 0.33	104,921	1.60	112,182	1.71	— 0.11
IMPORTS	209,430	27.45	212,429	30.26	— 2.81	1,895,761	28.88	1,898,459	28.88	.....
MISCELLANEOUS	528	0.07	442	0.06	+ 0.01	2,491	0.04	2,792	0.04	.....
TOTAL	762,792		702,111			6,564,329		6,573,317		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Domestics up 13 pct.; imports down 1 pct.

New-car registrations rise for month

By Jenny L. King
Staff Writer

The fruits of August's end-of-model-year rebates on domestic cars were harvested in September, according to registration figures compiled and reported by R. L. Polk & Co. September domestic registrations were up from August of this year as well as up from year-ago September levels.

New-car registrations in September totaled 762,792, up 5.83 percent over August's 720,804, and up 8.64 from the comparable month of 1980 when they numbered 702,111.

Record registration total for September is 912,473, notched in 1977.

Domestic new-car registrations totaled 553,362, up 13.00

Table on Page 19

percent over 489,682 a year ago and up 7.39 percent from 515,682 in August. Registrations of new imported cars totaled 209,430, down 1.41 percent from 212,429 in September of 1980.

For the first nine months of 1981, new-car registrations totaled 6,564,329, down 0.14 percent from 6,573,317 last year. Domestic registrations for the nine months numbered 4,668,568, off 0.13 percent from 4,674,858 a year earlier. Year-to-date import registrations totaled 1,895,761, down 0.14 percent from 1,898,459.

• American Motors, Chrysler Corp. and Ford Motor Co. all increased their shares of the total market in September, with General Motors and the imports losing ground. But the year-to-date breakout showed only Chrysler increasing its share, the imports remaining at 28.88 percent, and the remaining domestics down.

AMC was up 0.33 percentage points for the month, to 2.12 from 1.79 percent last year. Chrysler climbed to 8.90 percent from 7.73 percent, and Ford pinched off 15.58 percent of the whole pie compared with 13.94 percent a year ago.

GM slipped 0.34 percentage points, to 45.88 percent from 46.22 percent in 1980. Import registrations accounted for 27.45 percent, down 2.81 per-

Continued on Page 53, Col. 3

'No, Virginia, that's not the new Volvo'

When Volvo dealers arrived in Palm Springs, Calif., for the 1982-model introduction, they found a theme party set up in a replica of the M*A*S*H 4077 compound. A USO show was part of the festivities. Here, a group of dealers and guests are transported to a party in a Korean War-vintage vehicle.

TOP CARS

U. S. registrations for the first nine months of 1981. Registrations not available for Oklahoma.

1981 Pos.		Make	1980 Pos.
1—	1,130,515	Chevrolet	1,305,494— 1
2—	763,679	Ford	789,645— 2
3—	642,102	Oldsmobile	593,439— 3
4—	548,168	Buick	512,909— 4
5—	454,817	Toyota	440,760— 6
6—	431,215	Pontiac	454,757— 5
7—	346,356	Datsun	398,578— 7
8—	289,784	Honda	263,542— 8
9—	266,506	Plymouth	171,599—12
10—	262,646	Mercury	237,703— 9
11—	243,313	Dodge	183,067—11
12—	178,771	VW	195,094—10
13—	159,290	Cadillac	154,785—13
14—	133,765	Mazda	114,845—14
15—	707,838	Subaru	91,514—17
16—	104,921	AMC	112,183—15
17—	69,011	Chrysler	102,199—16
18—	49,336	Volvo	39,716—22
19—	44,711	Lincoln	54,287—18
20—	44,217	Mercedes	.....
21—	36,111	Audi	.....
22—	32,464	Colt	41,283—21
		Fiesta	52,073—19
		Arrow/Chmp	45,263—20
	222,302	Other Imports	215,791
	2,491	Misc. Dom.	2,792
	6,564,329	Total	6,573,317

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1981, Automotive News

breaking news

Continued from Page 1

Illinois high court overturns Chicago tax

CHICAGO.—The Illinois Supreme Court has ruled that the one percent service tax levied by Chicago since August is unconstitutional. The tax was paid by consumers who purchased services, ranging from those of attorneys to those of auto dealers. It made cars sold in Chicago more expensive than those sold in the suburbs. The Chicago City Council included the tax in a package designed to aid the city's transportation system.

Diesel-powered Fords start next fall

DEARBORN. — The first in a series of Ford Motor Co. diesel-engine options will debut next fall. The International Harvester 6.9-liter V-8 will be offered in 1983 Ford F-350 pickups. This will be followed in the spring by a Toyo Kogyo 2.2-liter diesel in the Ranger pickup. A Toyo Kogyo 2.0-liter diesel will be optional in 1984-model Escort and Lynx sedans. The BMW 2.4-liter diesel will be offered in 1985-model full-size and luxury cars.

News roundup

Trade commission ruling prompts move to U. S.

PLATTSVILLE, Ont.—P. J. Wallbank Mfg. Co., Ltd., will move automotive spring equipment from its plant here to Michigan as a result of a U. S. International Trade Commission decision to bar import of the firm's spring assemblies. The ITC ruled that Wallbank was violating patent rights held by a U. S. spring manufacturer. Port Huron, Mich., is a likely site, the company said.

Mexico to limit car production

MEXICO CITY.—The Mexican government is restricting production by the country's booming car industry in an attempt to reduce its trade deficit. Makers in Mexico, including Ford Motor Co., Chrysler Corp. and Volkswagen, will have to limit 1982 model-year car production to 1981 levels under new government rulings. Output for 1981 totaled about 350,000 cars. Trucks are not covered by the limit.

Toyota exports down fractionally

TOKYO.—Toyota exported 141,028 vehicles in October, down 0.1 percent from the year-earlier month. The breakdown was 84,423 passenger cars (down 5.9 percent) and 56,605 trucks and buses (up 10.2 percent). Toyota said exports overall held at about year-earlier levels, thanks to increased shipments to African nations and to a recovery in exports to the Middle East.

Blue Coral to sponsor World's Fair pavilion

WASHINGTON.—Blue Coral, Inc., maker of Blue Poly car care products, has been named an official sponsor of the United States Pavilion at the 1982 World's Fair in Knoxville, Tenn.

GE auto center picks Ross Roy

DETROIT. — General Electric's Automotive Materials Center, Southfield, Mich., has appointed Ross Roy, Inc., as its advertising agency. The Automotive Materials Center is operated by GE's Engineered Materials Group.

Suzuki to build minicar factory

TOKYO. — Suzuki plans to build a factory to produce minicars of the 500 and 1,000-cc class, according to the Japan Economic Journal. The plant, scheduled to begin output late in 1983, will have a capacity of 12,000 cars a month at the start, rising to 20,000. Suzuki said the new plant is not intended to increase the firm's capacity, but will merely transfer existing production to the new factory.

Chrysler promotes Morrissey

HIGHLAND PARK, Mich.—Donald P. Morrissey, assistant comptroller—sales and marketing, Chrysler Corp., has been named general manager — Import Operations. He will direct import sales development, import distribution and port operations, import marketing and merchandising and import technical services and liaison. Morrissey has been with Chrysler since 1957.

Dealer appeals to high court in fight to block L-M outlet

LITCHFIELD, Conn. — McLaughlin Ford-Mercury is continuing its attempt to block the establishment of a Ford-Mercury dealership in a nearby community and has filed an appeal with the Connecticut Supreme Court.

McLaughlin's attorneys filed the appeal with the Supreme Court after the Ford Dealer Policy Board rejected McLaughlin's arguments against the appointment of Greentree Toyota as an L-M dealership in nearby Brookfield.

The hearing before the Dealer Policy Board was held under an order by a lower court.

The lower court found that McLaughlin was entitled to a hearing before the Dealer Policy Board, but the court dismissed a second claim brought by McLaughlin against Ford Motor Co. under the state's unfair trade practices laws.

The court found that since the complaint did not affect the consumer, those statutes were not applicable.

In the appeal, McLaughlin claims that the court erred in that decision. Phillip Spillane, McLaughlin's attorney, said this is the major issue of the appeal, although other points are raised.

The basic thrust of McLaughlin's suit against Ford is the allegation that Ford violated the dealer franchise agreement by appointing a new dealer 7.5 miles from the McLaughlin dealership rather than the minimum of 10 miles required under the agreement.

No date has been set for the hearing before the Supreme Court.

BEST AVAILABLE COPY

lthough Americans drive more

Gasoline consumption falls again

WASHINGTON. — The Highay Users Federation estimates at motor-vehicle travel in the . S. this year may almost equal 978's record 1,548.2 billion iles. But 1981's gasoline conmption, from January through eptember, was down 11 perent from the same period in 978.

This is the third consecutive ear that gasoline consumption as fallen, HUF said.

Reports from the Federal ighway Administration indiate that from January through ugust of this year, Americans rove 26 billion miles more than he comparable 1980 period and nly two billion miles less than he same period in 1978.

According to data compiled y the American Petroleum Initute, the nation used an average 7.4 million barrels of gasoline per day through September in 1978.

Thanks to more-fuel-efficient vehicles and heightened conservation efforts, 1981's daily average for the same period was 6.6 million barrels.

"During 1979 and 1980, largely due to periods of uncertain fuel availability and higher gasoline prices, highway travel dropped about one percent annually," said Woodrow W. Rankin, director of HUF's transportation and safety division.

"But so far in 1981, motor-vehicle travel is up about 2.5 percent over last year. At the same time, gasoline consumption is down 4 percent."

The Travel Industry Assn. of America estimates that 10 million more adults are taking vacations by automobile this year than last. Why the return to highways?

"Gasoline supplies and prices stabilized over the spring and summer," Rankin explained, "and people could budget their trips without worrying about gas lines."

He said the increase in travel this year "is really a return to normal growth patterns predicted for the 1980s based on the annual increase in population and number of new drivers."

GMAC profit climbs 49 pct. for 3rd quarter

DETROIT. — General Motors cceptance Corp. said its third uarter consolidated net income ose 49.7 percent to $108.5 milion from $72.5 million last year. hat brought the nine-month et income total to $245.6 million, up 35.9 percent from $180.7 illion in the year-ago period.

GMAC said it doubled the reail and lease financing receivbles acquired in the period to record $8.8 billion from $4.4 illion last year.

GMAC President Robert F. Murphy said the volume was largely attributable to "the overwhelming success" of the 13.8 financing plan offered in August and September.

Income from financing operations was up 46 percent in the quarter to $87.6 million from $60 million in 1980. For the January-September period, financing income rose 35 percent to $196.6 million from $145.6 million.

Income from insurance operations was $20.9 million in the third quarter, up 67.2 percent from $12.5 million last year, making the tally for the first three quarters $49 million, up 39.6 percent from $35.1 million in 1980.

The finance unit of General Motors said retail and lease financing receivables outstanding at Sept. 30 totaled $32.3 billion, up from $25.3 billion one year earlier.

Wholesale receivables outstanding totaled $8.9 billion at Sept. 30, up from $7.7 billion at Sept. 30, 1980.

Double take

C. E. Dickerson, left, and R. F. Dickerson, right, receive their quarter-century dealer awards from Chevrolet's St. Louis zone manager, J. L. Branch. The Dickerson dealership is in Ullin, Ill.

Motors Insurance names three to new posts

DETROIT. — Andrew W. Waymack, formerly branch manager of Motors Insurance Corp. in San Antonio, Tex., has been named manager of the Midwest control office in Oak Brook, Ill.

Succeeding him in San Antonio is Robert D. Norman, who was branch manager in Corpus Christi, Tex. The new manager in Corpus Christi is William M. Phillips, who was regional agency relations manager in Atlanta.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

September '81 vs. September '80

	1981		1980	
	September	Yr.	September	Yr.
AMC Spirit	3,590	28,404	4,418	39,812
Concord	7,488	34,466	4,317	38,519
Concord SW	2,023	11,699	1,330	12,327
Eagle 4WD	457	4,963	1,147	9,106
Eagle 4WD SW	1,154	11,583	1,134	12,210
Eagle SX4 4WD	1,425	13,806	208	208
TOTAL AMC	16,137	104,921	12,554	112,182
Chrysler LeBaron '81	2,521	29,929	5,081	40,363
LeBaron '81 SW	204	4,986	740	6,234
LeBaron '82 FWD				
LeBaron '82 SW FWD				
Cordoba	1,499	20,385	3,793	32,757
Newport	110	3,998	1,243	9,798
New Yorker '81	147	5,412	1,076	13,045
New Yorker '82	244	244		
Imperial	349	4,057	2	2
Total	5,074	69,011	11,935	102,199
Horizon FWD	10,174	105,929	13,389	99,086
Reliant FWD	17,133	104,831	222	222
Reliant SW FWD	5,006	41,256	22	22
Volare	149	6,570	5,111	49,942
Volare SW	30	1,370	1,394	11,804
Gran Fury '81	145	6,472	995	10,523
Gran Fury '82	78	78		
Total	32,715	266,506	21,133	171,599
Omni FWD	9,810	86,056	9,814	80,250
Aries FWD	13,642	80,578	103	103
Aries SW FWD	3,559	30,922	17	17
Dodge 400 FWD				
Aspen	142	5,558	3,881	38,104
Aspen SW	21	1,271	974	8,835
Diplomat	1,533	19,907	2,356	19,590
Diplomat SW	90	2,484	379	3,342
Mirada	915	11,840	2,210	19,960
St. Regis	217	4,697	1,498	12,866
Total	30,129	243,313	21,232	183,067
Total Chrysler Corp.	67,918	578,830	54,300	456,865
Escort FWD	11,882	131,328	318	318
Escort SW FWD	7,518	90,635	167	167
EXP FWD	6,635	36,734		
Pinto	166	9,184	11,746	94,368
Pinto SW	46	2,718	3,368	26,050
Fairmont	16,698	113,124	11,061	157,609
Fairmont SW	3,953	40,567	4,401	56,726
Granada	9,827	76,697	7,086	59,592
Granada SW	252	252		
LTD II			113	3,046
LTD	4,039	41,200	5,036	71,436
LTD Crn. Victoria	3,414	29,234	1,929	18,971
Ford SW	1,204	14,913	1,171	19,614
Mustang	11,966	121,313	15,875	176,868
Thunderbird	6,966	55,780	8,458	104,880
Total	84,566	763,679	70,729	789,645
Lincoln Town Car	2,558	21,709	2,111	23,025
Mark VI	2,411	22,928	2,326	27,110
Versailles			248	4,152
Continental	74	74		
Total	5,043	44,711	4,685	54,287
Mercury Lynx FWD	4,017	45,947	100	100
Lynx SW FWD	1,936	26,167	27	27
LN7 FWD	2,476	12,450		
Bobcat	30	2,086	2,492	19,294
Bobcat SW	7	481	452	4,048
Zephyr	3,611	34,218	4,065	46,959
Zephyr SW	959	10,051	1,461	14,316
Cougar	3,716	32,537	2,075	21,256
Cougar SW	115	115		
Marquis	741	5,919	1,112	10,773
Marquis Brougham	1,279	9,175	940	9,033
Grand Marquis	2,231	16,916	1,175	13,684
Marquis SW	479	5,100	412	5,488
XR7	3,477	22,955	3,643	44,020
Capri	4,157	38,529	4,508	48,705
Total	29,231	262,646	22,462	237,703

	1981		1980	
	September	Yr.	September	Yr.
Linc. Merc. Div. Total	34,274	307,357	27,147	291,990
Total Ford Motor Co.	118,840	1,071,036	97,876	1,081,635
Buick Skyhawk			238	5,525
Skylark FWD	17,844	153,573	14,296	125,748
Century '82 FWD	6	6		
Regal/Century	30,478	248,837	27,697	229,380
Regal/Century SW	995	12,248	1,184	12,689
LeSabre	2,276	16,726	2,978	22,236
LeSabre Limited	4,705	34,212	3,738	37,469
Electra	5,138	39,852	4,661	42,668
Buick SW	804	7,961	525	7,368
Riviera FWD	4,325	34,753	3,345	29,826
Total	66,571	548,168	58,662	512,909
Cadillac deVille	9,022	72,774	7,444	73,270
Cimarron FWD	2,460	6,384		
Fleetwood & Chas.	2,559	25,411	1,726	20,469
Eldorado FWD	4,788	37,800	4,045	35,596
Seville FWD	1,578	16,921	2,198	25,450
Total	20,407	159,290	15,413	154,785
Chevrolet Chevette	33,210	290,284	31,048	281,555
Camaro	8,719	82,559	9,419	92,208
Monza	243	15,913	14,620	111,258
Cavalier FWD	11,313	26,862		
Cavalier SW FWD	3,511	9,251		
Citation FWD	24,030	235,405	28,100	283,839
Malibu	12,104	123,787	15,666	145,532
Malibu SW	4,341	44,836	4,563	47,271
Celebrity FWD				
Monte Carlo	15,204	124,435	12,770	117,496
Impala	5,347	47,221	5,920	66,107
Caprice	9,156	71,229	8,045	89,382
Chevrolet SW	3,936	34,526	2,962	43,682
Corvette	2,682	24,207	3,025	27,164
Total	133,796	1,130,515	136,138	1,305,494
Oldsmobile Starfire			168	5,339
Omega FWD	10,841	84,723	7,363	63,651
Cutlass Ciera FWD	15	15		
Cutlass Salon '81	11,120	123,023	13,724	124,794
Cutlass Sup./Calais '81	25,102	206,125	22,762	191,451
Cutlass Sup./Calais '82				
Cutlass SW	2,175	24,701	2,101	23,624
Delta 88	1,132	9,198	1,528	15,067
Delta Royale	11,744	97,165	8,550	82,324
98	6,481	56,192	5,085	47,540
Oldsmobile SW	1,386	13,190	783	13,037
Toronado FWD	3,416	27,770	2,837	26,612
Total	73,412	642,102	64,901	593,439
Pontiac T1000	8,639	38,439		
Firebird	4,531	45,263	6,284	67,499
Sunbird	206	27,971	12,607	95,209
J2000 FWD	8,077	23,499		
J2000 SW FWD	1,479	4,197		
Phoenix FWD	6,379	65,484	7,946	72,860
LeMans/Bonn. '82	3,873	37,819	3,963	39,075
LeMans Bonn. '82 SW	2,163	18,383	1,613	18,679
6000 FWD	2	2		
Grand Prix	12,020	99,323	9,813	82,343
Catalina	506	5,259	1,032	10,214
Bonneville '81	4,003	33,161	3,786	35,926
Bonneville Brougham	3,168	25,528	1,823	24,077
Pontiac SW	707	6,887	529	8,875
Total	55,753	431,215	49,396	454,757
TOTAL GM CORP.	349,939	2,911,290	324,510	3,021,384
(Checker)	477	2,036	409	2,562
Misc. Domestic	528	2,491	442	2,792
Domestic Station Wagon Total	50,053	472,750	31,720	356,867
Domestic Grand Total	553,362	4,668,568	489,682	4,674,858
Import Total	209,430	1,895,761	212,429	1,898,459
Grand Total All Registrations	762,792	6,564,329	702,111	6,573,317

Registrations for Oklahoma not available.

As Senate committee drafts amendments

Little hope seen for Clean Air relief

Continued from Page 1

have damaging effects on manufacturers and operators of trucks of all sizes.

"The Hart heavy-duty truck amendment in effect will require catalytic converters and unleaded fuel for all heavy-duty gasoline trucks at an additional first cost estimated to be $900 and an additional operating cost of about $2,800, according to our calculations," the GM spokesman said.

"The Hart light-duty truck amendment," he continued, "will, in effect, eliminate use of diesel engines on all light trucks beginning in 1985 and require the use of electronic engine controls and three-way catalysts coupled to complex computer technology.

"The 1985 deadline does not allow development time for application of this kind of technology to the large variety of trucks needed by the marketplace.

"The committee action must be reversed or severe economic effects will result," the GM spokesman said.

• Hart countered, however, that heavy and light-duty truck emissions have been an increasing problem at high altitudes.

He cited findings by the National Commission on Air Quality indicating that easing heavy-duty truck standards would prevent at least six major metropolitan areas from meeting ambient air quality standards for CO by 1990 and keep Denver from ever meeting them.

The only good thing for the auto makers to come out of last week's drafting session was the acceptance of an amendment offered by Senator Lloyd Bentsen, Texas Democrat, that would require EPA to give heavy-duty truck makers at least four years leadtime when imposing any emissions requirements and would keep any such standard in effect for at least four years. The current requirement for retaining a standard is three years.

Bentsen's amendment also changes EPA's definition of "useful life" for heavy-duty trucks from "average length to first engine rebuild" to one-half the average life of a heavy-duty engine or the length of a usual commercial warranty.

These amendments should bring a little reality to heavy-duty emissions regulations and allow makers to amortize their costs more fully, Bentsen said.

• The Senate Environment and Public Works Committee will continue drafting of Clean Air legislation later this week at which time it is expected to take up the question of what to do with passenger-car emission standards.

Senator Steven Symms, Idaho Republican, is expected to offer an amendment to change the CO standard to 7 gpm as is favored by the auto makers and the EPA.

Committee sources indicate, however, that this proposal is not likely to pass. No amendment will be offered to ease the NOx standard to 2 gpm as favored by the auto makers and the EPA, as there is no hope of getting this past the committee.

The other major desire of the auto makers, relief from the pending 1984 requirement that all cars be capable of meeting emission requirements regardless of altitude, stands a slightly better change.

Hart, who has opposed any such move, has indicated he will try to work out something out with others on the committee.

U.S. says it won't challenge Chrysler-Mitsubishi deal

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The Justice Department says it will not challenge the renegotiated agreement between Chrysler Corp. and Mitsubishi Motors Corp. at this time, although, as usual, it reserves the right to do so in the future if the agreement is shown to have anticompetitive effects.

At presstime, the Chrysler Loan Guarantee Board had not acted, although it is expected to have no objections. Both approvals are needed before the agreement can take effect.

The 100-page, single spaced agreement itself — dated Sept. 24, 1981—is not now available although more information is expected by the end of a prescribed waiting period. If Chrysler decides it wants confidentiality for certain areas of the agreement, it must show cause.

The main provision would allow Mitsubishi Motors to initiate its own dealer network to sell cars and light trucks as early as 1982 and to continue to sell other models through Chrysler dealerships. Until 1984, Chrysler would retain the exclusive right to distribute certain models in the U. S.

The negotiated agreement is for 10 years, but the 1984 date is used because Mitsubishi at this point does not know what its exact product line will be.

It is probably safe to assume that the models Chrysler will be selling include Champs and Colts and Sapporos and Challengers and Colt and Arrow light trucks. New models may be expected, and Chrysler will have to decide whether shielding their identity for a period is to its advantage.

• The new agreement also contains certain provisions having to do with supply allocations and prices for the vehicles. They exist because Mitsubishi Motors is a dual distributor and Chrysler must be sure that Mitsubishi does not favor its captive distributor, either in supply or price, over Chrysler. Chrysler must make sure it is not discriminated against.

The provision on selling arrangements remains the same—that is, Mitsubishi sells to Chrysler on a consignment-like basis at various ports and sometimes Mitsubishi adds options. Delays in taking possession may eat up a month, but since Chrysler does not have title during this period, it is the equivalent of free financing.

While this dual distribution of Mitsubishi products would continue through 1984 — with Chrysler dealers having some models exclusively and Mitsubishi dealers having others — after that the parties could negotiate whether specific models would be sold exclusively through one channel or whether distribution for all models of Mitsubishis would be shared.

The 10-year agreement is scheduled to expire in 1990, but it can be extended by four-year terms if both parties agree.

EPA faces budget cut of nearly half

Continued from Page 1

vert her image from a hard-hearted thug sent to destroy EPA into a heroine fighting to save the agency from the fiscal wrath of OMB Director David Stockman.

By this theory, making Stockman the environmental bad guy is considered OK since he is already tainted for his candid comments on Reaganomics.

In return, Gorsuch looks good and the budget cuts she has proposed, budget cuts for which she had been roundly criticized by environmentalists and Democrats alike, look likewise.

Knowledgeable sources doubt the veracity of this scenario, however, and cite a heated exchange between Gorsuch and Stockman as proof. They would have to have been very good actors to pull that off, one said.

Oklahoma dealers elect first woman to board

OKLAHOMA CITY. — Doris Rudder, VW-Porsche-Audi dealer in Lawton, Okla., has become the first woman to be elected a director of the Oklahoma Automobile Dealers Assn.

She and her husband, now deceased, had operated Chrysler-Plymouth and Ford-Lincoln-Mercury points in Elk City, Okla., before opening the Lawton store in 1966.

New-car registrations rise; domestics gain, imports dip

Continued from Page 8

centage points from 30.26 percent. Miscellaneous domestics accounted for 0.07 percent compared with 0.06 percent a year earlier.

Excluding imports, September domestic registrations were divided as follows: GM, 63.24 percent, down from 66.27 percent in 1980; Ford, 21.48 percent, up from 19.99 percent; Chrysler, 12.27 percent, up from 11.09 percent; AMC, 2.92 percent, up from 2.56 percent, and miscellaneous cars, 0.09 percent, unchanged from September, 1980.

By size segments, U. S. intermediates and imports lost ground to the competition in September. Subcompacts climbed to 16.38 percent from 14.95 percent last year. Compacts pushed to 21.78 percent from 19.18 percent. Luxury models earned 4.75 percent of the total, up from 4.17 percent, and standards remained in balance, 9.83 percent compared with 9.82 percent a year earlier.

Imports slipped back to 27.46 percent from 30.26 percent and intermediates dipped to 19.80 percent from 21.62 percent.

The race for top nameplate featured Chevrolet Chevette holding onto first place, which it had recaptured in August. The best 20 in September were as follows:

1—Chevrolet Chevette	33,210
2—Buick Century/Regal	31,473
3—Olds Cutlass Supreme	25,102
4—Chevrolet Citation	24,030
5—Plymouth Reliant	22,139
6—Olds 88/98	20,743
7—Fairmont	20,651
8—Escort	19,400
9—Standard Chevrolet	18,439
10—Buick Skylark	17,844
11—Dodge Aries	17,401
12—Chevrolet Malibu	16,445
13—Chevrolet Monte Carlo	15,204
14—Chevrolet Cavalier	15,067
15—Standard Buick	12,923
16—Pontiac Grand Prix	12,020
17—Ford Mustang	11,966
18—Standard Cadillac	11,581
19—Olds Cutlass	11,120
20—Plymouth Horizon	10,174

Notre Dame honors Lund

Chevrolet General Manager Robert D. Lund, left, is honored by the Rev. Father Edmund Joyce, executive vice president of the University of Notre Dame, for Lund's contributions to intercollegiate football. Presentation of a plaque was made at a game in South Bend between the Fighting Irish and the University of Southern California. Lund was instrumental in starting the Chevrolet College Scholarship program in 1971 which to date has contributed some $1.5 million to colleges and universities in recognition of their teams' performances in nationally televised football games.

Calif. judge sets aside order for easing of smog decree

Continued from Page 2

apparently at minimum, listing oral or written contracts.

This excludes the lawyers talking to each other, but perhaps might cover company meetings — if any — with Reagan Administration officials (White House counsel Boyden Gray? Vice President George Bush? Transportation Secretary Drew Lewis? FTC Chairman James C. Miller?—all of whom may have been involved before the announcement of plans to scrub the 10-year-old consent decree).

It is not even clear at present whether Judge Curtis' order is appealable, but even if it is, that itself involves delay.

This last move of Judge Curtis is just one more twist in the long and complex history of the alleged conspiracy of General Motors, Ford Motor Co., Chrysler Corp and American Motors and their trade association to delay installing pollution control devices in California in the 1950s.

The federal investigation started in 1967 with a grand jury looking into criminal charges, but it culminated in a civil complaint filed in the dying days of the Johnson Administration in 1969.

The October, 1969, consent settlement had two provisions due to expire in 10 years but renewable for another 10 years.

• During 1977 and 1978, the Center for Auto Safety and the California Air Resources Board sought renewal and so did the Justice Department. In March, 1979, Judge Curtis moved to renew the consent decree until 1989.

But then Chrysler and GM asked the Justice Department to allow exchange of data on emission control and passive belts and permission was granted.

In May, 1979, Ford — noting that AMC and Chrysler were being helped by GM and it was not — asked Curtis' court to reconsider and by July, Judge Curtis reversed himself and denied the extension of the consent decree.

The Ninth Circuit in May, 1981, reversed the lower court and on May 20, 1981, President Reagan wrote to the Justice Department about vacating the decree.

Even though Judge Curtis on Aug. 3 allowed two provisions to lapse and even though the Justice Department and the companies moved to vacate patent and licensing provisions, the whole issue again appears to be up in the air with permission given to the Center for Auto Safety to intervene.

Schaar and Bernardo promoted by Jensen

SCHILLER PARK, Ill.—Richard Schaar has been promoted to vice president of marketing and Tony Bernardo has been promoted to vice president of sales for the car audio division of Jensen Sound Laboratories.

Schaar was formerly assistant to the president of International Jensen's Electronic Group, and Bernardo was national field sales manager for the car audio division of Jensen.

Tire makers battle for European business

Opel tests Pirelli P8

An Opel Kadett tests Pirelli P8 fuel savers at the tire company's track at Vizzola, Italy.

By Richard Feast
European Editor

European auto makers are set to decide which tire makers will win the costly race to supply them with the new fuel-saving tires that are now reaching the end of development.

Goodyear, Michelin, Dunlop, Pirelli and Uniroyal have all produced low-rolling-resistance tires which improve a car's fuel economy. The prospect of simply bolting on a 5 percent saving in fuel is certainly attractive to auto makers.

The problem with low-roller tires, as they are known, is that each producer wants to make a different size tire for a specific car. This existence of more than one technology deepens the confusion, and no tire maker is yet prepared to admit that its rivals have better solutions.

The recent way in which Pirelli stole a lead over its rivals, when Porsche and others switched to ultra-low-profile tires for high-performance cars, has convinced tire makers they cannot afford to be left out of the race to develop fuel-saving tires.

The battle is for major O/E orders during the '80s. A few makers — Saab, Opel and Fiat — have already specified low-rollers on a few models, but the main orders have yet to be allocated.

The adoption is likely to please governments as well. According to one of the tire makers, a 6 percent saving on car fuel consumption will reduce Europe's annual imported oil bill by $2.75 billion, or 4.23 million tonnes.

First attempts at producing economy tires yielded up to 5 percent reductions in fuel consumption, which equates to cutting rolling resistance by a quarter.

To put the importance of rolling resistance into perspective, at 25-MPH more than 40 percent of a car's available power is needed to overcome the tires' resistance. At this speed, wind or aerodynamic drag is of marginal importance.

• Rolling resistance rises steadily as the car's speed increases up to 90-MPH. But the aerodynamic drag builds up more drastically to overshadow the energy losses incurred by the tires.

At 100 MPH, only 10 to 15 percent of the engine's available power is taken by the tires in rolling resistance. Wind drag, meanwhile, is five times greater.

More-efficient engines and lower-drag body shapes will only serve to increase the relative importance of low-roller tires.

Tire companies are quite capable of creating the low-energy-absorbing compounds of the low-rollers. The trick is not to trade their qualities off at the expense of wet skid resistance— as well as ride comfort and tire longevity.

The latest generation low-rollers fall mainly into two categories — those employing the traditional tire rubber polymers, and Dunlop.

The British company, working with Shell, claims to have developed a polymer which increases its energy absorption under braking, thereby producing good skid resistance.

Dunlop's technical head, Geoff Morton, claims, "We can double the fuel saving by putting this polymer onto a low-roller tire."

On the Dunlop tire, the new polymer provides half of the 25 percent reduction in rolling resistance, the remainder coming from a different type of construction for the tire using lower energy absorbing materials in the sidewalls.

In the barrage of claims surrounding the new low-rollers, Dunlop reckons its latest SP4 offers a 5 percent fuel saving compared with Pirelli's economy tire, the P8. And like Pirelli, Dunlop says there is no loss of wet skid performance, handling or tire life.

While Dunlop has the first call on the new polymer, Shell will obviously be keen to sell it to other tire makers as well.

Dunlop's rivals have all varied the physical properties of their tires, juggling with inflation pressure, tread widths, patterns, carcass shapes, height to width relationships (aspect ratio) and wheel diameter to overcome the loss of handling and wet skid performance that can be introduced by low-roller rubbers.

One theory is that European auto makers will adopt Goodyear's approach — of developing super-economy tires which have high aspect ratios, inflation pressures well above 40 pounds per square inch and are mounted on large diameter wheels.

These tires will be expensive, but the auto maker will recoup the premium by selling them as part of an economy package.

However, styling and marketing pressures dictate that some fuel economy from the tires must be sacrificed by going to wide, low-aspect-ratio tires. Just which remains a matter of debate.

At one end of the spectrum are Michelin and Pirelli, who believe the 65 series aspect ratio should be the econotire across the whole range—though they concede they will still make ordinary 80 series if they are wanted.

Uniroyal claims that 70 series "is all that is needed for the best compromise."

Goodyear is backing 80 series for economy cars and 65 series for models where handling matters. The company reckons that while 80 series on large wheels will show reductions in rolling resistance of at least 25 percent, the squatter 65 series will not exceed 20 percent reduction.

Pirelli's second-generation P8 economy tire — just introduced — shows a 10 percent improvement in rolling resistance compared with the original P8.

The Italian engineers are adamant that the 65 series is right for combining a wide, stiff tread which reduces losses due to shuffling of the tread, and flexible, bulging sidewalls for comfort.

• It is on the subject of comfort that the French tire giant, Michelin, enters the scene.

Michelin opted for a smaller wheel rim flange — the TRX flange — in order to increase the effective height of the tire sidewall. This was done to improve the ride comfort of low, squat tires.

Michelin claims that the TRX side wall is less stiff than that of conventional tires, and thus absorbs less energy—which means fuel saving. Other tire makers claim that any improvement in performance of the French tires is not due to the TRX concept.

All Michelin's rivals have built TRX-type tires of their own, and are united in claiming the French tires are not built according to the company's patents.

The Michelin economy tire in Europe is a TRX 65 series which offers approximately 15 percent less rolling resistance than the company's equivalent 80 series XZX tire.

But the whole subject of TRX throws the rest of the tire industry into a frenzy. It is simply the "wrong" size.

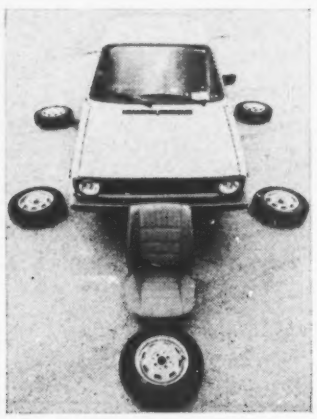
The auto industry traditionally uses wheels measured in whole inches. Michelin's millimetric wheel did not exist until the company decided its technology was best. Because TRX tires require a specially profiled rim and do not work on conventional flanges, Michelin adopted the metric wheel to avoid dangerous substitution for other tire makes.

This is where auto makers could have the final say. If they agree with Michelin, everyone else in the tire business would have to spend millions of dollars on new metric moulds just to remain in the game.

Michelin is adamant. "For Michelin there is only one way forward in car tires, and that is the TRX," says the company which sits on a third of the European tire business.

STOP!

Braking performance is an important aspect of a car maker's requirements for tires. Here, a Fiat Mirafiori running on Pirelli P8 tires executes braking maneuvers on a wet track.



Low rollers

Pirelli reports that its latest P8 low rolling resistance tires save up to 6 percent in fuel consumption compared with standard steel-belted radials. That, it says, is the equivalent of a 176 pounds weight saving, or the front passenger seat and five wheels and tires on this Rabbit.

Growth looms for diesel cars

By Richard Feast
European Correspondent

Demand for diesel-engined cars could be much greater than many observers believe if a forecast by International Business Reports is correct.

In a major analysis of the market for the next five years, IBR believes diesel registrations in western Europe will rise by 150 percent to more than 1.5 million.

At the same time, it forecasts a staggering seven-fold increase in diesel-car registrations in the U. S. to 2.8 million by the middle of the decade.

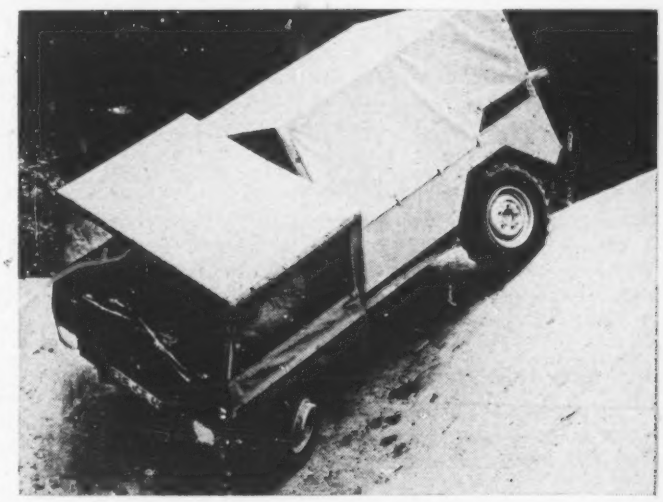
The report, Diesel potential to 1985, deals with the United States and the eight major European markets.

Diesel car demand surged in the wake of the second oil price shock, says the report.

This year, decontrol of oil prices in the U. S. and depreciation of European currencies against the dollar have brought about further increases in the real price of fuel, adding impetus to the trend on both sides of the Atlantic.

It adds that manufacturers'

Continued on Page 13



Let's twist again . . .

Unusual feature of the new all-terrain vehicle to be built by ATW Auto-Montan-Werke in the Irish Republic (Automotive News, Oct. 12) is the central twisting connection. It provides good ground contact over rough surfaces, according to designers Messerschmitt-Bolkow-Blohm. Output of some 1,200 Chicos, as the vehicle is called, is forecast, mainly for sale in Third World countries.

world news briefs

Audi builds extra flexibility

The shell of the No. 3 production building at Audi's Ingolstadt factory was completed at the beginning of October. The new facility will give production more flexibility to respond to market demands, says Audi, which has been hit by a market swing away from its 100 and 200 models.

Hyundai expands in Europe

Hyundai, of South Korea, has added the UK and Italy to its export markets in Europe. Its Pony was already on sale in Belgium and Holland.

Prestige makers forge ahead

Both Daimler-Benz and BMW expect car production this year to exceed last year's. Exports compensate for weaker domestic demand.

Roy Axe goes home

Roy Axe, head of automotive design for Chrysler Corp. and formerly with the old Rootes group in the UK, is to join BL as director of styling for light and medium cars. He replaces David Bache, who is setting up business on his own.

Matra looks to LPG

Matra, the French defense contractor and motor group, will market liquefied petroleum gas (LPG) conversions through its Solex carburetor company. It predicts a market of 800,000 vehicles in the UK, France, West Germany and Belgium by the mid-'80s.

Saturday shifts at Saarlouis

Ford's Saarlouis factory in West Germany has been working Saturday morning shifts to meet demand for the front-drive Escort. Each shift adds 600 a day compared with a normal daily output of 1,200. Meanwhile, the Hailwood Escort plant in England is missing its daily target by around 250 units.

South African expansion for Mercedes-Benz

Investments of $220 million are being made by UCDD (controlled by Daimler-Benz) to lift South African production from 800 to 1,200 vehicles a month. Commercial vehicle output will be raised by a third to 1,000 monthly.

Project XX for export

European sources stress that the BL/Honda proposal to produce a 1985 executive car—known as Project XX—will not affect Honda's production plans in the U. S. The car will be made in the UK and Japan, with exports from each to North America.

DeLorean numbers edge up

The latest official statistics (to the end of July, from the SMMT) show DeLorean production at 1,760.

Bleak outlook for Alfa Romeo

Fears are growing in Italy that the overdue downturn in domestic demand will result in substantial layoffs at Alfa Romeo—and possibly bitter industrial strife. Despite the unprecedented demand this year and last in Italy, Alfa Romeo has lost market share.

VW spends in South America

Volkswagen is having to inject capital into its ailing South American operations. Brazil is to receive $80 million, Argentina $45 million and the former Chrysler do Brasil truck operations $70 million.

Decline foreseen for Michelin

Michelin's dominance of the European tire market — 37 percent—is predicted to decline over the next five years. A survey by Charles Zub Associates, of London, envisages gains for Goodyear, Pirelli, Bridgestone and particularly Continental. CZA predicts the demise of Kleber, of France, and Ceat, of Italy.

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	10 mos., 1980	10 mos., 1980
Alfa Romeo	6,792	9,461
BL	256,811	244,336
BMW	14,848	11,866
Colt	10,678	9,317
Daihatsu	2,679	1,129
Datsun	81,718	89,619
Fiat Auto	55,535	48,262
Ford	403,975	417,761
FSO	2,048	3,750
General Motors	109,120	120,632
Honda	14,059	22,126
Lada	13,005	12,084
Lotus	286	317
Mazda	15,236	13,706
Mercedes-Benz	9,465	8,013
Peugeot SA	102,524	129,176
Reliant	294	628
Renault	63,820	78,593
Rolls-Royce	1,156	1,202
Saab	8,232	6,775
Skoda	7,499	7,186
Subaru	2,971	2,820
Suzuki	2,509	893
Toyota	21,658	32,283
VAG	73,053	60,964
Volvo	38,822	34,649
Others	3,905	3,300
Total	1,322,698	1,370,848

Trucks, buses

BL	35,439	51,949
Daf	1,468	1,562
Daihatsu	2,402	2,220
Datsun	6,317	6,834
ERF	999	2,080
Fiat Auto	2,536	1,735
Foden	465	1,068
Ford	56,029	75,247
General Motors	26,787	36,076
Hestair-Dennis	408	431
Honda	3,484	3,008
IVECO	1,428	2,277
Jeep	125	129
MAN-VW	3,931	5,077
Mazda	3,346	1,508
Mercedes-Benz	4,770	4,577
Mitsubishi	1,845	915
Peugeot SA	11,153	14,691
FSO	249	536
Renault	2,556	1,877
Scania	792	1,051
Seddon Atkinson	1,759	2,829
Subaru	1,589	884
Toyota	4,963	5,292
VAG	4,757	6,114
Volvo	2,507	3,180
Others	3,524	3,114
Total	185,646	235,259
Total vehicles	1,508,344	1,607,107

SWEDEN

Cars

	10 mos., 1980	10 mos., 1980
Alfa Romeo	391	434
BL	51	233
BMW	2,341	2,053
Daihatsu	804	623
Datsun	3,544	4,294
Fiat Auto	2,860	4,333
Ford	17,173	13,756
General Motors	13,413	15,873
Honda	3,081	3,866
Lada	2,593	5,089
Mazda	8,156	6,347
Mercedes-Benz	4,962	5,089
Mitsubishi	1,556	3
Peugeot SA	5,362	7,012
Porsche	92	85
Renault	2,047	4,186
Saab	21,586	23,248
Skoda	270	207
Toyota	5,058	6,751
VAG	18,501	19,103
Volvo	39,637	41,955
Others	16	24
Total	153,516	161,882

WEST GERMANY

Cars

	9 mos., 1981	9 mos., 1980
Alfa Romeo	10,372	12,065
AMC	350	910
BL	4,695	5,123
BMW	99,506	109,201
Daihatsu	6,521	3,162
Datsun	33,930	38,827
Fiat Auto	73,571	69,580
Ford	225,375	193,876
General Motors	296,335	327,762
Honda	29,928	35,026
Lada	5,142	4,646
Mazda	34,913	35,608
Mercedes-Benz	189,981	198,227
Mitsubishi	37,392	32,006
Peugeot SA	80,038	94,806
Porsche	7,768	8,371
Renault	79,308	90,918
Saab	2,197	2,065
Skoda	1,348	1,713
Subaru	1,245	.....
Suzuki	5,792	3,877
Toyota	40,362	46,837
VAG	549,462	594,067
Audi	120,157	171,202
Volkswagen	429,305	422,865
Volvo	10,752	13,376
Others	1,950	1,785
Total	1,829,428	1,925,778

FRANCE

Cars

	8 mos., 1981	8 mos., 1980
Alfa Romeo	15,865	17,123
BL	15,445	16,163
BMW	15,634	11,334
Datsun	9,526	11,914
Fiat Auto	52,920	46,094
Ford	63,702	40,418
General Motors	20,715	23,922
Honda	3,971	5,881
Lada	13,332	9,840
Mazda	7,577	9,144
Mercedes-Benz	10,841	9,551
Mitsubishi	1,876	2,143
Peugeot SA	404,043	472,336
Citroen	176,102	187,625
Peugeot	170,941	201,106
Talbot	57,000	83,605
Polski-Fiat	1,024	910
Porsche	806	658
Renault	478,713	518,961
Saab	236	100
Skoda	2,548	725
Toyota	7,821	9,844
VAG	77,623	58,645
Volvo	6,548	5,440
Zastava	822	904
Others	65	77
Total	1,210,465	1,271,193

JAPAN

Cars

	8 mos., 1981	8 mos., 1980
Daihatsu	53,081	61,907
Fuji	41,182	51,446
Honda	110,612	107,652
Isuzu	42,224	42,472
Mitsubishi	162,802	168,795
Nissan	524,428	568,918
Suzuki	41,327	47,084
Toyo Kogyo	140,626	126,240
Toyota	704,908	708,699
Imports (all)	26,093	31,026
Total	1,847,393	1,914,239

Trucks, buses

Daihatsu	154,046	121,246
Fuji	88,106	71,975
Hino	26,765	33,834
Honda	95,039	64,088
Isuzu	82,560	92,721
Mitsubishi	178,699	189,121
Nissan	230,199	224,142
Nissan Diesel	13,974	17,947
Suzuki	231,105	186,858
Toyo Kogyo	111,259	134,383
Toyota	275,541	303,735
Total	1,487,293	1,440,050
Total vehicles	3,334,686	3,354,289

PRODUCTION OVERSEAS

FRANCE

Cars

	5 mos., 1981	5 mos., 1980
Citroen	393,018	417,823
Peugeot	402,778	456,289
Talbot	145,885	230,643
Peugeot SA Total	941,681	1,104,755
Renault	942,757	1,116,822
Total	1,884,438	2,221,577

Trucks, buses

CBM	64	80
Citroen	34,461	35,962
Peugeot	77,888	94,800
Talbot	10,431	19,176
Peugeot SA	122,780	149,938
Renault	168,766	153,449
Sovam	97	90
Unic	6,900	13,622
Total	298,607	317,179
Total vehicles	2,183,045	2,538,756

JAPAN

Cars

	8 mos., 1981	8 mos., 1980
Daihatsu	102,631	100,223
Fuji	124,021	131,325
Honda	559,356	533,834
Isuzu	86,594	70,577
Mitsubishi	410,447	415,788
Nissan	1,205,394	1,267,936
Suzuki	62,620	54,751
Toyo Kogyo	558,325	459,562
Toyota	1,483,091	1,556,863
Total	4,592,479	4,590,859

Trucks, buses

Daihatsu	218,696	178,022
Fuji	171,993	137,664
Hino	46,308	51,086
Honda	101,126	68,855
Isuzu	219,825	247,157
Mitsubishi	304,362	282,609
Nissan	477,603	461,795
Nissan Diesel	29,387	31,195
Suzuki	306,323	235,893
Toyo Kogyo	231,030	252,252
Toyota	668,290	676,808
Others	438	520
Total	2,775,381	2,623,856
Total vehicles	7,367,860	7,214,715

UNITED KINGDOM

Cars

	7 mos., 1981	7 mos., 1980
BL	250,163	246,582
DeLorean	1,760	.....
Ford	199,199	228,738
Lotus	194	263
Reliant	66	475
Rolls-Royce	1,703	1,914
Talbot	69,221	102,310
TVR	106	83
Vauxhall	29,111	38,212
Others	346	392
Total	551,869	618,969

Trucks, buses

Bedford	29,329	66,442
BL	48,375	83,201
Dodge	5,039	11,324
ERF	N/A	1,572
Foden	333	1,000
Ford	49,372	100,861
Hestair-Dennis	521	410
Metro-Cammell-Weymann	408	338
Seddon Atkinson	812	2,510
Others	463	594
Total	134,652	268,252
Total vehicles	686,521	887,221

SPAIN

Cars

	8 mos., 1981	8 mos., 1980
Citroen	38,509	53,889
Ford	159,217	168,175
Renault	181,658	210,354
Seat	133,211	196,997
Talbot	41,935	39,709
Total	554,530	669,124

Trucks, buses

CAF	1,008	1,818
Citroen	18,531	30,098
Dodge	1,989	2,419
Enasa	8,011	9,512
Ford	3,335	3,935
Mercedes-Benz	9,135	6,908
Motor Iberica	12,920	19,307
Santana	10,054	11,613
Seat	910	2,780
Total	65,893	88,390
Total vehicles	620,423	757,514

ARGENTINA

Cars

	6 mos., 1981	6 mos., 1980
Ford	32,304	32,056
Renault	31,038	27,667
Sevel	17,249	29,327
Volkswagen	10,590	12,624
Total	91,201	101,674

Trucks, buses

Deutz	58	56
Fiat Concord	28	692
Ford	14,343	18,330
IME	.....	2,041
Mercedes-Benz	3,932	4,408
Renault	39	78
Scania	195	430
Sevel	1,296	1,989
Volkswagen	752	2,357
Total	20,643	30,381
Total vehicles	111,844	132,055

Fiat expands robot operation

Fiat, one of Europe's pioneers in the use of robotics in auto factories, has taken additional steps aimed at expanding capacity and the range of work tackled by industrial robots.

Its latest equipment will be able to build engines almost without the human element and it is experimenting with seeing-eye TV robots which will be capable of much more complicated assembly tasks.

Fiat executives are apt to refer to the latest developments as "son of Robogate"—after the system which it introduced in the mid-70s for computer-controlled assembly of Strada body shells.

The engine assembly development is officially known as L.A.M., which stands for the Italian words for asynchronous engine assembly. It has cost Fiat more than $15 million to install at its Mirafiori factory near Turin.

The benefits, when it is in full production next year, will be an output of 1,500 engines a day with just 350 workers in two shifts.

• The engines may seem all of one type, but worldwide detail and exhaust emission standards differ to such a degree that as many as 110 different versions of Fiat's basic single-overhead camshaft engine are required. (The engine powers the Lancia Delta and Fiat X 1/9 as well as the Strada.)

The system was devised by Fiat's own Comau division and works on the basis that engines are assembled by stages at work stations to which they are delivered and from which they are collected by remote control trolleys.

There are 37 of these battery-powered trolleys, smaller versions of those used in Robogate. They follow magnetic tracks totaling five miles in length.

The trolleys serve 10 islands consisting of 12 work stations each. Eleven are used for production, the other for rectification work.

All automated equipment receives orders from three large central computers which coordinate the whole operation.

Fiat says: "The conventional production line becomes less and less desirable as a means of building engines. Quite apart from the total stoppage caused by any kind of holdup in one section, the speed of operation tends to be governed by the time needed to assemble the most complicated and expensive version of the engine.

"This is the drawback avoided by Fiat's new L.A.M. system."

• Meanwhile, Fiat's Research Center concentrated on increasing the flexibility of the robot itself.

The task selected for development was the bolting of hinges to doors — a seemingly simple task achieved by the human operator by eye and feel. Fiat's second-generation seeing robot instead looks for the holes, fixes their centers exactly and moves its operating head so that the bolts are percisely in line before screwing them home.

The means of doing this is with a TV camera, a computer and a pre-processor which transfers the image into black or white — information on which the computer can act with accuracy.

It is fast, too. It can install the hinges in 18 seconds, well under half the time it takes a person.

Several such tasks are being studied by Fiat, which says the process opens the way to all manner of application in almost every aspect of auto production.

"This second generation of robot prototype will change the shape of production lines in the years to come," predicts Fiat.

• The company's use of robots dates back nearly 10 years. They were used to weld Fiat 132 wings into place.

The second stage was in 1974 with the introduction of the 131. Complete mechanical assemblies were built on remotely controlled trolleys which traveled the factory under computer guidance.

Robots really arrived with the Robogate system used to manufacture Strada body shells at Rivalta. It marked the point at which a central computer took control of several robots grouped around a "gate" and made them work as a team.

"If may be seen in history as the beginning of the end for the production line, since the gates, where so much of the work could be done in one place, were linked not by a moving line — which would have been impractical anyway since the bodies spent so much time in each gate — but by the same kind of remote-controlled trolley first seen in the 131 production facility," Fiat says.

The company says that 1,012 bodies a day on average are being made under the existing equipment. The latest expansion to the system will give Fiat a planned capacity of 1,300 bodies daily in two-shift operation.

Lotus takes off the top

The latest versions of the Lotus Eclat 2.2 are available with a removable roof section for open-air motoring. The model is known as Riviera. The roof section stows in a protective cover in the luggage compartment.

Future Renault trucks will be streamliners

By Jan P. Norbye
Staff Correspondent

Renault has successfully completed the merger of Berliet and Saviem, and rationalized production to a large extent. The model range has been simplified and quality upgraded.

The next step will be to apply higher technology to improve operating economy of heavy trucks.

Automotive News interviewed the man in charge of the strategic planning for Renault Industrial Vehicles, Elios Pascual. Asked about weight reductions, he coolly proclaimed: "We'll reduce the weight of our trucks by about 15 percent in the next 10 years. That's equivalent to taking one ton out of a truck that has an unladen weight of 7 to 7½ tons."

How can that be done? There are several ways, none of them cheap. Most come under the heading of "material substitution." That translates into replacing iron and steel by light alloys, plastics and composites. "How much we can do at any specific time becomes mainly a question of economics," reflects Pascual.

Weight reduction, presently has first priority in Renault's truck engineering. "On average, rolling resistance accounts for 80 percent of fuel consumption," Pascual says, "and rolling resistance is proportional to weight."

"Naturally, we are working to optimize powertrains and provide truck drivers with better information for driving economically," says Pascual. But he does not believe in automatic transmissions.

"We are developing a new type of all-mechanical gearbox," he says, "that will make the driver's tasks much easier. It's based on the existing five-speed unit, combined with an electronic gear-change system that works automatically according to a program but can be overridden by the driver."

As for aerodynamics, he says, "We have to harmonize the semi-trailer with the cab, and vice versa. That is the only solution. We expect to get down to a drag coefficient of 0.45 in 1986. That will mean 20 percent more miles per gallon."

What will the future cab look like for a simple two-axle truck? "The temptation is to stretch out the front end, like the nose of an airplane, but we must stay strictly within practical dimensions, and observe limits imposed by law in our different markets," explains Pascual, adding: "Extra length usually also means more weight, so we have to find a compromise that gives the greatest drag reductions at the lowest penalty in size and weight.

"We are working on an advanced truck prototype, with Ministry support," he says, "It's called Virage, and we'll be ready to let you see it about a year from now. It combines all the major elements of our present thinking on these problems."

Diesels

Continued from Page 11

product plans virtually guarantee the medium-term future of the diesel car.

The main impetus in the U. S. will come from General Motors, with new V-6 and V-5 diesels and possibly three-cylinder units later on. Despite GM's dependence on Isuzu for diesels for its Chevette, IBR believes the company will be self-sufficient by the end of 1983. The 5.7-liter V-8 diesel is expected to be discontinued by 1985.

On the other hand, Ford Motor Co. will source diesels from Toyo Kogyo and BMW-Steyr. American Motors will take Renault units and Chrysler will use Mitsubishi and/or Peugeot units.

Recent experience in the U. S. and Europe, the report states, suggests that supply by domestic manufacturers is an important factor in boosting demand. Now that GM is promoting the advantages of the diesel in the U. S., foreign suppliers like Daimler-Benz and Volvo have been surprised by the unprecedented level of demand for the diesel option.

Another boost in U. S. demand came with the relaxation of emission standards, which previously threatened to throttle any real growth in the more fuel-efficient diesels.

Among developments in Europe, IBR reports: "VW is at an advanced stage of testing a turbocharged, three-cylinder diesel version of the Polo, reputed to achieve in the region of 100 MPG. This configuration could well hold marketing implications equivalent in significance to the dieselization of the Golf."

• Neither does the forecast rule out a diesel version of the Opel S-car GM is to build in Spain. It points to the introduction in Europe of a compression - ignition version of the Fiat 127—all cars in the so-called super-mini class. But it rules out a diesel version for the large-volume Renault 5, supported by a healthy 15 percent of the French new-car market.

According to the survey, Volkswagen plans to achieve a production capacity of 2,000 of its 1.6-liter diesels each day. And it says that, like BMW-Steyr, VW is setting itself up as a major supplier of diesel car engines. One of the likely customers, says IBR, is Britain's BL, a company exposed by its lack of a suitably modern diesel engine at a time when demand will be burgeoning.

By 1985, the biggest national diesel market in Europe will be France, which will pass West Germany's numbers. One - fifth of French new cars will be diesels, compared with one in seven in Germany.

In Belgium and Holland the proportion will be one quarter by the middle of the decade. The lowest penetration the forecasters envisage in Europe will be in the UK — a mere 7 percent on registrations of 121,-000. Much of this growth will come from introduction of diesel versions of the replacement for the country's top seller, the Cortina, in a year's time.

BMW bolsters exports, production

BMW, the Munich quality car maker, was bolstered by its exports last year — and this year looks like much the same.

Flagging domestic demand in 1980 (down 13.2 percent at 140,-722) was compensated for by a 14.8-percent improvement in overseas sales (198,460).

"Knock on wood, in 1981 as far as numbers are concerned, we will make a small increase in production," reports Dr. Karlheinz Radermacher, a member of BMW's board of management. "And there are not many manufacturers who can say that."

Continued weak domestic demand means that BMW's export drive is continuing this year.

BMW has pursued a policy of creating factory-owned subsidiary companies in its main export destinations. Take-over of one in Japan on April 1 this year hiked the number to 11.

Dr. Horst Avenarius, head of public relations, reports increased exports in the opening quarter of this year compared with the same period last year.

"In the countries where BMW has its own sales organizations, the total markets have fallen 7 percent," he said. "But in that time sales of BMWs have increased 5 percent."

While BMW continues to build to capacity, it recently shelved a plan to open an additional car factory. But it is investing very heavily in new plant and models — "which is unavoidable if the current performance is to be extended into the future," it says.

In the past two years it has invested a record DM1.2 billion (approximately $515 million at today's rates).

A central part of its forward planning involves introduction of 300 Kuka multi-function robot welders. This will allow the Dingolfing plant—which makes all but the 3-series — to change functions in line with market demands. Ten are already installed, and will be followed over the next few years by the remainder.

Where diesel car demand will grow in the west

Country	New registrations (x 000)			Market share (percent)		
	1980	1982	1985	1980	1982	1985
Belgium	49	67	107	12.4	16.0	24.0
France	186	247	425	9.9	13.0	20.0
Holland	27	66	127	6.0	12.5	23.0
Italy	105	124	262	6.9	9.5	16.0
Spain	19	29	61	3.3	4.5	8.5
Sweden	15	24	35	7.7	10.0	15.0
United Kingdom	11	38	121	0.7	2.5	7.0
West Germany	196	249	386	8.1	10.5	15.0
Europe*	608	844	1,524	6.8	9.5	15.2
United States	387	1,493	2,795	4.3	15.0	27.0
Total	995	2,337	4,319	5.5	12.4	21.3

*Main European markets only.
Source: International Business Reports.

At Toyota dealership

Aftermarket items are sold after

SCHAUMBURG, Ill. — Aftersale items including rustproofing, fabric protection, paint sealing and finance and insurance are profit-makers for Schaumberg Toyota, here, according to Gerald L. Resnick, president.

In fact, he urges his salesmen to leave the sale of these items until the car is sold. "They don't very often use it as a means of closing a sale," he explained, "but occasionally I'll have to remind them to leave the aftersale items for after the sale. 'Are you selling a car or rustproofing?' I ask them."

His salesmen are good, he said, and they like recommending The Protector rustproofing and such related products from the company as Paint Shield, Fabric Protector and Sound Shield, because they get full markup on them.

"We sell more rustproofing than any other aftermarket item," Resnick said. "Most of our customers want to keep their new cars from four to six years. So they know the rustproofing is important insurance.

"Even when they say they're only going to keep the car two years, we tell them they'll get as much as $50 of their $189.95 investment back when they resell the car," said Resnick. "And if they decide to keep the car longer, they have the protection," he and his salesmen point out.

Schaumburg Toyota is one of the largest Toyota dealerships in the Midwest. It sells 2,000 new cars annually and 400 plus used cars in a year.

• Last summer, it staged a promotion offering "hot dogs and red hot deals," "sweet corn and sweet deals" and "soft drinks and soft deals" along with a free Weber barbeque with the sale of a new car.

Some 49 new cars were sold on the weekend. The food was served under a tent on the hot August days when the promotion ran.

"We gave out more than a thousand hed hots," said Resnick of the "banquet of buys" advertised in some 60 TV commercials on all four of the Chicago stations from Wednesday to Saturday.

People who bought these new cars bought rustproofing with them.

"They know," said Resnick, "that it's like life insurance. No one wants to use it, but it's good to have. They know that in this climate it's important to have."

"Resnick and his son, Phillip, vice president, say that their salesmen like to recommend the aftersale items and they share in commissions, though they actually are sold by the finance and insurance man as part of the aftersale activity.

Salesmen have been given training by S & S Automotive, which sells the Protector line to Schaumburg Toyota. "But our men use their own good ideas to sell it," Resnick said.

Resnick expects to step up his sale of used cars as a result of the expansion of the dealership to almost twice its original size. In some cases, he'll add rustproofing to the used cars as a sales incentive.

He also finds that buyers are interested in preserving the fabric interiors which come with new-model Toyotas.

It used to be that the cars had only vinyl interiors, he said. Now, with the fabric interiors, there is an effort on the part of the consumer to keep it as fresh as possible, and Fabric Shield does that, so they often buy it, adding even more profit to the sale for Schaumburg Toyota.

Aftersale specialists

At Schaumburg Toyota, Schaumburg, Ill., Phillip Resnick, left, vice president, and Gerald L. Resnick, president, stand in the shadow of The Protector, the brand of rustproofing they offer customers at their high-volume (2,000 new cars a year) dealership. Other aftersale profitmakers include fabric protection, sound shielding and paint sealants.

Used car sales

Auction Averages

November	$4,436
Month ago	$4,364
Year ago	$3,795

AMC to market Eagle, Renegade in Japan in 1982

DETROIT. — American Motors, which hasn't marketed its vehicles in Japan for 10 years, plans to make a new start there with its Eagle wagon and the Jeep CJ-7 Renegade.

AMC hopes to get type certifications by April 1 and to begin selling the four-wheel-drive vehicles soon after that, through 65 retail outlets. A distribution network will also be established.

Trading company Mitsui & Co. will be import agent for the U. S.-assembled 4x4s.

An American Motors spokesman said the company expects sales volume of the two vehicles in Japan to be about 1,000 units in 1982, the first year of the new marketing setup.

Mitsubishi will continue to build the CJ-3B—a utility vehicle of older design—under license from Jeep, an AMC spokeswoman said.

Model breakdown

Auction Averages

	NOVEMBER	OCTOBER	SEPTEMBER
1981	$6,703	$7,074	$7,548
1980	5,525	5,697	5,814
1979	4,702	4,922	5,051
1978	3,947	3,731	3,963
1977	2,716	2,927	3,045
1976	2,180	2,140	2,122
1975	1,515	1,628	1,587
1974	1,121	1,258	1,180
Overall Average	$4,436	$4,364	$4,321

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-6873

Thursday
ONTARIO AUTO AUCTION
408 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4651

Special & Immediate Service to:

- Lease & Daily Rental Companies
- Dealers, Fleet Owners
- Banks & Finance Companies

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.
Name _____
Company _____
Address _____
City _____ Postal _____
Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

DOUBLE HEADER
TUESDAY, DECEMBER 8, 1981
STARTING 10 A.M.
CHRYSLER PLYMOUTH
DODGE SALE
CHRYSLER PLYMOUTH
Dodge Dealers Only
ALL MAKES & MODELS
11 A.M.
AMC FACTORY SALE
MANY FRESH UNITS
Central Office Units
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A
CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

Advertise in Automotive News for Quick Action

Total is 32 percent below last year

76,051 cars built in holiday week

By Patricia Hoffman
Staff Writer

U. S. auto production dropped substantially last week from the previous week's output due to the Thanksgiving holiday and downtime at several assembly plants.

During three days of production last week, the auto makers targeted output at 76,051 units, down 32.48 percent from 112,628 completed the previous week, and down 17.92 percent below 92,653 units in the comparable 1980 holiday week.

So far this year, the auto makers have completed 5,920,581 units, up 1.96 percent from 5,806,933 in the comparable period last year.

General Motors' Bowling Green (Corvette) facility resumed operations last week after being idle since Nov. 9 for inventory control.

The second shift at GM's Willow Run plant returns today (Nov. 30) with production cut from the original 70 units an hour on two shifts to 50 units an hour on two shifts.

GM's Linden facility will reduce line speed from 56 units an hour on two shifts to 45 units an hour on two shifts, also beginning today.

Also at GM, the Lordstown plant halted production last Wednesday with operations slated to resume Jan. 4

GM Leeds will close Dec. 7 to convert to the J-car. Operations are scheduled to resume Jan. 11.

GM's Arlington plant has scheduled a line-rate reduction starting Jan. 4. Output will decrease from 58 units an hour on two shifts to 45 units an hour, also on two shifts.

GM South Gate will halt second-shift operations today (Nov. 30).

Chrysler Corp.'s Newark facility, idle since Nov. 9 for inventory control, resumed operations last week.

American Motors' Kenosha plant closed last week for inventory adjustment. The point is slated to resume Dec. 5.

Checker Motors' Kalamazoo facility, idle since Nov. 18 for changeover, is slated to return Jan. 11.

Volkswagen of America's Westmoreland point, idle since Nov. 16 for inventory control, is slated to return Dec. 7.

All car facilities were idle two days last week in observance of the Thanksgiving Day holiday.

All Ford and Chrysler production figures were estimated by Automotive News.

Truck output moves up, production falls in Canada

For the second week in a row, Canadian auto production dropped below the previous week's total due to downtime at Ford Motor Co. facilities.

Despite a would-be offset by the gradual increase of A-car production at General Motors' Oshawa No. Two facility, downtime at Ford's St. Thomas and Oakville points brought estimated car output down 5.23 percent last week, from 15,427 to 14,620 units. Production was down 21.23 percent from 18,561 in the comparable 1980 week.

Year-to-date output for the auto makers is 741,383 units, down 3.79 percent from 770,620 in the comparable period last year.

Truck production was targeted at 11,228 units last week, up 2.20 percent from 10,986 in the previous week, and up 6.90 percent from 10,503 in the comparable 1980 week.

So far this year, the truck manufacturers have assembled 468,499 units, up 1.33 percent from 462,331 in the comparable period last year.

Chrysler's Windsor car facility returns to two-shift operations today (Nov. 30). One shift was dropped Oct. 12, cutting production from 560 units per day to 400 units per day.

The return of the second shift will bring the line rate back to 560 units per day, and 1,500 workers will be recalled from temporary layoff.

GM's St. Therese car facility will be idle starting today for an extended Christmas downtime due to sluggish market conditions. The plant is slated to resume operations Jan. 11.

Ford's St. Thomas point completed its second week of downtime last week (Nov. 23) for inventory control. The facility is slated to return today.

Also, at Ford, the Oakville plant was idle last week for the first of a two-week shutdown for inventory adjustment. Oakville is slated to resume operations Dec. 7.

Ford's Ontario truck point begins a week of downtime today. The point is scheduled to return Dec. 7.

International Harvester's Vancouver and Chatham facilities will be idle for an extensive holiday closing starting Dec. 14. The plants are slated to resume production Jan. 4.

British licenses to mark possible organ donors

LONDON. — Beginning in October, 1982, British driving licenses will carry a detachable portion allowing the holder to donate his kidneys and other organs in the event of a fatal accident.

"I am sure this will be warmly welcomed by the public," said Kenneth Clarke, undersecretary of state for transport.

Two-day holiday reduces week's truck production

Because of the Thanksgiving holiday, last week's domestic truck production dropped 30.87 percent below the previous week's output. The total was about the same percentage below that of the comparable 1980 shortened work week. All U. S. truck facilities were idle last Thursday and Friday.

Last week's output was targeted at 18,091 units, down from 26,169 in the previous week, and down 30.81 percent below the 26,146 units completed in the comparable week last year.

Year-to-date output is 1,509,540 units, up 4.9 percent above 1,439,078 in the comparable 1980 period.

General Motors' Chevrolet Flint (Line Two) remained down last week (Nov. 23) due to a parts shortage.

The van line at GM's Lordstown facility will be idle beginning today (Nov. 30). The plant is slated to resume operation Dec. 7 minus the second shift.

Also at GM, the Janesville truck facility will drop the second shift beginning Jan. 4.

Volkswagen of America's Westmoreland facility remains down this week for inventory adjustment. The point, which has been idle since Nov. 16, is slated to resume Dec. 7.

American Motors' Toledo (Jeep) plant resumed operations last week after being down since Nov. 16 for inventory control.

International Harvester has slated downtime beginning Dec. 14 at its Ft. Wayne and Springfield facilities. The plants are scheduled to return Jan. 4.

U. S. CAR PRODUCTION

	Week Ended Nov. 28, 1981	Week Ended Nov. 29, 1980	Week Ended Nov. 21, 1981	Nov. to Date	Jan. 1 to Nov. 29, 1980	Jan. 1 to Nov. 28, 1981
AMERICAN MOTORS	.....	3,275*	2,550*	5,100*	153,063*	109,672*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	8,460	12,360	10,600	38,020	583,457	706,447
Plymouth Total	3,420	5,670	3,700	13,914	267,990	347,243
Horizon	1,020	1,980	1,700	2,751	141,719	130,165
Reliant	2,400	3,540	2,000	11,163	54,854	207,491
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	60	.....	.....	5,683	2,139
Gran Fury	.....	90	.....	.....	13,999	7,448
Chrysler Total	1,500	1,470	2,500	9,298	74,633	51,097
LeBaron	1,500	900	2,500	9,298	56,408	46,235
Chrysler	.....	570	.....	.....	18,225	4,862
Dodge Total	3,540	5,220	4,400	14,808	240,834	308,107
Omni	1,020	1,650	1,700	2,720	118,907	116,933
Aspen	.....	.....	.....	.....	36,881	.....
Aries	1,980	2,940	1,800	8,257	44,049	163,465
Diplomat	.....	360	.....	.....	28,008	12,644
Dodge 400	540	.....	900	3,831	.....	11,383
St. Regis	.....	270	.....	.....	12,989	3,682
FORD MOTOR	18,125	21,901	25,270	68,922	1,162,704	1,255,663
Ford Division	11,527	14,388	15,321	39,960	830,894	849,393
Escort	4,500	4,677	3,809	15,907	70,657	337,003
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	2,237	1,384	3,729	10,244	186,273	170,379
Must./Must. II	2,284	2,517	3,807	6,091	214,833	143,038
Granada	1,665	2,657	2,775	5,676	101,446	96,406
T-Bird	721	2,103	1,201	1,922	106,144	60,359
Ford	.....	1,050	.....	.....	83,362	40,886
EXP	120	.....	.....	120	.....	1,322
L-M Division	6,598	7,513	9,949	28,962	331,810	406,270
Mercury Total	5,611	6,521	8,303	22,586	286,341	345,499
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,440	2,478	1,471	5,873	24,963	113,301
Capri	900	747	1,500	2,400	62,230	47,351
Zephyr	541	920	902	2,562	61,806	48,781
Cougar	1,440	947	2,400	5,137	22,372	46,170
XR-7	247	655	412	659	52,783	27,980
Mercury	971	774	1,618	5,883	49,742	61,187
LN7	72	.....	.....	72	.....	729
Lincoln Total	987	992	1,646	6,376	45,469	60,771
Continental ('82)	494	.....	823	3,189	.....	10,669
Lincoln	299	541	499	1,944	19,216	25,523
Mark VI	194	451	324	1,243	24,387	24,579
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	49,466	54,610	74,168	277,511	3,733,409	3,692,564
Buick Division	9,122	10,139	14,403	53,439	701,931	814,244
Skylark	1,944	2,661	3,184	11,451	196,656	247,903
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,218	1,840	1,629	5,860	150,054	95,934
Regal	2,856	2,954	4,723	17,201	183,574	246,094
Buick	2,054	2,010	3,117	12,643	132,283	160,225
Riviera	1,050	674	1,750	6,284	89,364	64,088
Cadillac Division	3,245	2,510	5,021	18,495	179,267	240,696
Cimarron	194	.....	134	1,077	.....	21,812
Seville	192	414	310	1,151	30,832	22,290
Eldorado	699	759	1,176	4,186	48,690	53,792
Cadillac	2,160	1,337	3,401	12,081	99,745	142,802
Chevrolet Division	19,355	23,281	27,893	105,771	1,595,310	1,358,575
Chevette	4,315	5,540	7,673	27,179	418,471	327,447
Cavalier	5,090	.....	5,674	27,138	.....	131,981
Celebrity	2,135	.....	3,056	9,438	.....	10,957
Monza ('80)	.....	1,801	.....	.....	148,201	.....
Camaro	1,495	1,450	1,188	3,690	107,747	91,464
Citation	2,000	5,180	3,405	13,378	415,104	284,298
Malibu	2,280	3,700	3,600	13,129	241,932	212,837
Monte Carlo	1,440	2,200	2,809	9,695	109,506	128,651
Chevrolet	300	2,880	488	1,824	114,290	145,379
Corvette	300	530	.....	300	40,059	25,561
Oldsmobile Division	8,761	11,340	13,971	52,404	725,223	781,670
Omega	.....	1,362	.....	2,513	100,726	125,426
Cutlass	2,880	5,962	4,757	17,219	347,051	344,439
Cutlass/Ciera	1,828	.....	2,457	8,711	.....	13,238
Oldsmobile	3,306	3,485	5,513	19,491	207,864	256,761
Toronado	747	531	1,244	4,470	69,582	41,806
Pontiac Division	8,983	7,340	12,880	47,402	531,678	497,379
Acadiant †	345	260	343	1,122	18,006	17,905
J2000	3,258	.....	4,860	16,005	.....	82,427
Sunbird ('80)	.....	2,048	.....	.....	145,838	.....
T1000	909	.....	1,174	6,027	.....	83,682
Firebird	770	999	586	1,845	72,156	45,364
Phoenix	738	1,561	1,175	4,290	123,612	91,333
Grand Prix	984	1,460	1,615	6,603	66,413	91,692
Bonneville ('82)	984	.....	1,565	6,507	.....	23,255
A6000	995	.....	1,562	5,003	.....	9,430
LeMans	.....	868	.....	.....	57,185	42,027
Pontiac	.....	144	.....	.....	48,458	10,064
VOLKSWAGEN	.....	2,730	.....	8,101	177,281	154,226
CHECKER	.....	8*	40*	240*	2,922	2,009*
Total Cars, U. S.	76,051	92,653	112,628	397,894	5,806,933	5,920,581

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 28, 1981	Week Ended Nov. 29, 1980	Week Ended Nov. 21, 1981	Nov. to Date	Jan. 1 to Nov. 29, 1980	Jan. 1 to Nov. 28, 1981
CHEVROLET	4,930	8,185	8,005	29,387	427,256	430,542
DODGE	1,260	1,600	2,160	7,375	110,582	86,469
FORD	5,947	9,289	9,912	34,199	539,039	586,088
GMC	2,314	3,043	3,650	12,984	138,884	158,171
INTERNATIONAL	690	1,038	1,052	3,009	59,767	63,655
MACK	.....	500*	.....	1,158	35,125*	35,771
JEEP	.....	276	.....	.....	21,246	.....
AM CORP.	1,500*	1,740*	.....	3,000*	74,381*	82,688*
MISCELLANEOUS	50*	85*	50*	200*	7,786*	3,436*
VOLKSWAGEN	1,400*	390	1,400*	5,600*	25,012	62,720*
Total Trucks, U. S.	18,091	26,146	26,169	96,912	1,439,078	1,509,540

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 28, 1981	Week Ended Nov. 29, 1980	Week Ended Nov. 21, 1981	Nov. to Date	Jan. 1 to Nov. 29, 1980	Jan. 1 to Nov. 28, 1981
CHRYSLER CORP.	2,000	.....	2,007	7,657	45,722	78,136
FORD MOTOR	3,199	3,624	3,180	9,469	163,010	128,700
GENERAL MOTORS	5,794	6,584	5,561	22,281	218,810	251,049
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	235	295	238	942	14,791	10,614
MACK	.....	.....	.....	.....	1,871	.....
Total Trucks, Canada	11,228	10,503	10,986	40,349	462,331	468,499
N. American Trucks	29,319	36,649	37,155	137,261	1,901,409	1,978,039

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 28, 1981	Week Ended Nov. 29, 1980	Week Ended Nov. 21, 1981	Nov. to Date	Jan. 1 to Nov. 29, 1980	Jan. 1 to Nov. 28, 1981
AMERICAN MOTORS	960	480	976	3,868	1,419	32,558
CHRYSLER CORP.	2,000	.....	1,957	7,721	67,514	59,497
FORD MOTOR	403	5,440	3,716	14,488	234,006	194,060
GENERAL MOTORS	11,032	12,416	8,553	35,895	458,559	445,708
VOLVO	225	225	225	855	9,122	9,560
Total Cars, Canada	14,620	18,561	15,427	62,826	770,620	741,383
N. American Cars	90,671	111,214	128,055	460,720	6,577,553	6,661,964
N. American Trucks	29,319	36,649	37,155	137,261	1,901,409	1,978,039
North American Cars and Trucks	119,990	147,863	165,210	597,981	8,478,962	8,640,003

†—All Acadians and Canvelles are built for sale in Canada. *—Estimated.

C 2700-1

Automotive News.

Detroit, December 7, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Japanese balk at threats of new U.S. import curbs

By Jake Kelderman
Washington Staff Writer

The debate over Japanese car exports to the U. S. continued to pick up steam last week as government officials in Tokyo said they would not agree to a request by the U. S. to revise the current voluntary restraint agreement for 1982.

Transportation Secretary Drew Lewis, in Tokyo, has been warning Japanese auto makers that such a review may be necessary in light of the continued domestic auto sales slump in the U. S.

Takashi Ishihara, president of Nissan Motor Co. and chairman of the Japan Automobile Manufacturers' Assn., said his industry could not further restrict vehicle shipments below the 1981 level of 1.68 million units agreed to by the country's 11 auto makers.

Ishihara said Nissan would reject any further reduction of exports to the U. S., even if asked to do so by the Japanese government. He said maintaining the 1981 level of exports is a "matter of life or death" for the Japanese auto industry, which faces a depressed home market and declining profits.

Meanwhile in Washington, U. S. trade officials displayed a marked toughening of their stance toward the Japanese in their testimony before a Senate Subcommittee.

The hearings on U. S.-Japan trade and the state of the auto industry preceded talks that are to open this week between U. S. and Japanese trade officials.

Under the voluntary import restrictions worked out with the Japanese government last spring, Japanese car makers are to deliver no more than 1.68 million units to this country through next March. Through September they have delivered 905,223 units, down 1.7 percent from 1980 levels.

Imports will need to decline an additional 12.1 percent if the Japanese are to reach the agreed-upon level of restraint.

Trade officials said they fully expect that to happen but noted that because of the poor sales of U. S. cars, the Japanese would still end up taking 19.3 percent of the market, a full 2.5 percentage points more than what had been predicted last spring.

• The trade officials said they were also somewhat concerned that the agreement calls for Japan to determine import restraints for next year based on the Japanese sales projections. This would be a prime topic of debate when U. S. trade officials meet with their Japanese counterparts this week, they said.

U. S. Assistant Secretary of State for Economic and Business Affairs, Robert D. Hormats, said the issue of auto parts will be taken up at that time too.

Hormats said the Japanese are reneging on agreements to increase their imports of auto parts, apparently under the notion that because they have agreed to limit their auto exports little more need be done to satisfy U. S. demand for fairness in trade with the country.

Under an agreement reached last year, the Japanese were to send trade missions here with the understanding they would purchase up to $300 million in American auto parts.

To date, only $64 million has been bought and "even this total depends on the inclusion of chemical catalysts and cattle leather, of which a substantial portion are probably destined for nonautomotive uses," Hormats said.

Hormats said the trade mission has not resulted in a steady stream of new business and that parts exports to Japan this year will probably decrease in comparison to last year.

The Commerce Department has been able to identify only $5.5 million in actual new business, he said, noting that in contrast Japanese auto parts exports reached $3.8 billion in 1980, which is up nearly 30 percent from 1979. About $1.8 billion of that came to the U. S.,

Saudi Arabian market tilts from Japan to U.S.

By Dave Kaiser
Staff Correspondent

JEDDAH, Saudi Arabia.—Despite factors which give Japanese automobile manufacturers an edge in competition here over American manufacturers, Saudi Arabian consumers prefer an American car due to its style, elegance and status.

According to Saudi Business, the look of a car—in addition to quality—plays an important role in the Saudi Arabian market. It is for this reason that the upper strata of society prefer American cars which blend the two aspects satisfactorily.

Amr Khalid Hafiz, assistant general manager of the Saudi Research Co. in Riyadh has been using American cars for the last seven years after trying Japanese and Italian models. He now uses General Motors vehicles exclusively, saying he finds them comfortable, elegant, strong and safe. Another factor was the fact that spare parts are readily available.

According to figures announced here at the annual Mideast

Continued on Page 42, Col. 1

breaking news

U. S.-built Renault to be named Alliance

DETROIT. — Renault Alliance is the name of the new front-drive subcompact sedan that will be assembled at American Motors' Kenosha plant, beginning next fall, to be sold through AMC/Renault dealers in the U. S. as an '83 model. The car was introduced earlier this fall in Europe as the R-9. In the U. S., it will be powered by a 1.4-liter four-cylinder engine, with choice of five-speed overdrive or three-speed automatic transmission. The single four-door body style will be joined in '84 by a coupe and a wagon, and diesel and turbo options also may be offered then.

Double U. S. gasoline tax, FHA chief urges

INDIANAPOLIS.—A doubling of the current four-cents-a-gallon federal tax on gasoline to help pay for maintaining the nation's highways was urged at a press conference here by Ray A. Barnhart, head of the Federal Highway Administration. The tax has remained unchanged since 1959, while the price of gasoline has more than quadrupled. An eight-cent tax would raise about $4 billion. Neither President Reagan nor Congress appears to be interested in a tax increase.

See BREAKING NEWS, Page 8, Col. 1

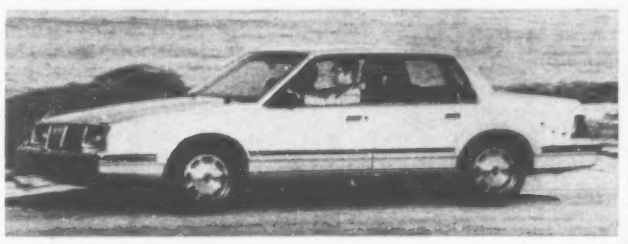
A-cars are a-comin'

Buick Century Limited sedan

The Century, Buick's version of the new General Motors A-body cars, is available as a Custom coupe and four-door sedan and Limited coupe and four-door. Although based on the X-car platform, the A-cars are significantly different in appearance, ride and handling. Story and another photo on Page 28.

New family member

Oldsmobile's family of Cutlass cars has been expanded with the addition of the Cutlass Ciera. The slippery front-drive car has a four-cylinder gasoline engine as standard but upgrading includes V-6 gasoline power or a new V-6 diesel engine. Story, other picture on Page 30.



A taste of Europe

The clean and uncluttered appearance of the Pontiac 6000 gives it a distinctly European flair. The black, flush frames for the windshield and side glass accentuate that flair. Aerodynamics is emphasized, from that air dam seen up front to a little lip on the trunk lid. Story, other picture on Page 18.

Chevy's newest entry

Design objectives for the 1982 Celebrity, Chevrolet's version of the General Motors A-car, included ride characteristics of the Malibu, quietness of the Caprice and handling of the Citation. Offered as a coupe, shown here, and as a sedan in three trim levels, Celebrity's standard equipment includes automatic transmission, power brakes, power steering and match-mounted glass-belted low-rolling-resistance tires. Story, other picture on Page 26.

Camaro, Page 33; Firebird, Page 13.

NEWSPAPER

Transmission f
Page 1(

AN JAN83
MD20813CNGLIAO DE IN095 920013
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HI WAY
BETHESDA MD 208

Dealer chides those who fight proposed FTC used-car rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — New and used-car dealers fighting a proposed Federal Trade Commission used-car rule got a dressing down from one of their own last week.

Dave Eagleson, more than 25 years an Oldsmobile-Cadillac dealer in Olney, Ill., told a House subcommittee holding hearings on vetoing the rule that it was "a disgrace" to him "that the retail used-car industry and its dealer associations still oppose the rule."

This rule requires dealers to tell the customer no more than dealers already know about any car they might be selling, he said. It is not going to hurt business; if anything, it will help, he said.

Eagleson ought to know: His dealership has been inspecting its used vehicles for more than 20 years and disclosing the results of those inspections and remedial actions to customers for the same amount of time.

Even in this, the worst slump the auto industry has been in for a long time, he is still doing pretty well while those around him are hurting or out of business, he said.

Eagleson said he doesn't think much of the NADA arguments against the used-car rule and is more than a little unhappy with it for not disseminating any good things about it.

"Most dealers haven't even read it," he said, "and I venture to say that if they did, many of them wouldn't find it so objectionable."

• Eagleson said any sharp fifth grader can interpret the true meaning of NADA's objections to the used car rule:

"Compliance will cost too much." "Why spend money to find and record things we prefer the buyer didn't know about anyway?"

"The rule will increase our liability." "We're going to be in a lot of trouble if we give unreliable information and don't keep our promises."

"Government regulation is bad for us." "What is good for us is our enduring unregulated buyer-beware policy."

"The rule is ambiguous." "The 10 pages of plainly written English that explain how we can comply with the rule are more than we care to read and comprehend within the next six months."

"I just don't see any problems with this rule and think it could be a help not only to car buyers but to dealers as well," Eagleson said.

NADA and the National Independent Automobile Dealer Assn. have a different view. They argue the rule has the effect of mandating inspection of used cars and thereby opens the dealer to greater liability.

If this rule goes into effect, dealers will have more lawsuits, no "as is" sales and more sales going into the private market, they assert.

Rep. James Florio, New Jersey Democrat and chairman of the House Commerce, Transportation and Tourism Subcommittee, challenged those arguments.

The rule clearly states no inspection is required, he said. "As is" sales will still be allowed (he thought this a bit of a "red herring" since he couldn't see any difference between an "as is" sale by a dealer and an individual because buyer still has recourse under the law. The loss of sales to the private market argument is purely speculative, Florio said.

"The nation is experiencing an unprecedented boom in used-car sales and consumers deserve this minimal protection," he said.

• Rep. Gary A. Lee, New York Republican and sponsor of House legislation to veto the rule, thinks it goes too far and would rather it required only the disclosure of warranties and the right of inspection by an outside party.

Thus far he seems to be winning the argument. He now has 209 House members signed up as cosponsors of his veto resolution. (Earlier story appears on Page 33.)

Florio expects to mark up the legislation this week. There is a possibility the legislation will be voted yet this year, at least on the House side.

In the Senate, NADA and NIADA have managed to garner 43 cosponsors on a veto resolution.

Both houses of Congress must veto any rule to prevent it from becoming law. The rule goes into effect if either branch does not pass a veto resolution or fails to act within 90 days of its submittal to Congress.

On the used-car rule, the 90-

Continued on Page 44, Col. 5

Jim Plague

Birds of a feather?

A passing seagull does his imitation of the new DeLorean sports car. Or is it the other way around?

Service Index gains; rate of growth slows

By Francis J. Gawronski
Service Editor

Service and parts business in the nation's new-car dealerships continued in the upside in October, but the rate of growth dipped 1.5 percentage points, marking the fourth consecutive month that the pace has declined.

According to the Automotive News Service Index, shop volume in October was 102.9 percent of the business recorded in the same month of 1980.

In September, service and parts volume was 104.4 percent of the business in the like month the year before. In August it was 105.7 percent, in July, 109.8 percent, and in June it was 116.6 percent, the biggest increase in 30 months.

With three of the five indicators showing increases, October marked the eighth consecutive month in which shop volume has bettered the volume recorded in the year-earlier month.

The leading indicator in October was gross profit on all labor, parts and P&A sales — the most important indicator for the dealers' viewpoint, which was up 8.5 percent from the year ago figure. In September, gross profit was up 4.6 percent.

• Sales of all parts and P&A sales was up 4.8 percent in October, while shop parts sales (those used in customer-paid and warranty repairs) were up 1.2 percent.

The two indicators registering

Continued on Page 44, Col. 1

SERVICE INDEX
102.9*

	Oct., '81 vs. Oct., 80	10 mos., '81 vs. 10 mos., '80
Gross Profit on All Labor and P&A Sales	+ 8.5%	+ 9.0%
Repair Orders Written	—10.3%	— 3.6%
Total Labor Sales (Customer & Warranty)	— 1.4%	+ 2.9%
Shop Parts Sales (Customer & Warranty)	+ 1.2%	+ 6.0%
Sales of All P&A	+ 7.3%	+ 8.3%

*—Survey by Automotive News shows that dealers' service and parts business in Oct., 1981, was 102.9 percent of business in Oct., 1980. Service business in the 10 months of 1981 was 105.0 percent of business in the corresponding period in 1980.

Prototype is driven to display area

Mexico developing sun-powered car

MEXICO CITY. — The Ministry of Human Settlements and Public Works (SAHOP), which has been quietly manufacturing a solar vehicle, will publicly unveil this at an auto show.

Javier Ibarra Herrera, director of the program for utilization of saline waters and solar energy, drove the pilot model car a distance of about 4 miles in 20 minutes to the display area, despite the chronically heavy city traffic.

Ibarra Herrera has been instrumental in launching the Mexican desalting program, with many plants now operated by solar energy. He personally drove the solar car to the Sports Palace, where it will be on display, with the hope it will spark public interest.

The Mexican official stressed that the car was constructed by Mexican technicians, and that it has great potential due to its low cost and easy operation. The vehicle cost is 90,000 pesos (about $3,150), a positive factor since standard gasoline-powered cars in Mexico today range anywhere from $7,800 for compact four-cylinder models, on up to $19,500 and more for six-cylinder cars.

While acknowledging that the experimental vehicle is a little too slow for normal city traffic, Ibarra Herrera said that further experiments in photovoltaic technology will overcome this problem.

The Ministry has guaranteed that it will provide adequate further funds for development of the car, which would reduce the smog in Mexico City, allegedly now at levels higher than any other city in the world.

Next year the SAHOP workshops expects to turn out a model that will perform satisfactorily in city traffic. The ultimate goal is to interest private industry to mass-produce the solar car, with this resulting in a considerable reduction in the original cost.

While Ibarra Herrera sees the solar auto as a city car, he indicated that Mexico will continue researches to develop an all-purpose vehicle which can be used both in urban centers and on rural highways.

New fashion ramp

Thought to be the first fashion show ever held on an automobile assembly line, Genesee Valley Shopping Center merchants sponsored a pre-Christmas event at Buick's Flint assembly operation.

Midget-car sales rise in Japan; export pushed

By John Hartley
Staff Correspondent

TOKYO. — Demand for midget trucks and cars in Japan continues to rise, with total sales this year now expected to reach 1.24 million units, compared with just over a million last year.

Generally, sales are still running at about 20 percent over a year ago, although the bulk of these tiny cars which have engines of no more than 550cc, are registered as commercial vehicles. Many are small vans and trucks, but a good proportion of them are also passenger cars which, owing to the rudimentary rear seat, can be registered as a commercial.

Last year, just under 200,000 midget passenger cars and some 850,000 commercial midgets were sold in Japan. This year, sales have been boosted by the introduction of a number of new models, of which the most significant was the Subaru Rex.

Previously an old-fashioned rear-engined design, this reemerged a couple of months ago as a smart little front-wheel-drive job, with more interior space than its rivals, thanks to a long wheelbase of 88.7 inches and an overall length of 126 inches.

An interesting option on this model is an automatic clutch, controlled el[illegible]his

Continue[illegible]

Report finds little hope for auto recovery

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — These are not good times for the U. S. auto industry and, according to the U. S. Commerce Department, they are not likely to get better anytime soon.

In a report given to Congress last week, the department said the financial health of the industry has been sharply eroded in the last three years. With the prospect of continued weak sales and aggressive competition from the Japanese makers, there is serious doubt the U. S. auto industry can restore its long-term competitiveness.

A fundamental shift downward in long-run demand for cars and certain trucks has become evident, the report said.

"There is no prospect for a sharp turnaround in the immediate future."

The report was ordered by the Reagan Administration's Auto Task Force.

It noted the "most startling trend" in the industry has been the dramatic decline in working capital for General Motors, Ford Motor Co., Chrysler Corp. and American Motors.

From a level of $13 billion at yearend 1978, working capital fell to $300 million at the end of the third quarter of 1981 and could fall to zero or a negative $900 million by the end of the fourth quarter, the report said.

Working capital represents the money available for investment — and investment in new plants, models and technology is what the U. S. auto industry needs right now to become competitive, the report said.

• The lack of such funds has prompted postponements of modernizing investments, shutdowns of excess capacity, more foreign sourcing, wage restraints and large amounts of outside borrowing, the report said. It questioned whether the industry can preserve its liquidity in this fashion and at the same time restore its long-term competitiveness.

"A revived economy is the only change that can be realistically expected to remedy the industry's condition," the report said. "And even then, reduced demand growth will make it difficult for domestic producers to return to the sales and profit years of decades past."

For auto workers that means a permanent loss of approximately 200,000 jobs, the report said. In the supplier industries

Continued on Page 44, Col. 3

Milestone Berlina Coupe

Phillips Motor Car Corp. announced production of Berlina Coupe No. 100 in November in Pompano Beach, Fla. The hand-made car is built on a new Corvette chassis, with only the windshield and T-top from the Corvette body retained. The frame is extended 22 inches to support a body designed after a 1938 Mercedes-Benz 540K. Production will be limited to 250.

Pink slips expected Dec. 15

13,000 GM workers to be idled by layoffs

By Joseph Bohn
Marketing Editor

DETROIT. — General Motors is moving swiftly in its plans to trim about 13,000 employes, or 7 percent, of its worldwide salaried force.

Dec. 15 was considered a "fairly reasonable" target date for pink slips, according to one insider.

"They're trying to get it done before Christmas . . . to give people some notice," the company source indicated.

"Last time, particular staffs were hit harder than others . . . where they felt there was a lot of deadwood," he said. He anticipated a similar pattern this time.

GM has been reviewing departments and divisions on an individual basis. Some, like Buick, where sales have been good, are expected to feel a blunter axe than Chevrolet, for example, whose sales have been off sharply.

Reports continue that Chevrolet is in for some top management changes, with a couple of key officials expected to take early retirements.

Overall, GM employes will be evaluated on the basis of performance, rather than seniority, in determining who will stay and who will go.

The upcoming cutbacks have been rumored for months, but finally got confirmation by GM officials, both on and off the record, last week.

A well-placed GM source said the company's financial forecast numbers had been "changed dramatically" recently for both December and the first quarter, indicating sharp revisions in projected cash flow and profits.

• GM cut auto production by 17 percent in December, and is expected to extend downtime in the first quarter, 1982.

It has been shutting down plants, dismissing blue-collar employes and putting new plant startups on the back burner in an effort to conserve cash.

The entire domestic car industry has been forecasting upturns that never materialized for about the past year-and-a-half. The feeling now is the market won't rebound for at least another six months.

Meanwhile, Supplemental Unemployment Benefits (SUB) funds for Detroit's three major car firms, covering blue collar workers, continue to deteriorate.

New layoffs and overpayments, in which furloughed employes collected both SUB and TRA benefits without paying anything back, are jeopardizing the funds.

SUB funds, designed to cushion the impact of layoffs, give an hourly worker in combination with state unemployment, about 95 percent of his normal pay.

Last week, about 193,000 employes were on indefinite furlough in the U. S., the highest level in 10 months.

UAW officials said some $500 million in overpayments had been made out of SUB funds to employes, much of it still unrecovered.

Both the UAW and auto company management are trying to get workers to repay this money.

As of last week, Chrysler had only $5 million in its SUB fund, equal to only 3.5 percent of full funding. Chrysler is paying out nearly $500,000 a week from the fund, and has about $27 million in uncollected overpayments.

On Nov. 1, Ford had about $54 million in its SUB fund, down nearly $6 million from a month earlier. Ford still has $184 million outstanding from workers who "double-dipped" SUB and TRA benefits.

GM's fund was reported at about $277 million in November, equal to 33 percent of full funding. Its net was down about $12 million from a month earlier. GM still had a little over $291 million in uncollected payments from double-dipping employes.

Company loses $318.9 million; year-ago profit was $20.2 million

IH reports dismal 4th quarter

By Edward Lapham
Financial Editor

International Harvester ended its 1981 fiscal year on a low point.

The company reported a net loss of $318.9 million ($10.04 a share) for the fourth fiscal quarter ended Oct. 31, compared with net earnings of $20.2 million (64 cents a share) in the same period last year. Sales in the August-October period declined nearly 20 percent to $1.78 billion from $2.21 billion in 1980.

The dismal fourth-quarter results brought the year's net loss to $393.1 million ($12.90 a share) compared with a net loss of $397.3 million ($12.91 a share) last year. Sales for the year rose 17.9 percent to $7.04 billion from $5.97 billion last year.

The company said the fiscal 1981 results from continuing operations "approximate very closely" projections and estimates made by the company to its lenders last September when the lenders were considering the $4.1 billion debt restructuring package.

The loss from continuing operations for the year was $635.7 million ($20.44 a share) compared with a loss of $374.8 million ($12.19 a share) last year.

Despite the company's projections, Wall Street auto analyst Arvid Jouppi, Arvid Jouppi Associates, said the fourth-quarter loss was "a bit deeper than one might have expected."

The analyst said the company's results were impacted by several extraordinary factors during the year, the $276 million gained from the July sale of the Solar Turbine Division and a writedown of $32 million on mining property.

"IH is still in a deep problem," Jouppi said. "The company needs to resolve the debt restructuring agreement, plus see a pickup in the heavy-truck market and a return to more normal conditions in the farm machinery market."

IH Chairman Archie R. McCardell, said the terms of the restructuring were in final form with copies due to be delivered to IH's banks last week.

The company blamed 1981 losses on "depressed markets worldwide, high interest expense and industrywide discounting" as well as "front-end costs of actions taken by IH to reduce future expenses, the costs of introducing a record number of new products and the effect of foreign currency rate changes which resulted in a charge of $30 million compared to a credit of $9 million in 1980."

IH said truck segment sales were up 23 percent to $3.3 billion in fiscal 1981, agricultural equipment sales were up 19 percent to $3.0 billion and construction machinery sales were off 2 percent to $743 million.

Company officials said they do not expect IH to regain profitability until at least the second quarter of the fiscal year—meaning the February-April period—due to "reduced backlog figures and continuing soft-market conditions."

Irate taxpayers block plan

M-B police car? No way!

HAMDEN, Conn. — What might have been a "first" for an area police department — acquisition of a Mercedes-Benz —has been scuttled amid massive phone-calling by irate taxpayers.

Announcement by Police Chief John P. Ambrogio that a $22,000 Mercedes-Benz would be added to the police fleet in this New Haven suburb sparked what was labeled one of the heaviest resident responses in recent town history.

An allocation of $9,000 by the town Legislative Council for purchase of a diesel car for experimental use by police is now to be used to buy an Oldsmobile diesel from Ekblade Oldsmobile, according to a town spokesman.

Seeking to replace a 1975 Ford, said to be "one of the oldest" in the police fleet, Chief Ambrogio was reportedly to get a Mercedes-Benz 240D diesel and 1982 Olds on lease for three years, with the agreement signed by Finance Director Murray Paull and a leasing firm, B. W. Capital Corp., New York.

The lease called for payment of $1,149-per-month for both cars, coming to $41,364 over the three-year span.

Hamden political figures including Mayor Richard G. Harris, were unprepared for taxpayer response, all negative.

One automobile dealer, not tied to Ekblade Olds—conceded that with inflationary costs confronting municipalities, a Mercedes-Benz police car might be "a tough nut to sell."

Cut labor costs by $100 million, IH asks UAW

CHICAGO. — International Harvester has asked its UAW-represented workers to reduce labor costs by $100 million dollars by next October.

IH has been losing money all this year and posted a $393.1 million loss for the fiscal year ended Oct. 31.

Company officials would not provide any details of the proposed concessions but said they cover both wages and benefits.

A UAW spokesman said the union is reviewing the proposal.

IH employs about 20,000 UAW-represented employes and another 10,000 are on indefinite layoffs.

The company has already taken away merit and COLA increases from non union workers and has eliminated dividends on its common stock.

GM materials staff to have new home

DETROIT. — General Motors will take its Materials Management Staff out of its current home in suburban Troy and begin bringing some employes into GM headquarters.

Beginning next spring, 100 of the 250 staff members will move to Detroit. The final disposition of the other 150 has not yet been made, but all of them may not be located at headquarters.

L-M deal opens

CATHEDRAL CITY, Calif. — Palm Springs Lincoln-Mercury held a grand opening in this Palm Springs suburb.

index

Auction reports	32
Classified advertising	34
Editorial page	16
Production by makes	47
Truck highlights	12

57th year — No. 4892

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

CONVERTIBLE SALES SKYROCKETING!

Now, sell the new '82 models at half the going prices!

$2,750 FOB N.Y.
Camaro Z28, Firebird Trans Am, Mustang

$2,800 FOB N.Y.
Subaru (GLF) (DL) 2 Door

$2,850 FOB N.Y.
Cutlass, Grand Prix, Regal, Monte Carlo

$3,250 FOB N.Y.
Datsun 280ZX

EXCLUSIVE STEAS TECHNOLOGY MAKES CONVERSION AFFORDABLE.

- ★ No paint, metal work needed
- ★ Zip down rear window.
- ★ Headliner.
- ★ No configuration changes from factory specifications.
- ★ No rattles, leaks, wind noise —guaranteed! For a full year!
- ★ Complies with all applicable Federal Safety Standards.
- ★ $5,000,000 product insurance.
- ★ Sell with confidence—finest conversion available!
- ★ Seldom is a convertible discounted. Make your best profit, plus make $1,000 on the conversion.
- ★ The sales are there! Don't lose them to your competition!

TRAFFIC STOPPERS. EVERY ONE! GUARANTEED TO INCREASE YOUR FLOOR TRAFFIC!

INSTALLATION & DISTRIBUTION CENTERS COAST TO COAST—A FEW CHOICE DISTRIBUTION AND INSTALLATION POINTS AVAILABLE.

CALL THIS TOLL-FREE NUMBER:
1-800-221-6518
OR: 212-485-2882

MR. DEALER:
We can develop a prototype convertible for the car of your choice on an exclusive basis.

IN TEXAS, ARIZONA, COLORADO, OKLAHOMA, NORTHERN CALIFORNIA, KANSAS & NEW MEXICO, CONTACT AFFILIATED HATCH & SUNROOF, INC. TOLL FREE 1-800-527-0525, IN DALLAS 214-241-0073

STEAS INDUSTRIES, INC.
701 Chester Street, Brooklyn, NY 11236

STOP thief

$11.27 DEALER PRICE
20% off for 50

HUB CAP SECURITY
WIRE WHEEL COVER LOCK KITS

LOCK KIT INCLUDES:
- TAMPER PROOF HEAD NON CORROSIVE, SELF THREADING SCREWS
- SIMPLE INSTRUCTION SHEET
- SPECIAL INSTALLATION WRENCH

A 1 HOUR INSTALLATION CHARGE IS SUGGESTED

81-GM CENTER LOCK KIT 24.00

(Special Lock Kit for Cadillac Wire Wheel Covers at $24.00)

ORDERS DELIVERED U.P.S.—OPEN ACCOUNT PLUS POSTAGE

NEW CAR DEALERS ONLY!
CADILOK
HUB-CAP THEFT DETERRENT SYSTEMS
8352 RANCHITO AVENUE
PANORAMA CITY, CALIFORNIA 91402
TELEPHONE: 213/894-7614

Rate holds steady despite more small cars

81 pct. of '81 cars had automatics

By Joseph Bohn
Marketing Editor

Automatic transmissions were almost as popular in '81 as before, despite the increasing number of small cars in the mix.

Similarly, four-speed manuals maintained about the same penetration, while five-speed manuals gained more popularity.

And General Motors finally rang down the curtain on three-speed manuals for '82, after selling some scattered units last year.

Industrywide, automatic transmissions went into 81.51 percent of domestic cars compared with an 82.36 penetration in '80. Some 5,508,994 cars were equipped with automatic drive, compared with 5,884,326 in '80.

The same number — 27 car lines — carried automatic transmissions as standard equipment as before.

GM installed automatic transmissions in 90.95 percent of its cars, equal to 3,823,498 units. That compared with an 87.16 percent penetration, or 3,996,446 units in '80.

Ford Motor installed the feature in 68.79 percent of its cars, equal to 1,034,587 units. That compared with 78.46 percent, or 1,077,769 units in '80.

Chrysler installed the item in 73.02 percent of its cars, equal to 535,609 units. That compared with 81.79 percent, or 625,864 units in '80.

American Motors installed automatic transmissions in 72.22 percent of its cars, equal to 99,037. That was down from 80.71 percent, or 159,693 units in '80.

Volkswagen put the automatic in 9.00 percent, or 16,263 Rabbits, compared with 11.00 percent, or 24,559 in '80.

• Four-speed manuals accounted for 17.01 percent of production, or 1,149,581 units, industrywide. That compared with 16.87 percent, or 1,205,115 units in '80.

At GM, only 8.42 percent, or 354,108 cars carried the four-speed. That was down from 12.55 percent, or 575,281 in '80.

Ford installed four-speeds in 29.99 percent, or 450,966 cars. That was up from 21.08 percent, or 284,572 units in '80.

AMC installed them in 38,088 cars, or 27.78 percent of production. That was up from 19.29 percent, or 38,174 in '80.

VW had an 60.40 percent installation rate, equal to 108,505 units. That was down 75.00 percent, or 167,451 in '80.

On the other hand, VW's five-speed manual instalaltions were up sharply, as they were for the industry.

VW installed five-speeds in 30.60 percent of its cars, equal to 54,867 units. That was up from 14.00 percent, or 37,503 in '80.

Industrywide, the rate of five-speed installations climbed to 1.19 percent or 80,524 from 0.52 percent, or 37,503 units the previous year.

Ford installed the option in 18,393 cars, equal to 1.22 percent of its output. That was up from 6,246, or 0.46 percent in '80.

GM installed the item in 0.17 percent of its cars, equal to 7,264 units. The company didn't offer a five-speed in '80.

Neither Chrysler nor AMC offered one in '81 or '80.

The three-speed manual gasped its last breath in '81. Only a handful of GM cars offered it, with the totals amounting to 23 Cutlasses, 36 LeMans, 263 Firebirds, 2,494 Malibus and 16,378 Camaros.

Budget cutback ends program for parts return

WASHINGTON. — One of the NHTSA programs being dropped for budget reasons is one 10-years old that involved about 26,000 independent garages, service stations and car dealerships who mailed to the government failed parts.

The cost is estimated at $90,000 to $100,000 a year.

The parts-return program eventually involved some 9,000 parts and it was helpful in several defect investigations and recall campaigns, notably flex-fans, which were hazardous for workers under the hood of several makes of cars, and in the Firestone 500 steel-belted radial tires.

The service operations would be sent lists of new recalls and ongoing investigations and asked to keep a special lookout for parts that failed and could create safety problems. They were supplied with bags for mailing parts.

NHTSA had an independent contractor handle the program.

TRANSMISSION OPTIONS on 1981 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	99,037	72.22	38,088	27.78	NA	.....
Spirit	25,734	57.70	18,865	42.30	NA	.....
Concord	52,234	94.80	2,863	5.20	NA	.....
*Eagle	21,069	56.30	16,360	43.70	NA	.....
CHRYSLER CORP.	535,609	73.02	197,914	26.98	NA	.....
C-P Total	317,843	75.40	103,682	24.60	NA	.....
Horizon	47,789	54.60	39,738	45.40	NA	.....
Reliant	168,917	82.50	35,831	17.50	NA	.....
TC-3	24,141	46.20	28,113	53.80	NA	.....
Gran Fury	7,746	100.00	NA	.....	NA	.....
Cordoba	20,293	100.00	NA	.....	NA	.....
LeBaron	38,377	100.00	NA	.....	NA	.....
Chrysler	10,580	100.00	NA	.....	NA	.....
Dodge Total	217,766	69.80	94,232	30.20	NA	.....
Omni	31,613	48.60	33,434	51.40	NA	.....
024	19,875	39.90	29,936	60.10	NA	.....
Aries	127,407	80.50	30,862	19.50	NA	.....
Diplomat	21,449	100.00	NA	.....	NA	.....
Mirada	11,899	100.00	NA	.....	NA	.....
St. Regis	5,523	100.00	NA	.....	NA	.....
FORD MOTOR	1,034,587	68.79	450,966	29.90	18,393	1.22
Ford Division	668,379	65.40	342,247	33.49	11,319	1.11
Escort	114,820	35.80	205,907	64.20	NA	.....
EXP	17,240	24.10	54,404	75.90	NA	.....
Fairmont	146,675	91.20	14,153	8.80	NA	.....
Must./Must. II	106,251	58.20	64,992	35.60	11,319	6.20
Granada	118,550	97.70	2,791	2.30	NA	.....
T-Bird	86,693	100.00	NA	.....	NA	.....
Ford	78,150	100.00	NA	.....	NA	.....
L-M Division	366,208	75.98	108,719	22.56	7,074	1.46
Lynx	44,343	39.60	67,635	60.40	NA	.....
Capri	31,654	53.70	20,218	34.30	7,074	12.00
Zephyr	62,984	94.70	3,525	5.30	NA	.....
Cougar	53,116	99.00	537	1.00	NA	.....
XR-7	37,275	100.00	NA	.....	NA	.....
Mercury	61,638	100.00	NA	.....	NA	.....
LN7	5,661	25.20	16,804	74.80	NA	.....
Lincoln	32,839	100.00	NA	.....	NA	.....
Mark VI	36,698	100.00	NA	.....	NA	.....
GENERAL MOTORS	3,823,498	90.95	354,108	8.42	7,264	0.17
Buick Division	839,944	98.01	17,051	1.99	NA	.....
Skylark	245,277	93.50	17,051	6.50	NA	.....
LeSabre	89,210	100.00	NA	.....	NA	.....
Century	144,267	100.00	NA	.....	NA	.....
Regal	240,200	100.00	NA	.....	NA	.....
Electra	68,983	100.00	NA	.....	NA	.....
Riviera	52,007	100.00	NA	.....	NA	.....
Cadillac Division	250,584	99.34	1,672	0.66	NA	.....
Cimarron	12,376	88.10	1,672	11.90	NA	.....
Seville	28,606	100.00	NA	.....	NA	.....
Eldorado	60,557	100.00	NA	.....	NA	.....
Cadillac	149,045	100.00	NA	.....	NA	.....
Chevrolet Division	1,343,178	80.28	303,779	18.16	7,264	0.43
Chevette	47,545	73.00	17,585	27.00	NA	.....
Cavalier	47,545	73.00	17,585	27.00	NA	.....
**Camaro	109,760	87.00	NA	.....	NA	.....
Citation	329,782	79.80	83,596	20.20	NA	.....
**Malibu	224,233	98.90	NA	.....	NA	.....
Monte Carlo	157,115	100.00	NA	.....	NA	.....
Chevrolet	184,992	100.00	NA	.....	NA	.....
Corvette	39,153	85.80	6,478	14.20	NA	.....
Oldsmobile Division	929,612	98.83	11,020	1.17	NA	.....
Omega	136,898	92.50	11,020	7.40	NA	.....
**Cutlass	195,707	99.90	NA	.....	NA	.....
Cutlass Supreme	285,835	100.00	NA	.....	NA	.....
Oldsmobile	268,568	100.00	NA	.....	NA	.....
Toronado	42,604	100.00	NA	.....	NA	.....
Pontiac Division	460,180	95.66	20,586	4.28	NA	.....
**Firebird	56,498	93.80	4,138	5.80	NA	.....
Phoenix	111,421	87.10	16,448	12.90	NA	.....
Grand Prix	108,344	100.00	NA	.....	NA	.....
**LeMans	71,912	99.90	NA	.....	NA	.....
Pontiac	102,005	100.00	NA	.....	NA	.....
VOLKSWAGEN	16,263	9.00	108,505	60.40	54,867	30.60
Total Cars, U.S.	5,508,994	81.51	1,149,581	17.01	80,524	1.19

*Eagle includes the SX-4.

**Some 23 Olds Cutlasses, 36 Pontiac LeMans, 263 Firebirds, 16,378 Camaros and 2,494 Malibus had a three speed manual, dropped by GM for '82.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP-LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouth and 311,988 Dodge.

Fraser sets deadline

UAW eyes cuts in staff as slump continues

By Marjorie Sorge
Labor Editor

DETROIT. — The UAW may be forced to look at further cuts in staff if the auto industry doesn't improve soon, UAW President Douglas A. Fraser said.

He said the union "isn't going to panic in the next two months" but should the slump continue further cuts may be necessary. And, he is predicting at least another six months of slow sales.

Last year the union was forced to make reductions in staff as the membership dropped off by 250,000. Fraser said most of that was handled by attrition.

"I didn't think we'd ever have to (look at cuts) again," he said. "I really didn't. I thought we'd reached bottom. I just couldn't see it getting worse, but a 4.8 million sales year so far, that's half of what we used to sell!"

He said there will probably be about 1.3 million cars sold in the fourth quarter and predicted further cuts in shifts and line speeds in that quarter as inventories increase.

"I don't think it (auto industry) will recover before six months," he said, "and then not to '78/'79 levels. I don't think there's a chance. But I would argue it can't stay where it is because of sheer demographics. The scrappage and usage pipeline will have to be filled eventually."

But, Fraser warned that pipeline might be smaller if three-car families are becoming two-car families and two-car families, are dropping to one-car families.

If the industry does not show improvement soon there could be more layoffs in the auto industry which would hurt the UAW financially as dues payments drop off. In turn, he said, the UAW would have to begin staff cuts.

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER*	OCTOBER
1981	$6,570	$6,689	$7,074
1980	5,351	5,454	5,697
1979	4,020	4,657	4,922
1978	3,609	3,782	3,731
1977	2,590	2,733	2,927
1976	1,903	2,099	2,140
1975	1,254	1,562	1,628
1974	990	1,166	1,258
Overall Average	$3,964	$4,315	$4,364

*revised

RV auction a success

BERNE, Ind.—More than $25,000 worth of used recreational vehicles and RV accessories were sold at a Saturday auction here by Jim & Ray Motors, according to Jim Hill, manager.

Used car sales
Auction Averages

December	$3,964
Month ago	$4,315
Year ago	$3,141

factories list auction dates

American Motors

Dec. 8 — Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 9 — Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Dallas, Tex.

Dec. 10—Evansville Auto Auction, Evansville, Ind.; Golden Gate Auto Auction, Fremont.

Note: Other sales may be scheduled. Phone C. A. Miller at 1-800-521-4360 for details.

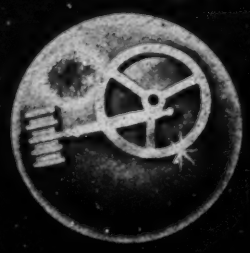
Invest in future

Jay Gorman, right, executive vice president, Motor Car Dealers Assn. of Southern California, Los Angeles, discusses the future of local private colleges and universities with Larry Knudsen, executive vice president, Independent Colleges of Southern California, following presentation of a check for $1,100 to the college fund on behalf of the Charitable Foundation of NADA.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

A world of trust...for buyers and sellers.



If you're like most dealers, you're looking for a single source of quality cars and qualified buyers...a source for inventory regulation you can trust, time after time.

You're looking for the world of Manheim Auctions.

Knowledgeable dealers from coast to coast have already found it. They trust the Manheim system of service to give them an unrivaled selection of cars. And they count on its program of comprehensive support services backed by unquestioned professionalism to make balancing their inventories easier, quicker and more pleasant.

But most of all, they have confidence in Manheim's ironclad policy of fair and equal treatment to help them get the cars they need to stay competitive — at competitive prices.

They know there's a world of trust at a Manheim Auction. And you will, too, the first time you visit.

MANHEIM AUCTIONS, P.O. BOX 4997, LANCASTER, PA 17604 Phone (717) 569-6561

manheim auctions

COX Broadcasting A Service of Cox Broadcasting Corporation Atlanta, GA

LEADING THE INDUSTRY SINCE 1945

1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545 Sale Friday Phone 717-665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505 Sale Wednesday Phone Bordentown 609-298-3400— Camden 609-662-6700—Philadelphia 215-923-1090
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401 Sale Thursday Phone 703-898-4800
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127 Sale Wednesday Phone 816-241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33803 Sale Wednesday Phone 813-984-1561
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272 Sale Thursday Phone 404-762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261 Sale Tuesday Phone 919-886-7081
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044 Sale Wednesday Phone 412-443-7211 Pittsburgh 412-961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108 Sale Wednesday Phone Caledonia 414-835-4436 Chicago 312-236-2622
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761 Sale Tuesday Phone 305-656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706 Sale Thursday Phone 209-268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92803 Sale Wednesday Phone 714-998-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081 Sale Tuesday Phone 617-329-4950

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 29th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

R. Mac McCollum & Jim Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

FORD MOTOR CO.
Ford and Lincoln-Mercury Sale
TUESDAY, DECEMBER 15
—10 A.M.—
Ford and Lincoln-Mercury Dealers Only!
Many Units To Choose From
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

ARIZONA

READY TO SELL?
Consign With The Best!
Kruse International's Scottsdale '82
COLLECTOR CAR AUCTION
FRIDAY, SATURDAY, SUNDAY
JANUARY 1, 2, 3, 1982
PHOENIX HILTON RESORT
PHOENIX, ARIZONA
Sell for Cash — Same Day Payment
NATIONAL AUCTION COMPANY
TOLL FREE - 800-328-0771

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Acreage pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

Production milestone comes 5 days earlier than in 1980

U.S. auto makers top 6-million mark

By Patricia Hoffman
Staff Writer

Domestic auto production for the year hit the 6-million mark last Friday (Dec. 4), just five days ahead of the 1980 schedule. Last year the makers completed the six-millionth car on Dec. 9.

So far this year, the auto manufacturers have assembled 6,013,447 units, up just a fraction of a percent from 5,959,411 units in the same period last year.

Downtime at 13 assembly points last week brought auto output up just 17.14 percent above the level of the previous holiday-shortened week. The build, last week was 91,125, compared to the 77,792 built the week earlier. The total, however, was a substantial 35.75 percent below the 141,830 units completed during the comparable week last year, which was shortened by the holiday.

Ford Motor Co. scheduled downtime at eight assembly points last week — Lorain, Atlanta, Kansas City, Chicago, Dearborn, Wayne, Metuchen, and Wixom—all idle for inventory control.

Also down last week was General Motors' Janesville point, idled Oct. 19 for a five-month changeover to the J-car.

GM's Lordstown facility remained down last week. The point was idled Nov. 25, and is slated to return Jan. 4.

Chrysler's Jefferson point was closed last week for inventory control. The plant is scheduled to return today (Dec. 7).

American Motors Kenosha point was idle Nov. 23 for inventory adjustments, with operations slated to resume today.

Volkswagen of America's Westmoreland facility also returns today after being idled three weeks for inventory control.

Checker Motors Kalamazoo point, which closed Nov. 18 for model changeover, is slated to return Jan. 11.

The second shift at GM's Willow Run facility resumed last week with a line-rate reduction from 70 units per hour on two shifts, to 50 units per hour on two shifts.

GM's Linden point also cut production last week, dropping from 56 units an hour on two shifts to 45 units an hour on two shifts, and second shift operations were permanently cut at GM's Southgate facility.

GM's Leeds facility will be idle beginning today for the conversion to J-car production. The point is slated to return Jan. 11.

Breakdown for the week by company is GM, 84.47 percent; Chrysler, 12.07 percent, and Ford, 3.46 percent. AMC, VWoA and Checker Motors built nothing.

Canadian auto production dips 11 pct. as 3 plants shut

Despite the return of Ford Motor's St. Thomas facility and the resumption of a second shift at Chrysler's Windsor plant, Canadian auto production last week dropped 11.14 percent below the previous week's total because of downtime at three car assembly points.

Last week's auto output was targeted at 13,495 units, down from 15,187 in the previous week, and down 33.71 percent below 20,358 in the comparable 1980 week.

Year-to-date output for the auto makers is 755,445, down 4.55 percent from 791,472 in the comparable period last year.

Truck production last week fell a substantial 26.52 percent to 8,692 units from 11,829 completed in the previous week, and the total dropped 33.53 percent below 13,077 in the comparable 1980 week.

So far this year, the truck manufacturers have completed 477,792 units, up slightly from 475,072 in the comparable period last year.

Downtime was scheduled last week (Nov. 30) at American Motors' Brampton car facility. The point, idled for inventory adjustment, is slated to resume today (Dec. 7).

General Motors' St. Therese car facility was idle last week due to poor market conditions, and is scheduled to return Jan. 11, 1982.

Ford's Oakville assembly point was down for the second week last week to adjust inventory. The facility is slated to return today.

Also at Ford, the St. Thomas point resumed operations last week after two weeks of downtime for inventory control.

Chrysler's Windsor point returned to two-shift operation last week, bringing output from 400 units per day to 560 per day.

Ford's Ontario truck facility was idled last week for inventory control. The point is slated to resume today.

International Harvester's Vancouver and Chatham truck points are scheduled to close next week (Dec. 14) for an extensive holiday downtime. The facilities are slated to resume operations Jan. 4.

Quarter century

A. J. Frascona, right, Frascona Buick, Wauwatosa, Wis., receives congratulations on his 25 years as a Buick dealer from the division's general sales manager John D. Duffy Jr.

U.S. truck output for week declines 38 pct. from 1980

U. S. truck production rose substantially last week from the previous holiday-shortened week, despite downtime at seven assembly points.

The truck makers scheduled 23,678 units last week, up 22.66 percent from 19,303 trucks completed the previous week when plants ran just three days due to Thanksgiving day holiday. The total, however, dropped 38.60 percent below the 38,566 units assembled during the comparable — but shortened — 1980 week.

Year-to-date output is 1,534,430 units, up 3.75 percent from 1,478,932 trucks in the comparable 1980 period.

Downtime was scheduled last week (Nov. 30) at five Ford Motor Co. assembly points—Kansas City, Michigan, Norfolk, San Jose and Twin Cities—all idle for inventory control.

Also down last week was General Motor's Lordstown (van) point. The facility is slated to resume today (Dec. 7) minus the second shift.

Volkswagen of America's Westmoreland point was idle last week for its third week of downtime. The facility is scheduled to return today.

International Harvester's Ft. Wayne and Springfield facilities will be idle beginning Dec. 14 for an extensive holiday closing. The plants are slated to resume operations Jan. 4, 1982.

U. S. CAR PRODUCTION

	Week Ended Dec. 5, 1981	Week Ended Dec. 6, 1980	Week Ended Nov 28, 1981	Nov. Estimate	Jan. 1 to Dec. 6, 1980	Jan. 1 to Dec. 5, 1981
AMERICAN MOTORS	.....	3,275*	.....	5,100*	156,338*	109,672*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	11,000	13,300	9,804	41,564	597,082	718,791
Plymouth Total	4,600	6,400	4,067	15,481	274,355	352,490
Horizon	2,400	.....	1,445	3,656	141,735	132,990
Reliant	2,200	6,300	2,622	11,825	61,014	209,913
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	100	.....	.....	5,802	2,139
Gran Fury	.....	.....	.....	.....	14,069	7,448
Chrysler Total	1,200	1,400	1,756	9,794	76,124	52,553
LeBaron	1,200	1,400	1,756	9,794	57,802	47,691
Chrysler	.....	.....	.....	.....	18,321	4,862
Dodge Total	5,200	5,500	3,981	16,289	246,604	313,748
Omni	2,000	.....	1,315	3,415	118,933	119,228
Aspen	.....	.....	.....	.....	36,881	.....
Aries	2,000	4,900	2,058	8,735	49,337	165,543
Diplomat	.....	600	.....	.....	28,589	12,644
Dodge 400	1,200	.....	608	4,139	.....	12,651
St. Regis	.....	.....	.....	.....	12,864	3,682
FORD MOTOR	3,148	21,126	19,499	70,925	1,188,622	1,260,185
Ford Division	1,412	14,394	13,003	41,718	848,516	852,281
Escort	1,188	4,559	5,319	16,963	79,406	339,010
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	.....	1,397	2,122	10,129	189,002	170,264
Must./Must. II	.....	2,494	2,240	6,047	215,868	142,994
Granada	.....	2,723	1,672	5,683	101,512	96,413
T-Bird	.....	2,171	1,488	2,689	109,501	61,126
Ford	.....	1,050	.....	.....	85,048	40,886
EXP	224	.....	162	207	.....	1,588
L-M Division	1,736	6,732	6,496	29,207	340,106	407,904
Mercury Total	1,736	5,730	5,499	22,821	292,959	347,123
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	213	1,681	1,262	5,738	27,327	113,336
Capri	.....	824	742	2,242	62,849	47,193
Zephyr	.....	907	665	2,686	62,922	48,905
Cougar	.....	897	1,489	5,186	22,322	46,219
XR-7	.....	631	435	847	54,040	28,168
Mercury	1,292	790	785	5,955	51,054	62,293
LN7	231	.....	121	167	.....	1,009
Lincoln Total	.....	1,002	997	6,386	47,147	60,781
Continental ('82)	.....	.....	498	3,193	.....	10,673
Lincoln	.....	546	303	1,948	20,051	25,527
Mark VI	.....	456	196	1,245	25,230	24,581
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	76,977	99,494	48,489	291,929	3,832,619	3,768,564
Buick Division	14,119	19,915	9,044	56,185	721,967	828,285
Skylark	3,225	5,015	1,941	12,093	201,734	251,125
Skyhawk J	.....	.....	4	4	.....	4
Century	2,030	3,886	1,091	6,139	154,120	97,837
Regal	4,674	5,408	2,935	18,215	188,909	250,847
Buick	3,295	4,255	2,022	13,270	136,486	163,488
Riviera	895	1,351	1,051	6,464	40,718	64,984
Cadillac Division	4,924	5,527	3,241	19,476	184,831	245,616
Cimarron	169	.....	194	1,111	.....	21,981
Seville	238	1,113	190	1,197	31,949	22,526
Eldorado	917	1,285	699	4,369	49,976	54,709
Cadillac	3,600	3,129	2,158	12,799	102,906	146,400
Chevrolet Division	27,320	40,695	18,635	110,515	1,635,313	1,385,175
Chevette	7,248	10,825	4,597	28,911	429,257	334,977
Cavalier	1,831	.....	4,972	27,386	.....	133,694
Celebrity	3,816	.....	1,916	9,982	.....	14,554
Monza ('80)	.....	.....	.....	.....	147,768	.....
Camaro	3,061	2,365	937	3,744	110,146	93,967
Citation	4,318	10,525	1,854	14,096	425,400	288,470
Malibu	3,042	7,340	2,127	13,584	249,185	215,726
Monte Carlo	2,972	3,840	1,637	10,486	113,377	131,820
Chevrolet	312	4,800	280	1,867	119,100	145,671
Corvette	720	1,000	315	459	41,080	26,296
Oldsmobile Division	15,387	23,356	8,515	55,235	748,593	796,811
Omega	1,536	3,052	.....	2,820	103,800	126,962
Cutlass	4,800	12,706	2,890	18,189	359,884	349,249
Cutlass/Ciera	3,072	.....	1,620	9,117	.....	16,102
Oldsmobile	5,502	6,485	3,260	20,545	214,207	262,217
Toronado	477	1,113	745	4,564	70,702	42,281
Pontiac Division	15,227	10,001	9,054	50,518	541,915	512,677
Acadian†	345	175	111	957	18,095	18,016
J2000	4,292	.....	3,632	17,238	.....	87,093
Sunbird ('80)	.....	.....	.....	.....	145,628	.....
T1000	1,687	.....	1,080	6,535	.....	85,540
Firebird	1,567	1,715	576	1,964	73,885	46,737
Phoenix	1,322	2,885	663	4,479	126,431	92,580
Grand Prix	2,100	3,021	1,011	7,050	69,281	94,019
Bonneville ('82)	2,100	.....	981	6,924	.....	25,352
A6000	1,814	.....	1,000	5,371	.....	11,249
LeMans	.....	1,705	.....	.....	59,629	42,027
Pontiac	.....	500	.....	.....	48,966	10,064
VOLKSWAGEN	.....	4,550	.....	8,101	181,779	154,226
CHECKER	.....	85*	.....	240*	2,971	2,009*
Total Cars, U. S.	91,125	141,830	77,792	417,859	5,959,411	6,013,447

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 5, 1981	Week Ended Dec. 6, 1980	Week Ended Nov. 28, 1981	Nov. Estimate	Jan. 1 to Dec. 6, 1980	Jan. 1 to Dec. 5, 1981
CHEVROLET	7,904	17,895	4,878	30,916	445,359	438,394
DODGE	2,800	1,600	1,468	8,143	111,486	89,477
FORD	4,454	9,379	7,491	36,634	550,500	592,086
GMC	4,420	4,562	2,141	13,695	143,313	162,418
INTERNATIONAL	1,150	1,730	675	3,224	61,438	64,790
MACK	.....	650	.....	1,158	25,717	35,771
JEEP	.....	425	.....	.....	21,702	.....
AM CORP.	1,500*	1,740*	1,200*	3,000*	76,121	83,888*
MISCELLANEOUS	50*	85*	50*	210*	7,871	3,486*
VOLKSWAGEN	1,400*	500*	1,400*	5,880*	35,425	64,120*
Total Trucks, U. S.	23,678	38,566	19,303	102,860	1,478,932	1,534,430

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 5, 1981	Week Ended Dec. 6, 1980	Week Ended Nov. 28, 1981	Nov. Estimate	Jan. 1 to Dec. 6, 1980	Jan. 1 to Dec. 5, 1981
CHRYSLER CORP.	2,000	1,600	1,957	8,014	47,322	80,093
FORD MOTOR	429	4,392	3,201	9,556	167,187	129,131
GENERAL MOTORS	6,028	6,750	6,434	24,127	225,399	257,717
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	235	295	237	991	15,088	10,851
MACK	.....	40	.....	.....	1,949	.....
Total Trucks, Canada	8,692	13,077	11,829	42,688	475,072	477,792
N. American Trucks	32,370	51,643	31,132	145,548	1,954,004	2,012,222

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 5, 1981	Week Ended Dec. 6, 1980	Week Ended Nov. 28, 1981	Nov. Estimate	Jan. 1 to Dec. 6, 1980	Jan. 1 to Dec. 5, 1981
AMERICAN MOTORS	.....	545	980	3,888	1,964	32,578
CHRYSLER CORP.	2,000	.....	2,112	8,233	67,514	61,609
FORD MOTOR	3,556	5,448	427	15,223	239,707	197,640
GENERAL MOTORS	7,714	14,140	11,443	37,848	472,917	453,833
VOLVO	225	225	225	900	9,370	9,785
Total Cars, Canada	13,495	20,358	15,187	66,092	791,472	755,445
N. American Cars	104,620	162,188	92,979	483,951	6,750,883	6,768,892
N. American Trucks	32,370	51,643	31,132	145,548	1,954,004	2,012,222
North American Cars and Trucks	136,990	213,831	124,111	629,499	8,704,887	8,781,114

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

p. 1, 3, 37, 12, 14, 18,

E4, E6, E10, E12, E18, E26,

E28, E30, 23, 28, 41-42.

C2700-1

Automotive News

Detroit, December 14, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Short stuff

Japanese proposal for urban use

This prototype Mitsubishi CV (for Concise Vehicle) is an experimental town car. Its overall length is 102 inches and it is envisioned with open or fixed top.

83-day supply of new cars on Dec. 1

Stocks soar to record high

By Richard A. Wright
Assistant Managing Editor

The deepening sales slump pushed the domestic new-car inventory higher still during November, despite assembly plant shutdowns, and it stood at an 83-day supply Dec. 1, highest ever for that date.

The domestic new-car inventory totaled 1,489,712 on Dec. 1, up from 1,480,768 on Nov. 1 and 1,439,998 on Dec. 1 last year.

The 83-day supply on Dec. 1 compared with an 81½-day stockpile a month earlier and a much more manageable 65-day stock Dec. 1 last year.

Approximately 400,000 of the Dec. 1 inventory were carryover 1981 models. In addition, the stockpile included over 40,000 of General Motors' new front-drive intermediates, for which a selling rate has not yet been established. If those nameplates are

Table on Page 37

excluded, the Dec. 1 inventory would be an 81-day supply, down from a month earlier.

• Compared with a month earlier, GM, Chrysler Corp. and Volkswagen of America increased their days-supply figures. GM's unit-count buildup was more than accounted for by stockpiling of the new front-drive A bodies, while VWoA's increase was due to a reduced sales rate, not an inventory buildup.

GM had a 77-day supply Dec. 1, unchanged from a month earlier, but its unit count was up about 28,000. Chrysler Corp. had a 103-day supply Dec. 1, up from a 91-day stockpile a month earlier, while VWoA had a 94-day supply of U. S.-built Rabbits, up from a 66-day stock, although its unit count was virtually unchanged.

Ford Motor Co. had an 89-day supply on Dec. 1, down from 91 days a month earlier. American Motors opened December with a 76-day stockpile, down from 87 days on Nov. 1.

The Dec. 1 domestic inventory was divided this way: GM, 58.24 percent; Ford Motor Co., 24.31 percent; Chrysler Corp., 12.96 percent; VWoA, 2.48 percent, and AMC, 2.01 percent.

A month earlier, the domestic inventory was divided as follows: GM, 56.71 percent; Ford Motor Co., 25.74 percent; Chrysler Corp., 12.95 percent; VWoA, 2.51 percent, and AMC, 2.09 percent.

By size class, the domestic inventory continued to be bottom-heavy with a 107-day supply of subcompacts, up from 103 days, and only a 61-day supply of luxury cars, up from 58 days.

The industry had a 73-day supply of compacts Dec. 1, down from 84 days a month earlier, and a 88½-day stockpile of intermediates, up from 75 days. The industry had a 63-day supply of standards, off slightly from 64½ days on Nov. 1.

The Dec. 1 inventory was divided this way by size segment: Subcompact, 30.60 percent; compact, 24.01 percent; intermediate, 28.24 percent; standard, 11.34 percent; and luxury, 5.81 percent.

A month earlier, the inventory was divided as follows: Subcompact, 29.68 percent; com-

Continued on Page 37, Col. 4

Executive board revises a rigid policy

UAW councils given OK to reopen contracts

By Marjorie Sorge
Labor Editor

The UAW executive board has let go of the reins and will let its bargaining councils reopen negotiations if they see fit.

Auto industry officials called the move "positive" and expressed hope that the union's councils would vote to reopen negotiations.

According to UAW President Douglas A. Fraser, the move is geared specifically to American Motors and International Harvester, which have already formally asked for changes in the agreement.

Ford Motor Co. and General Motors have made noises about reopening the current contract but have not formally approached the UAW. Those contracts expire Sept. 14, 1982.

Both Ford and GM have said there is an $8 per hour labor cost disadvantage with the Japanese and they want it back in the next agreement.

After a six-hour meeting, the union's executive board voted, with one dissenting vote, to change its rigid policy of not entering into negotiations with any company before the contract expires.

"Because of the deteriorating economic circumstances we said that a rigid policy doesn't make any sense any longer and there are different circumstances for different companies," Fraser said. "Therefore, everybody's free to act in a manner they feel is best suited for their situation."

He said that does not mean different agreements for each auto company and an end to pattern bargaining. Both those theories have been examined as possibilities in next year's contract negotiations.

Now, the union's councils have the right to reopen the current contract or begin early bargaining but that doesn't mean it is planning to run to the bargaining table. Fraser said there is "no compulsion" for the councils to vote to reopen negotiations. Last March, both the UAW Ford and GM councils voted not to reopen the contracts.

"They'll open the negotiations if they decide that's the intelligent thing to do," Fraser said. "They aren't going to be pressured."

The councils are made up of elected officials from various union locals. Each company has a separate council.

• Some of the officials in the auto companies have tried to pressure the union into reopening the agreements but Fraser warned against such actions. He said statements like Roger Smith's (GM chairman) earlier this month that the UAW-GM contract hurts the auto workers more than it helps them only make the membership more contrary.

"Those speeches don't serve any constructive purpose if he wants to open negotiations," Fraser said. "If he doesn't want to open negotiations, that's a good way to do it."

Fraser denied the union is backing down on its strong stand earlier this year on renegotiations but said times have changed and the situation in the auto industry is "stressful."

While all the automotive companies are feeling the pinch of the industry slump, only AMC and IH have formally asked for changes in the contract.

Earlier this month, the UAW-AMC Council rejected a proposal that employes invest 10 percent of their raises in the company over the next 22 months. That denial went along with the executive board's past recommendation.

That proposal would have generated about $150 million during the 22 months. Workers would have been repaid with interest after the 22-month investment period.

AMC lauded the executive board's decision as "a positive step which can lead to further consideration of the proposed

Continued on Page 8, Col. 4

Forecast '82 predicts a sales gain next year

Sales of new cars in the U. S. will total 9.1 million units in calendar year 1982, up from an estimated 8.7 million this year, according to Automotive News World Outlook, a new feature that bows in Forecast '82, a special section following Page 22.

World Outlook also estimates the import share of the U. S. new-car market will decline to 22 percent in 1982 from 26 percent this year, and that total world car production in the coming year will climb to 32 million units from 28 million in 1981.

Highlights of other Forecast '82 features:

Auto Analyst Arthur Davis predicts there will be a 90-to-120-day strike at General Motors next year.

Marina v. N. Whitman, GM vice president and chief economist, declares 1982 will be "a year of recovery," that the comeback will begin next spring, and record-level annual new-car sales are coming "in the '83 to '85 period."

Highway travel in the U. S. will increase "another 2 or 3 percent" in 1982, according to Peter G. Koltnow, president of the Highway Users Federation.

Auto industry suppliers expect tough sledding although, Federal-Mogul Chairman Thomas F. Russell forecasts vehicle sales will show an "8 to 10 percent sales increase over the depressed 1981 level," and Robert F. Swift, vice president of strategic planning and international, Rockwell International Automotive Operations, expects North American factory shipments of heavy-duty trucks to climb 19 percent.

One of the bright spots in the auto business is the aftermarket, where 10 to 15 percent sales growth is projected for 1982.

NEWSPAPER
M
AN
DC20014CNGLIAO OEA FMJT
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

breaking news

New Pontiac price leaders

DETROIT.—Pontiac will create price leaders in J-2000 and Phoenix, similar to those reported for Chevrolet (Automotive News, Nov. 16). One or two price-reduced body styles of J-2000 will be offered, and one price-leading Phoenix, with reductions of approximately $700 to $1,000 expected. Officials are still undecided on special model names and timing for introduction.

Toyo Kogyo expects Ford diesel deal

TOKYO.—Toyo Kogyo said it hopes to conclude an agreement with Ford Motor Co. under which it would sell diesel engines for use in Ford Ranger pickup trucks. A spokesman said an agreement on export of transmissions for the Ranger trucks would be signed first. Ford owns 25 percent of Toyo Kogyo, which manufactures Mazda cars.

Wentzville plant on schedule, GM aide says

ST. LOUIS. — Amid reports of management retrenching and stretching out a $40 billion capital expansion program to keep competitive, General Motors has assured the public and labor that its nearby Wentzville assembly plant is proceeding

See BREAKING NEWS, Page 8, Col. 1

Economist lists factors that led to growth

U.S. warned it could lose industry

ANN ARBOR, Mich. — The American auto industry is in the process of moving outside the U. S. — and foremost among the losers will be Michigan, warned Prof. Ross Wilhelm, University of Michigan business economist.

"We will only keep the automobile industry here if we restore the conditions that brought about the enormous growth in car ownership from the turn of the century up until the mid-1960s," he said.

Wilhelm, a member of the Graduate School of Business Administration, described four factors that made an automobile-based world for Americans, in a paper he prepared for the Michigan Bankers Assn. Bank Management Conference in Dearborn. The factors follow:

1. Rising real consumer incomes—"Real incomes rose at a rate of over 3 percent a year," he said. "Each year we all had more purchasing power. The growth in real incomes ground to a halt over the past 20 years. The stagnation of consumer incomes pulled out one of the major factors that led to a growth in the long-term demand for cars.

"The Reagan program and the ending of inflation and the resumption of investment are the best cures for stagnation. There is reason to hope we will see this factor again working to raise the demand for cars in the coming decade."

2. A favorable political climate—"The second factor that led to 60 years of high automotive production was a favorable political climate for driving and using cars," Wilhelm said. "We built highways and other facilities and encouraged driving.

• "Over the past 20 years, however, the government, aided and pushed by the Ralph Nader types, has waged war against cars and private driving. The thrust of our public effort shifted against the car and toward ending the importance of private driving. It is questionable whether the political environment for the car is going to improve over time. We simply do not know.

"I suspect more politicians are beginning to recognize the implications for society if we lose the automobile industry."

3. Declining real cost of cars —"The third factor that led to the growth in car ownership over this century was a declining real cost of a car for buyers," he said. "Up until the 1960s the prices of cars did not keep up with inflation and their real cost declined each year. Our growing purchasing power, coupled with the declining real cost of a car, took us in 60 years from a society with no cars per family to one with two cars per family.

"In the 1960s, two factors led to the end of the declining real cost of a car. The first factor was an explosion in government regulation of automobile design and the imposition of enormous government-mandated costs. The attacks on the car not only hit drivers, they also shoved up the cost of building the car in the name of pollution control and safety.

"The second factor that has made the American automobile noncompetitive in its own markets is an explosion in labor costs. Today it costs $1,500 more per unit to produce a car here as against in Tokyo. American labor costs $9 per hour more than Japanese. If these cost differences are not eliminated, it will not be possible to hold the car industry here . . .

"I see no change in the basic attitudes of the unions toward making the state more competitive and radically improving the unemployment compensation and worker compensation mess, and if the attitude is hostile and rigid on these matters, will we see cooperation over wages?"

Wilhelm says that the lowering of interest rates will help reduce costs and help stimulate demand, but he warned that "consumers are not buying cars just because of the high cost of financing. They are not buying because the total costs are too high. The product is overpriced."

Robots and plant modernization are not the answer, he added.

• "Robots and modernizing are poor substitutes for the reduction of government-mandated costs and lower wages," he said. "These are the costs that must come down to save jobs and to save Michigan."

4. Declining real price of gasoline—"This occurred continuously over the period up to 1973 and the Arab oil embargo and the rise in gasoline prices," Wilhelm said. "In 1979 we again had a major rise in the price of gasoline and the results have been a decline in passenger miles traveled in cars, slower driving and a shift to gas-efficient cars. While we now have a gasoline glut and stable prices, this situation will end as the economy comes out of the recession.

"It is unrealistic not to recognize that we face the prospect of rising gasoline prices and declining passenger miles traveled in cars over the rest of the century.

"Thus, as we look at the future of the automobile and the state, there is only strong hope that we can significantly im-

Continued on Page 37, Col. 1

A word of warning to humans in plants

DETROIT.—Has the REAL industrial revolution begun?

There were reports last week that a worker was killed by a robot in a Nissan plant in Japan. The worker was carrying out a repair when he was crushed by the machine.

Was it an accident?

Grand illusion

A simulated convertible top kit is now available for the 1982 Lincoln Continental from E & G Classics, Inc., Columbia, Md. Choice of canvas colors includes dark blue, white, black, buckskin, tan, dark brown and burgundy.

No immediate revival for passive restraints

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The U. S. Court of Appeals here has told State Farm Mutual it will not stay NHTSA Administrator Raymond Peck's decision to do away with the passive restraint standard. Recission of the standard became effective last week.

The effect of the ruling is that auto makers are now rid of a requirement that would have had them installing automatic belts or air bags in their largest vehicles next year and in their intermediate and smallest vehicles over the following two years.

State Farm, the nation's largest auto insurer, had stressed in its court filings that its stay request was in no way an attempt to start a new action but was an effort to preserve a situation that has been in effect for five years and to continue a regulatory program that was launched over a decade ago.

The court had no comment regarding that assertion, but said it would hear arguments on why the decision should be overturned in its February-March calendar.

At that time, State Farm is expected to argue that NHTSA acted in a "arbitrary and capricious manner and in an abuse of its discretion" when it voided the passive restraint rule.

It will say that the safety agency acted contrary to law in disregarding the existence of passive belts that meet the Passive Retraint Standard and relying instead on the design of a single belt that is identical to a manual belt when it is detached.

When he announced his decision in October, Peck said it was the agency's opinion that since drivers and passengers would disconnect the passive belt, it would be only marginally better than manual belts. He said he wanted to avoid another seat-belt-interlock fiasco.

State Farm asserts Peck should have changed the standard to ensure that it would meet the "use-inducing" purpose of the passive restraint standard recognized by the previous four administrators of the safety agency.

By that, State Farm meant Peck should have required that the belt systems have spool release systems, motorized drives and/or ignition interlocks such as found in the Volkswagen Rabbit.

When used, the systems work and are cost effective, State Farm said.

State Farm was joined in its suit by the National Assn. of Independent Insurers, whose membership includes Allstate, Nationwide and others. They are expected to join State Farm in arguing before the court in February.

Building showroom traffic for new cars

GM offers sweepstakes as a lure

By Joseph Bohn
Marketing Editor

DETROIT.—General Motors is using a sweepstakes drawing to build showroom traffic support for its new A-cars and F-cars, officially being introduced Jan. 14.

F. James McDonald, GM president, called the month-long giveaway the "most far-reaching dealer showroom traffic-building activity" ever staged by the corporation.

From Jan. 11 to Feb. 12, GM will offer showroom visitors a chance to win one of 15 new cars. Prizes are Chevrolet Celebrity and Camaro, Pontiac 6000 and Trans Am, Oldsmobile Cutlass Ciera, Buick Century and a Cadillac Cimarron. There are also 1,325 alternate prizes of merchandise.

Some 41 million four-page color inserts will be placed in over 275 Sunday newspapers in the U. S. and Puerto Rico on Jan. 10, announcing the "GM Match and Win Sweepstakes."

Inserts will picture the new '82 GM cars, and 1,300 other prizes to be awarded plus an offer of a free atlas for test-driving an '82 GM car.

Each insert will have an official entry form and a number selected by computer while it is printed.

The winning numbers for new cars and other prizes will be posted in showrooms of nearly 11,000 GM car dealerships on Monday, Jan. 11. By taking the entry form to the dealership, the newspaper reader can determine instantly if he or she is a winner.

No test-drive is required to win.

Anyone who doesn't win instantly can deposit the entry form at the dealership for a "second-chance" drawing to be held after the Feb. 12 end of the sweepstakes in which all unclaimed prizes will be awarded.

Dealers will have entry forms similar to those in the newspaper insert so every showroom visitor from Jan. 11 to Feb. 12 can participate in the "second-chance" drawing.

Persons taking a test drive will receive a big Rand-McNally Road Atlas, mailed to their home. They do not have to enter the sweepstakes to get the Atlas.

There is no cost to enter the contest, and no cost to dealers.

Salesmen who take a customer winning a car in the sweepstakes on a demo ride receive $1,000 from GM.

Announcing the General Motors
MATCH AND WIN
SWEEPSTAKES
YOU MAY HAVE ALREADY WON ONE OF
15 NEW GM CARS;
Get Your FREE Rand McNally 1982 Road Atlas After You Take A Test Drive

'Match and Win' with GM

General Motors is running a four-page color insert in 275 Sunday newspapers Jan. 10, announcing its new month-long sweepstakes. The contest is designed to help build traffic for the new A-cars and F-cars, officially debuting Jan. 14.

index

Auction reports	28
Classified advertising	30
Editorial page	16
Obituaries	12
Production by makes	42
Registrations, car, truck	18
Truck highlights	10

57th year — No. 4893

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Lone Star donates limousine to Dallas

DALLAS.—Lone Star Cadillac has donated a Cadillac Fleetwood limousine to the city to use for a year.

Because of citywide belt-tightening, funds were not available to replace the city's six-year-old limousine. Lone Star came forward with an offer to donate a new Cadillac limousine to the city each year.

In ads for new line

Buick Century called a car for all seasons

By Joseph Bohn
Marketing Editor

Buick will use a three-pronged attack on the marketplace during the first quarter of 1982, to sustain its momentum.

While introducing the new front-drive Century, it will also launch a generic campaign and continue supporting remaining car lines in about equal-thirds of emphasis, according to Ned Sale, vice president and account supervisor at McCann-Erickson, Buick's agency.

Century will be pitched on the basis of front-drive, fuel economy and roominess — by now familiar attributes being cast into a new seasonal framework.

The "year of the Century" is the headline for ads which say, "This could be just another year for you. Or, it could be the year of the Century. Especially once you consider the many pleasures . . . Century can bring you season after season."

Using the seasonal approach, copy relates areodynamics to better economy for "blustering" fall winds, front-drive for better traction in winter snows, economical engine choices for spring economy and roominess for summer travel.

Century print will be confined to the five major news weeklies, with single and double-page spreads scheduled.

TV, which reinforces the "seasonal" message, provides all-around views of Century while discussing front-drive, engine availability, passenger and luggage capacity and EPA ratings. The TV ads begin tonight (Dec. 14) on Monday Night Football.

Throughout the second and third quarters, Century will be featured on network news, 20/20, NBC Magazine, the Academy Awards and golf. Century will also be advertised on CBS radio broadcasts of NFL Playoffs., championship games and the Super Bowl.

"Wouldn't you really rather have a Buick?" is the continuing signoff, with the hawk logo.

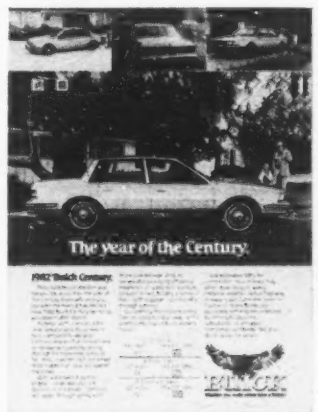
Buick will, at the same time, swing into a generic campaign designed to promote the division's products as a whole.

For example, a print ad headlined "At Buick, we believe luxury and economy can ride comfortably together" shows an engine riding on a luxurious seat in complementary fashion.

Again, "Buicks. What they have in common sets them apart" depicts benefits from the Riviera to the Skylark.

Sale said some monthly magazines have been recommended for product advertising on other car lines, which will continue in the quarter, with no definite commitments or schedules drawn up as yet.

Overall, he said, Buick is seeking to maintain a "certain tonality" of luxury and prestige that have contributed to its success.



Seasonal car

Buick's new Century is being positioned as a car for all seasons, with copy relating front-drive to winter snow, for example, and roominess to summer travel. McCann - Erickson is the agency.

U-M economist warns U. S. it could lose auto industry

Continued from Page 3

prove one of the four major demand factors for cars — consumer incomes. We may make progress in arresting the rise in costs by reducing regulation and perhaps lower wage costs. But it is questionable as to how far we can go."

Wilhelm concluded that "our outlook is mixed. The short-run outlook and the outlook for the decade is favorable for the economy, and the nation. But the outlook for our state is not bright and we have a long way to go to improve it."

• Concerning the national economy, Wilhelm finds that "the experience of the past year strongly supports the forecast that the Reagan program will work. The President has demonstrated clearly he has the support of the American people as well as the political will to make the program work.

"If the people continue to support the President then there is strong hope that over the coming decade we will end our long-term chronic inflation and we will see the end of decline in economic growth and stagnation . . . We should see a return to rising consumer incomes growing at a real rate of 3 to 3.5 percent a year. In addition we should see the end of our chronic and rising unemployment.

"From a political viewpoint we seem finally to have come to the realization as a people that inflation is our primary problem. Perhaps this is premature.

"The real test will be in the election a year from now. If the voters continue to reject big spenders in either party and candidates who do not want to fight inflation, they we will have passed a major corner. We will be on the path to long-term recovery."

Domestic stockpile soars to record 83-day supply

Continued from Page 1

pact, 26.70 percent; intermediate, 26.47 percent; standard, 11.43 percent, and luxury, 5.72 percent.

The Dec. 1 days-supply figures by market class were:

Subcompact—Eagle SX/4, 67; Chevette, 90; Lynx, 92; Rabbit, 94; Escort, 95; LN-7, 103; Dodge 024, 106; Cavalier, 117; Plymouth TC3, 118; EXP, 119; Horizon, 138; Omni, 140; Spirit, 143; T-1000, 149, and J-2000, 157½.

Compact—Omega, 54½; Citation, 58; Skylark, 59; Eagle, 59; Concord, 66; Zephyr, 72; Phoenix, 72; Reliant, 86; Fairmont, 86; Aries, 89; Mustang, 95; Capri, 96; Camaro, 105, and Firebird, 112½.

Intermediate — '81 LeBaron, 52; Cougar, 54; Cutlass, 55; New Yorker, 57; Regal four-door/'81 Century, 69; Malibu, 70; Supreme, 76; Gran Fury, 76; Regal, 79; Bonneville G/LeMans, 79; Grand Prix, 82; Cordoba, 85½: Diplomat, 89; Monte Carlo, 93; Granada, 94; Mirada, 107; Thunderbird, 111; XR-7, 116; '82 LeBaron, 122, and Dodge 400, 195½.

Standard — Olds 88, 43; Pontiac, 56; Olds 98, 58; Mercury, 62; Chevrolet, 69; Electra, 75; LeSabre, 79, and Ford, 82.

Luxury — Lincoln, 35; Eldorado, 48; Mark VI, 49; Cadillac, 54; Toronado, 62; Seville, 68; Corvette, 68½; Riviera, 80; Cimarron, 93; Continental, 98, and Imperial, 124.

Dealers recover quick return in used-car rentals

EASTON, Conn.—Happiness is renting older used cars, say dealers from the hard-pressed Northeast who are enrolled in the Olde'n'Bent Car Rental Plan.

William S. Alley, president of Well Seasoned Advice, Inc., administrator of Olde'n'Bent, said many dealers are getting back their original investment in less than six months even though they are operating very small fleets.

"Most dealers are getting even in two or three months," said Alley. "I put on Phil Roeber, Kingston, N. Y., in August and within two weeks he had most of his money back by virtue of putting out four prepaid monthly rentals."

Alley said other Olde'n'Bent dealers say their retail sales are stronger as a result of rental operations.

NEW CAR STOCKS

	Dec. 1, 1981	Nov. 1, 1981	Dec. 1, 1980
Spirit	143	138½	96
Concord	66	75	57
Eagle	59	80	83
Eagle SX/4	67	108	83
AMERICAN MOTORS	76	87	74
Horizon	138	130½	130
TC3	118	112	.....
Reliant	86	62	99
Gran Fury	76	68	.....
Plymouth	100½	80	97
LeBaron-K	122	15	.....
LeBaron	52	256	78
Cordoba	85½	80	127
New Yorker	57	43	.....
Chrysler	96	120	92½
Imperial	124	161	90
Omni	140	149	138
024	106	102	.....
Aries	89	73	97½
Dodge 400	195½	87	.....
Diplomat	89	75	103
Mirada	107	103½	149
Dodge	....	96	114
CHRYSLER CORP.	108	91	107
Escort	95	105	41
EXP	119	134	61
Mustang	95	88	95
Fairmont	96	88	65
Granada	94	75	133
Thunderbird	111	104	96
Ford	82	81	75
Ford	96	95	77
Lynx	92	99	51
LN7	103	153	.....
Capri	96	99	89
Zephyr	72	82	46
Cougar	54	54	105
XR7	116	115	86
Mercury	62	65	53
Mercury	80	87	65
Lincoln	35	49	104
Continental	98	70	.....
Mark VI	49	59	69
Lincoln	54	57	68
FORD MOTOR CO.	89	91	74
Skylark	59	77	35
Regal 4-door	69	65	45
Regal Coupe	79	74	40
LeSabre	79	57	37
Electra	75	71	39
Riviera	80	58½	29
Buick	72	71	38½
Cimarron	93	98	.....
Seville	68	73	42
Cadillac	54	48½	27
Eldorado	48	47	31
Cadillac	58	56	31
Chevette	90	116	90
Cavalier	117	77	.....
Citation	58	109	68
Camaro	105	79	74
Malibu	70	74	62½
Monte Carlo	93	82	78
Chevrolet	69	80	59
Corvette	68½	84	62½
Chevrolet	81	91	69
Omega	54½	70	45½
Cutlass	55	48½	39
Supreme	76	64	48
Olds 88	43	42	35
Olds 98	58	59	33
Toronado	62	53	32
Oldsmobile	64	59	41
T-1000	149	164	.....
J-2000	157½	79	.....
Phoenix	72	111	51
Firebird	112½	82	95½
Bonneville/Lemans	79	80	78
Grand Prix	82	74	63
Pontiac	56	53	65½
Pontiac	106	92	69
GENERAL MOTORS	77	77	55½
VOLKSWAGEN	94	66	77
TOTAL	83	81½	65

editorial opinion

Return the money, Archie

Continued from Page 16

in 1984. Mr. Hayford's loan was to have been reduced in increments of $243,360.

The board's decision, which came to light last January in the annual proxy statement, flabbergasted Chicago business. IH was still reeling from ill-advised and poorly planned decisions that caused a 169-day strike and resulted in a $397.3-million loss in fiscal 1980. The red ink might have been acceptable had IH won any work-rule concessions from the United Auto Workers (UAW). But in fact, IH was thoroughly routed. The company later defaulted on its debt and tallied an unexpectedly deep $636-million loss for fiscal 1981.

That's hardly the stuff bonuses are made of.

During one of Mr. McCardell's infrequent meetings with the public, he justified the IH board's decision to forgive the loans by proclaiming, "I have a contract."

Those words now have been flung back in his face. Mr. McCardell has come to the UAW asking for some $100 million in unspecified labor concessions to revitalize the failing Harvester. And the response from the union rank and file has been unequivocal: "We've got a contract."

The union and the executives both have contracts. But what good are contracts with a liquidated company?

No one pretends that IH's future hinges on recouping $2.8 million in loans to its top two officers. But it does hinge on something more important—recruiting IH employes in the task of saving the company. Securing $100 million in labor concessions from its main union is a key element in that task. There's no guarantee that the UAW will fall into line if Messrs. McCardell and Hayford pay off their loans. But we're quite certain that if they don't, the UAW won't assist in the salvage effort. Contract or no, the forgiveness issue has eclipsed all others in the union's dealings with IH, and rewarding Messrs. McCardell and Hayford after their disastrous financial performance is an insult to stockholders and employes and perverts the collective bargaining process.

We urge Mr. McCardell and Mr. Hayford to decline the scheduled reductions in their outstanding loans for fiscal 1981 and take steps to pay back the $359,250 that Mr. McCardell was forgiven and the $243,360 that Mr. Hayford was forgiven in 1980.

The principles of fair play and honor demand no less.

Power-brake installations set record

Power accessories in high demand in '81

By Joseph Bohn
Marketing Editor

Basic power accessories continue to be in high demand, an AUTOMOTIVE NEWS survey of '81 optional equipment reveals.

A greater percentage of domestically-bulit cars than ever before came equipped with power brakes, while power steering achieved a better than 80 percent penetration.

And electrically-operated windows and rear defrosters held their own, despite the very cost-conscious market which has developed.

Overall, 85.98 percent of domestically-built cars came with power brakes in '81, up from 81.87 the previous year.

With new entries like Cavalier, J-2000, Cimarron and Ford's EXP and LN7, no fewer than 45 car lines, in fact, standardized power brakes, up from 33 car lines in '80.

Industrywide, 5,810,562 cars came equipped with the power-assist brakes, compared with 5,850,171 in '80.

Power steering likewise continued to be widely popular, despite the increase of rack-and-pinion design on new small entries.

Some 83.73 percent of domestic cars came equipped with power steering, compared with 83.83 percent in '80.

Altogether, there were 5,658,765 cars with this accessory compared with 5,989,989 in '80.

Again, there were 35 car lines that carried power steering as a standard item, up from 31 in '80. The option became newly-standard on lines like AMC's Eagle/SX 4 and on the newly-introduced Cimarron.

Rear window defrosters continued holding their own.

They ended up on 50.76 percent of domestic models, compared to a 50.68 percent penetration the previous year.

Altogether, some 3,430,752 cars carried this item, against 3,621,119 in '80.

Rear window defoggers, by contrast, are virtually obsolete. They were offered only on the full-sized Chevrolet, where they accounted for 1.60 percent of production, or 2,960 cars.

(A couple of GM divisions use the term "defogger" to refer to what are essentially defrosters.)

Power side windows improved their popularity last year, climbing to a 23.38 percent penetration from 21.50 percent in '80.

Altogether, some 1,579,871 cars came equipped with the electrical window control against 1,536,314 in '80.

3 dealers added to Peugeot network

LYNDHURST, N.J.—Peugeot has added three dealers in the U. S.

They are: Rivers Ford, Monroe, La., owned by Jack L. Rivers; Cape Fear Motor Sales, Wilmington, N.C., headed by William N. Smith, and Gladstone Imports, Inc., Gladstone, Ore., headed by Edward J. Brusher.

POWER EQUIPMENT OPTIONS ON 1980 U. S. MODELS

	Power Brakes	Percent of Output	Power Steering	Percent of Output	Power side Window	Percent of Output	Rear Window defogger	Percent of Output	Rear Window defroster	Percent of Output
AMERICAN MOTORS	87,176	63.57	129,008	94.08	7,580	5.53	NA	—	70,218	51.21
Spirit	11,586	26.00	37,693	84.50	318	0.70	NA	—	20,796	46.60
Concord	38,161	69.30	53,886	97.80	3,255	5.90	NA	—	25,492	46.30
Eagle	14,486	100.00	14,486	100.00	3,330	23.00	NA	—	10,699	73.90
SX-4	22,943	100.00	22,943	100.00	677	3.00	NA	—	13,231	57.70
CHRYSLER CORP	476,258	64.93	525,475	71.64	35,736	4.87	NA	—	331,027	45.13
C-P Total	279,743	66.37	303,889	72.09	27,346	6.49	NA	—	198,653	47.13
Horizon	21,182	24.20	34,048	38.90	NA	—	NA	—	38,862	44.40
Reliant	166,255	81.20	176,083	86.00	NA	—	NA	—	89,884	43.90
TC3	15,310	29.30	23,253	44.50	NA	—	NA	—	26,075	49.90
Gran Fury	7,746	100.00	1,255	16.20	1,696	21.90	NA	—	4,826	62.30
Cordoba	20,293	100.00	20,293	100.00	9,700	47.80	NA	—	11,445	56.40
LeBaron	38,377	100.00	38,377	100.00	8,174	21.30	NA	—	19,764	51.50
Chrysler	10,580	100.00	10,580	100.00	7,776	73.50	NA	—	7,797	73.70
Dodge Total	196,515	62.99	221,586	71.02	8,390	2.69	NA	—	132,374	42.43
Omni	16,197	24.90	25,173	38.70	NA	—	NA	—	26,799	41.20
024	15,940	32.00	23,013	46.20	NA	—	NA	—	20,920	42.00
Aries	125,507	79.30	134,529	85.00	NA	—	NA	—	62,200	39.30
Diplomat	21,449	100.00	21,449	100.00	2,231	10.40	NA	—	12,719	59.30
Mirada	11,899	100.00	11,899	100.00	4,474	37.60	NA	—	6,306	53.00
St. Regis	5,523	100.00	5,523	100.00	1,685	30.50	NA	—	3,430	62.10
FORD MOTOR	1,320,878	87.83	1,225,990	81.52	256,200	17.04	NA	—	703,458	46.77
Ford Division	885,236	86.62	811,117	79.37	99,214	9.71	NA	—	456,595	44.68
Escort	199,171	62.10	162,609	50.70	NA	—	NA	—	117,065	36.50
EXP	71,644	100.00	49,708	69.40	NA	—	NA	—	71,644	100.00
Fairmont	160,828	100.00	154,394	96.00	4,986	3.10	NA	—	59,506	37.00
Must./Must. II	167,409	91.70	158,829	87.00	9,676	5.30	NA	—	66,452	36.40
Granada	121,341	100.00	120,734	99.50	10,557	8.70	NA	—	53,268	43.90
T-Bird	86,693	100.00	86,693	100.00	40,312	46.50	NA	—	40,832	47.10
Ford	78,150	100.00	78,150	100.00	33,683	43.10	NA	—	47,828	61.20
L-M Division	435,642	90.38	414,873	86.07	156,986	32.57	NA	—	246,863	51.22
Lynx	65,619	58.60	62,484	55.80	NA	—	NA	—	50,390	45.00
Capri	58,946	100.00	52,639	89.30	3,419	5.80	NA	—	27,999	47.50
Zephyr	66,509	100.00	64,181	96.50	5,387	8.10	NA	—	27,734	41.70
Cougar	53,653	100.00	53,438	99.60	10,999	20.50	NA	—	25,485	47.50
XR-7	37,275	100.00	37,275	100.00	15,991	42.90	NA	—	17,855	47.90
Mercury	61,638	100.00	61,638	100.00	51,653	83.80	NA	—	51,160	83.00
LN7	22,465	100.00	13,681	60.90	NA	—	NA	—	22,465	100.00
Lincoln	32,839	100.00	32,839	100.00	32,839	100.00	NA	—	23,775	72.40
Mark VI	36,698	100.00	36,698	100.00	36,698	100.00	NA	—	NA	—
GENERAL MOTORS	3,746,615	89.12	3,778,292	89.87	1,280,355	30.46	2,960	0.07	2,148,230	51.10
Buick Division	844,070	98.49	851,587	99.37	338,046	39.45	NA	—	476,624	55.62
Skylark	255,422	98.00	259,167	99.50	33,570	12.90	NA	—	147,374	56.60
LeSabre	89,210	100.00	89,210	100.00	51,718	58.00	NA	—	50,974	57.10
Century	138,248	95.80	142,020	98.40	41,819	29.00	NA	—	73,901	51.20
Regal	240,200	100.00	240,200	100.00	89,949	37.40	NA	—	112,423	46.80
Electra	68,983	100.00	68,983	100.00	68,983	100.00	NA	—	51,788	75.10
Riviera	52,007	100.00	52,007	100.00	52,007	100.00	NA	—	40,164	77.20
Cadillac Division	252,256	100.00	252,256	100.00	250,373	99.75	NA	—	199,184	78.96
Cimarron	14,048	100.00	14,048	100.00	12,165	86.60	NA	—	14,048	100.00
Seville	28,606	100.00	28,606	100.00	28,606	100.00	NA	—	28,606	100.00
Eldorado	60,557	100.00	60,557	100.00	60,557	100.00	NA	—	49,511	81.80
Cadillac	149,045	100.00	149,045	100.00	149,045	100.00	NA	—	107,019	71.80
Chevrolet Division	1,239,901	74.11	1,256,842	75.12	232,624	13.90	2,960	0.18	750,132	44.84
Chevette	50,846	11.20	55,840	12.30	NA	—	NA	—	167,973	37.00
Cavalier	65,130	100.00	58,356	89.60	2,801	4.30	NA	—	65,130	100.00
Camaro	126,138	100.00	126,138	100.00	38,428	30.50	NA	—	60,058	47.60
Citation	383,322	92.70	402,043	97.30	16,371	4.00	NA	—	186,026	45.00
Malibu	226,727	100.00	226,727	100.00	19,272	8.50	NA	—	90,011	39.70
Monte Carlo	157,115	100.00	157,115	100.00	40,379	25.70	NA	—	57,504	36.60
Chevrolet	184,992	100.00	184,992	100.00	69,742	37.70	2,960	1.60	81,351	44.30
Corvette	45,631	100.00	45,631	100.00	45,631	100.00	NA	—	41,479	90.90
Oldsmobile Division	936,036	99.51	938,652	99.79	309,382	32.89	NA	—	500,873	53.24
Omega	143,299	96.80	145,915	98.60	16,128	10.20	NA	—	79,997	54.00
Cutlass	195,730	100.00	195,730	100.00	45,313	23.10	NA	—	91,140	46.50
Cutlass Supreme	285,835	100.00	285,835	100.00	100,014	34.90	NA	—	128,335	44.80
Oldsmobile	268,568	100.00	268,568	100.00	106,323	39.50	NA	—	166,293	61.90
Toronado	42,604	100.00	42,604	100.00	42,604	100.00	NA	—	35,108	82.40
Pontiac Division	474,352	98.60	478,955	99.56	149,930	31.17	NA	—	221,417	46.03
Firebird	70,899	100.00	70,899	100.00	36,152	51.00	NA	—	36,216	51.10
Phoenix	121,156	94.80	125,759	98.30	9,643	7.50	NA	—	65,049	50.90
Grand Prix	108,344	100.00	108,344	100.00	61,431	56.70	NA	—	44,746	41.30
LeMans	71,948	100.00	71,948	100.00	12,951	18.00	NA	—	31,513	43.80
Pontiac	102,005	100.00	102,005	100.00	29,753	29.20	NA	—	43,893	43.00
VOLKSWAGEN	179,635	100.00	NA	—	NA	—	NA	—	177,819	99.00
Total Cars, U. S.	5,810,562	85.98	5,658,765	83.73	1,579,871	23.38	2,960	0.01	3,430,752	50.76

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Elite 100 Dealer

Joe Bullard Oldsmobile, Inc., Mobile, Ala., has been named an Oldsmobile Elite 100 Dealer for the fifth consecutive year in recognition of sales achievement. A limited edition model Grenadine was presented to Joe B. Bullard Sr., left, by Jim Schultz, Oldsmobile's Atlanta zone manager.

PAA establishes training program for mechanics

PHILADELPHIA. — An apprenticeship training program for automobile mechanics will be instituted here for the first time under auspices of the Pennsylvania Automotive Assn. and the U. S. Labor Department's Bureau of Apprenticeship and Training.

Some 35 to 40 new-car dealers in the area are cooperating in the program which will be conducted at Spring Garden College, an accredited two-year associate-degree college specializing in mechanical and industrial training.

John J. Hunt, Philadelphia regional director for the federal apprenticeship bureau, said many new-car dealers complain that there are not enough skilled automotive mechanics available. He said a 10-county survey indicated not a single apprentice in the automotive field in Eastern Pennsylvania. Hunt said the new program is being financed entirely through the Private Industry Council by management and labor and will not be dependent on any federal funds.

The course of study and training, which will start in January, will be a four-year program covering eight six-month periods. The curriculum is being developed by a committee headed by Frank Vidion, president of the PAA. Vidion is also president of Vidion Motors Co. (Chrysler), Newtown Square, Pa.

Others on the committee are Paul McMillan, executive director of the PAA, and Dr. George Richmond, president of the Private Industry Council.

obituaries

Frederick James Williams

HAVERFORDWEST, Wales, UK.—Frederick James Williams, 57, national sales manager for Kaiser Jeep of Canada until 1968, when he became a Volkswagen dealer in Sarnia, Ont., died recently in Wales, land of his birth to which he returned in the early '70s. Before joining Kaiser Jeep of Canada in 1963, Mr. Williams had held sales posts with Austin Motor Co. and Rover Car Co. in Canada.

Wayne (Speed) Love

BOURBON, Ind.—Wayne (Speed) Love, 70, owner of Wayne Love Motors, Warsaw, is dead.

V-8, six-cylinder installations decline

Fours, diesels gain strength in '81

By Joseph Bohn
Marketing Editor

The number of four-cylinder engines and diesel engines in '81 model cars continued to climb, while V-8s and six-cylinders lost ground, an AUTOMOTIVE NEWS survey reveals. The setback for six-cylinder powerplants is expected to be only temporary, however.

Four-cylinder gasoline engines are now the most popular powerplants, capturing 37.95 percent of domestic industry production compared with 33.18 percent in the '80 model year.

Altogether, 2,564,497 four-cylinder gas engines were installed compared with 2,371,152 in the '80 model year.

The AUTOMOTIVE NEWS survey also shows an additional 126,174 four-cylinder diesels—equal to 1.86 percent of industry output—being installed in mostly Volkswagens and a few Chevrolet Chevettes. Isuzu supplies the Chevette diesel.

Six-cylinder engines are broken out as in-line and V-6 in this year's table.

The V-6, supplied only by General Motors in '81, accounted for 1,704,059 cars, equal to 25.21 percent of production. The in-line six-cylinder, offered by Ford, Chrysler and American Motors, accounted for 556,413 cars, or 8.24 percent of output. Together, the six-cylinder plants accounted for 33.45 percent of production in the '81 model year.

In 1980, six-cylinders of both variety accounted for 2,652,644 cars, or 37.13 percent of industry output.

The industry didn't offer a six-cylinder diesel on any '81 models.

GM, however, has begun offering a 4.3 liter V-6 diesel on '82 models, and it is expected to become increasingly popular in the future.

Conventional V-8 gasoline engines accounted for 1,476,095 cars, or 21.84 percent of industry output, down from 2,121,560, or 29.69 percent in '80.

American Motors and Volkswagen didn't offer them. But Chrysler installed 58,173 V-8s in 7.93 percent of its cars. That was down from 169,412, or 22.14 percent, in '80.

Ford installed the conventional V-8 in 352,907 or 23.46 percent of its cars. That was down from 479,142, or 34.88 percent, in '80.

GM installed them in 1,065,015, or 25.33 percent of its cars. That was off from 1,473,006, or 32.12 percent, in '80.

V-8 diesel engines continued to gain popularity.

They were offered in only GM cars, where they accounted for 331,025, or 4.90 percent of production. In the '80 model year, they accounted for 306,062 cars, equal to 4.28 percent of production.

GM appoints two

WARREN, Mich. — Donald E. Alexander has been appointed comptroller of the General Motors Assembly Division. Formerly comptroller of GM of Canada, Alexander succeeds Robert L. Pancoast, who has been named comptroller of GM's AC Spark Plug Division.

Rutherford's 25th

Edward C. Rutherford, left, dealer at Der Volkswagen, Roslyn, N. Y., receives a plaque commemorating his silver anniversary from Arthur Stanton, president, World-Wide Volkswagen Corp., Orangeburg, N. Y.

ENGINE OPTIONS ON 1981 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	92,648	—	N.A.	—	44,777	—	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	18,509	41.50	N.A.	—	26,090	58.50	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	48,045	87.20	N.A.	—	7,052	12.80	N.A.	—
Eagle	N.A.	—	N.A.	—	N.A.	—	13,820	95.40	N.A.	—	666	4.60	N.A.	—
SX-4	N.A.	—	N.A.	—	N.A.	—	12,274	53.50	N.A.	—	10,669	46.50	N.A.	—
CHRYSLER CORP.	58,173	7.93	N.A.	—	N.A.	—	57,694	7.87	N.A.	—	617,656	84.20	N.A.	—
C-P Total	39,339	9.33	N.A.	—	N.A.	—	37,657	8.93	N.A.	—	344,529	81.74	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	139,781	100.00	N.A.	—
Reliant	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	204,748	100.00	N.A.	—
Gran Fury	7,281	94.00	N.A.	—	N.A.	—	465	6.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	10,329	50.90	N.A.	—	N.A.	—	9,964	49.10	N.A.	—	N.A.	—	N.A.	—
LeBaron	11,858	30.90	N.A.	—	N.A.	—	26,519	69.10	N.A.	—	N.A.	—	N.A.	—
Chrysler	9,871	93.30	N.A.	—	N.A.	—	709	6.70	N.A.	—	N.A.	—	N.A.	—
Dodge Total	18,834	6.03	N.A.	—	N.A.	—	20,037	6.42	N.A.	—	273,127	87.55	N.A.	—
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	114,850	100.00	N.A.	—
Aries	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	158,269	100.00	N.A.	—
Diplomat	8,301	38.70	N.A.	—	N.A.	—	13,148	61.30	N.A.	—	N.A.	—	N.A.	—
Mirada	5,474	46.00	N.A.	—	N.A.	—	6,425	54.00	N.A.	—	N.A.	—	N.A.	—
St. Regis	5,059	91.60	N.A.	—	N.A.	—	464	8.40	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	352,907	23.46	N.A.	—	N.A.	—	403,180	26.81	N.A.	—	747,859	49.73	N.A.	—
Ford Division	179,529	17.57	N.A.	—	N.A.	—	282,013	27.60	N.A.	—	560,403	54.83	N.A.	—
Escort	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	320,727	100.00	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	71,644	100.00	N.A.	—
Fairmont	9,167	5.70	N.A.	—	N.A.	—	110,167	68.50	N.A.	—	41,494	25.80	N.A.	—
Must./Must. II	6,025	3.30	N.A.	—	N.A.	—	62,254	34.10	N.A.	—	114,283	62.60	N.A.	—
Granada	13,712	11.30	N.A.	—	N.A.	—	95,374	78.60	N.A.	—	12,255	10.10	N.A.	—
T-Bird	72,475	83.60	N.A.	—	N.A.	—	14,218	16.40	N.A.	—	N.A.	—	N.A.	—
Ford	78,150	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
L-M Division	173,378	35.97	N.A.	—	N.A.	—	121,167	25.14	N.A.	—	187,456	38.89	N.A.	—
Lynx	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	111,978	100.00	N.A.	—
Capri	1,827	3.10	N.A.	—	N.A.	—	20,809	35.30	N.A.	—	36,311	61.60	N.A.	—
Zephyr	2,594	3.90	N.A.	—	N.A.	—	49,948	75.10	N.A.	—	13,967	21.00	N.A.	—
Cougar	10,087	18.80	N.A.	—	N.A.	—	40,830	76.10	N.A.	—	2,735	5.10	N.A.	—
XR-7	27,695	74.30	N.A.	—	N.A.	—	9,580	25.70	N.A.	—	N.A.	—	N.A.	—
Mercury	61,638	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	22,465	100.00	N.A.	—
Lincoln	32,839	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
Mark VI	36,698	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	1,065,015	25.33	331,025	7.87	1,704,059	40.53	2,891	0.07	N.A.	—	1,087,879	25.89	13,165	0.31
Buick Division	147,600	17.22	49,500	5.78	519,807	60.65	2,891	0.34	N.A.	—	137,198	16.01	N.A.	—
Skylark	N.A.	—	N.A.	—	125,131	47.70	N.A.	—	N.A.	—	137,198	52.30	N.A.	—
LeSabre	38,128	42.70	15,541	17.40	35,541	39.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Century	14,084	9.80	6,041	4.20	124,142	86.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	20,568	8.80	7,463	3.10	209,278	87.00	2,891	1.10	N.A.	—	N.A.	—	N.A.	—
Electra	42,978	62.30	12,083	18.60	13,922	20.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Riviera	31,842	61.20	8,372	16.10	11,793	22.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	165,611	65.65	42,156	16.71	30,441	12.07	N.A.	—	N.A.	—	14,019	5.57	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	14,048	100.00	N.A.	—
Seville	19,722	68.90	7,250	25.30	1,634	5.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eldorado	43,694	72.20	11,731	19.40	5,132	8.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac	102,195	68.60	23,175	15.50	23,675	15.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	326,997	19.54	30,894	1.84	549,717	32.86	N.A.	—	N.A.	—	752,320	44.97	13,165	0.79
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	440,817	97.10	13,165	2.90
Cavalier	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	65,130	100.00	N.A.	—
Camaro	74,169	58.80	N.A.	—	51,969	41.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Citation	N.A.	—	N.A.	—	167,005	40.40	N.A.	—	N.A.	—	246,373	59.60	N.A.	—
Malibu	43,758	19.30	N.A.	—	182,969	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	47,449	30.20	N.A.	—	109,666	69.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet	115,990	62.70	30,894	16.70	38,108	26.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Corvette	45,631	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile Division	295,119	31.37	172,350	18.32	379,083	40.31	N.A.	—	N.A.	—	94,102	10.00	N.A.	—
Omega	N.A.	—	N.A.	—	53,816	36.30	N.A.	—	N.A.	—	94,102	63.60	N.A.	—
Cutlass	31,337	15.40	37,248	19.00	127,145	64.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	68,158	23.80	33,675	11.70	184,002	64.32	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile	167,861	62.50	87,517	32.50	13,190	5.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Toronado	27,763	65.10	13,910	32.60	930	2.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	129,688	26.96	36,125	7.51	225,011	46.77	N.A.	—	N.A.	—	90,241	18.76	N.A.	—
Firebird	47,459	66.90	N.A.	—	23,440	33.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Phoenix	N.A.	—	N.A.	—	37,628	29.40	N.A.	—	N.A.	—	90,241	70.60	N.A.	—
Grand Prix	18,635	17.20	9,426	8.70	80,283	74.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LeMans	8,562	11.90	N.A.	—	63,386	88.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac	55,032	54.00	26,699	26.10	20,274	19.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	66,626	37.10	113,009	63.90
Total Cars, U. S.	1,476,095	21.84	331,025	4.90	1,704,059	25.21	556,413	8.24	N.A.	—	2,564,497	37.95	126,174	1.86

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada and LN7, are included in some instances, also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,293 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,523 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

***ELDORADO "PARIS" COUPE II SERIES**

"ALL NEW FOR '82"

The Coupe II is an elegant custom personalized series, complete with refrigerator, crystal bar service, lacquer paint. These cars have been retailing for upward of $60,000. Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or factory (pool cars) presently in build are available.

CALL (213) 272-7908 OR (213) 278-0643 FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-1

People who need people use Automotive News classified ads.

44 Replies
GROUP VP/ GENERAL MANAGER
AUTOMOTIVE RELATED INDUS
A widely recognized division of a Fortune 100 company cu
an experienced professional to assume group wide profit &
sibilities for a multi-plant operation. This position reports
President & Chief
major midwestern
AUTOMOBILE IMPORT DISTRIBUTOR SOUTHEAST U.S.A.
ZONE SERVICE MANAGERS
Experience in customer relations, wa
ranty training
and
52 Replies
INSTRUCTOR
Experience in all phases of training. Must be able to analyze types of training needed and develop and teach programs. Diesel experience helpful.
CUSTOMER RELATIONS MANAGER
Experience in dealing with consumer groups, local, State and Federal regulatory agencies and handling all legal aspects.
BOX 7091
We are seeking a qualified
MIDDLE LEVEL AUTOMOTIVE MARKETING MANAGER
57 Replies
All replies will be held in strict confidence. Qualified candidates should forward resumes to
BOX 6758
MAJOR EAST COAST import distributorship is seeking 2 qualified district sales managers to cover eastern New York and northwestern New York. The candidates selected must have a thorough background in wholesale and retail automobile sales. Please send resume and salary requirements to Box 6557. Our employers are well aware of this ad.
33 Replies

"Tremendous response; We're always happy with the results we get from classified ads in Automotive News." You will be, too.

Call Marie Hingst, Classified Advertising Manager, at (313) 567-9520 by 5 p.m. Monday . . . see your ad the following Monday. Or write: Automotive News, 965 E. Jefferson Ave., Detroit, MI. 48207.

Automotive News

IMPORT REGISTRATIONS SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1981	Percent Share of Market	Regis., Sept., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 9 mos., 1981	Percent Share of Market	Regis., 9 Mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	46,870	22.38	46,189	21.74	+ 0.64	454,817	23.99	440,760	23.22	+ 0.77
Datsun	39,054	18.65	42,493	20.00	— 1.35	346,356	18.27	398,578	21.00	— 2.73
Honda	32,424	15.48	30,838	14.52	+ 0.96	289,784	15.29	263,542	13.88	+ 1.41
Volkswagen	21,489	10.26	22,791	10.73	— 0.47	178,771	9.43	195,094	10.28	— 0.85
Subaru	13,496	6.44	13,400	6.31	+ 0.13	133,765	7.06	114,845	6.05	+ 1.01
Mazda	13,277	6.34	11,193	5.27	+ 1.07	107,838	5.69	91,514	4.82	+ 0.87
Volvo	5,320	2.54	5,579	2.63	— 0.09	49,336	2.60	39,716	2.09	+ 0.51
Colt	4,696	2.24	.....	.....	.....	44,217	2.33	.....	.....	.....
Champ	4,626	2.21	3,849	1.81	+ 0.40	36,111	1.90	.....	.....	.....
Audi	4,500	2.15	.....	.....	.....	32,464	1.71	41,283	2.17	— 0.46
Fiesta	.....	.....	5,760	2.71	.....	.....	.....	52,073	2.74	.....
Mercedes	.....	.....	4,793	2.26	.....	.....	.....	45,263	2.36	.....
All Others	23,678	11.31	25,544	12.02	— 0.71	222,302	11.73	215,791	11.37	+ 0.36
TOTAL	209,430		212,429			1,895,761		1,898,459		
Share of U. S. Total		27.45		30.26			28.88		28.88	

Registrations not available for Oklahoma.

September total is down 1.4 percent from earlier year

Import registrations slide again

By Jenny L. King
Staff Writer

Following the pattern set in July and August, import registrations were down again in September compared with the corresponding month of 1980, according to figures compiled by R. L. Polk & Co.

September import registrations totaled 209,430, down 1.41 percent from 212,429 a year earlier, but up 1.91 percent over the 205,507 reported for August.

Imports' share of the September market slipped to 27.45 percent from 30.26 percent a year earlier, August import share was 28.51 percent. Import penetration has declined each month since hitting its all-time peak of 30.58 percent in May.

Import registrations for the first nine months of 1981 were 1,895,751, slipping behind the year-ago total of 1,898,459 by 0.14 percent. Imports accounted for 28.88 percent of the total U. S. registrations in the first nine months, exactly the same penetration as last year.

Of the top 10 imports in September, Mazda showed the greatest growth in market share up 1.07 percentage points to 6.34 of total import registrations. Also increasing their shares were Honda, up 0.96 of a point to 15.48 percent; Toyota, up 0.64 of a point to 22.38 percent; Plymouth Champ, up 0.40 of a point to 2.21 percent, and Subaru, up 0.13 of a point to 6.44 percent.

Datsun was down 1.35 points to 18.65 percent, VW dipped 0.47 of a point to 10.26 percent, and Volvo's 0.09-point drop lowered it to 2.54 percent of all import registrations in September.

The top 10 imports accounted for 88.69 percent of registrations in September, up from 87.98 percent a year earlier.

Japanese nameplates accounted for 75.89 percent of September import registrations, up from 72.22 percent in 1980. Japanese year-to-date penetration was 75.32 percent, up from 74.46 percent.

German-built imports were a far-distant second for month and year-to-date periods. They accounted for 16.98 percent in September, compared with 19.38 percent a year earlier. German imports earned 17.35 percent of the nine-months import market, down from 18.44 percent in 1980.

Registrations by country of origin in September were:

	Sept., 1981	Sept., 1980
Japan	158,941	153,421
West Germany	35,552	41,165
Sweden	6,542	6,646
France	3,856	3,125
Italy	2,965	3,536
Britain	1,574	4,536

Registrations by country of origin for the first nine months of 1981 were:

	9 mos., 1981	9 mos., 1980
Japan	1,427,934	1,413,499
West Germany	328,829	350,158
Sweden	59,633	49,312
Italy	30,246	34,047
France	33,371	26,967
Britain	15,748	24,468

Registrations of imported trucks in September totaled 45,036, down 10.04 percent from 50,061 a year earlier. Registrations of imported trucks in September were:

	Sept., 1981	Sept., 1980
Toyota	13,493	13,669
Datsun	10,185	10,913
Chevrolet LUV	5,708	7,644
Ford Courier	5,537	6,845
Others	10,113	10,990
TOTAL	45,036	50,061

The truck import total for the first nine months of 1981 was 370,214, down 9.24 percent from 407,923 last year. Registrations of imported trucks in the first nine months were:

	9 mos., 1981	9 mos., 1980
Toyota	97,255	106,879
Datsun	83,984	84,889
Chevrolet LUV	52,683	65,484
Ford Courier	48,631	57,672
Others	87,661	92,999
TOTAL	370,214	407,923

Senate gets bill to repeal tax-credit leasing provision

WASHINGTON. — A controversial provision in this year's tax bill that permitted the struggling Ford Motor Co. and Chrysler Corp. to sell approximately $100 million and $20 million, respectively, in tax credits to large, profitable firms may be on the way out.

Senator Claiborne Pell, Rhode Island Democrat, has introduced legislation that would repeal the so-called "leasing provision" by which corporations buy and sell tax credits and deductions.

"This leasing provision has been in effect for little more than three months, but it is already apparent that it is an unjustified and outrageous raid on the Treasury and the taxpayers," Pell said.

"Indeed, this leasing provision is really a leeching provision because it permits wealthy, profitable corporations to leech billions of dollars from the taxpayers," he said.

The leasing provision was enacted in theory to help firms like Ford and Chrysler. Because they had no profits, they would not benefit from an accelerated depreciation provision also enacted in the tax bill. In practice, though, some big, profitable firms have been the major benefactors.

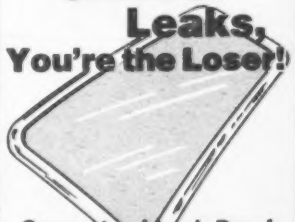
Congress had originally thought that only about $29 billion would be lost to the Treasury from the leasing provision, but new estimates put the figure at well over $100 billion.

Opposition to the leasing provision has been growing among both Republicans and Democrats.

More than 25

Roy Williams, center, of Lovell & Williams, Inc., Glen Burnie, Md., receives a plaque noting his 25-plus years as a GMC dealer from Larry Bowles, right, GMC Eastern regional manager, and John Rako, GMC Washington zone manager.

If the Sunroof Leaks, You're the Loser!



Guaranteed Leak-Proof Vent-A-Roof Sunroof
from
WISCO CORPORATION
10711 Northend Ave., Ferndale, MI. 48220
(313) 541-5891 1-800-521-5944
America's Foremost OEM Custom Converter

U.S. new car sales forecast: 9.1 million

By Edward Lapham
Financial Editor

DETROIT. — U. S. new car sales in 1982 should total about 9.1 million units, up 4.6 percent from 8.7 million units in 1981, according to *Automotive News World Outlook*.

The new forecast, a joint undertaking by AUTOMOTIVE NEWS and Data Resources Inc. projects U. S. auto sales will begin the year with a seasonally adjusted annual rate below the 1981 performance, but build to a 9.8-million unit rate by the fourth quarter next year, with the upturn continuing into 1983. Car sales are projected at 10.0 million for 1983. Light-duty truck sales in the U. S. are projected at 2.2 million units in 1982, compared with 2.1 million units in 1981; about 2.6 million units are forecast for 1983.

Although the sales increases in the U. S. are based on the assumption of a recovering economy, and therefore are quite modest, the AUTOMOTIVE NEWS/DRI projection indicates total world production of cars will increase 12.6 percent to 32.2 million units in 1982 from 28.6 million units this year. Modest annual growth is projected thereafter, to about 34.9 million units in 1986.

The 1982 sales forecast of 9.1 million units is lower than earlier DRI forecasts. In early November the firm lowered its forecast to 9.6 million units. In August the DRI forecast was 10.4 million units, representing a 12.5 percent reduction in less than four months.

"The U. S. is now in full-fledged recession as an all-too-abundant flow of negative statistics makes clear," says Otto Eckstein, DRI chairman and Harvard University professor.

Eckstein cites the continuing auto sales slump, increased unemployment and new unemployment insurance claims, declining orders for non-defense real capital goods and bulging inventories as examples of the negative statistics which demarcate the recession.

"This is the eighth recession since World War II, and in many respects is a typical episode," says Eckstein.

"While the timing of this recession will be difficult and inevitably arbitrary, the monthly GNP data suggest that August was the peak; therefore, based on an average 10-month duration, May will be the month of the upturn."

The economist says GNP in the fourth quarter of 1981 is likely to show a five percent decline, drop another two percent in the first quarter, remain essentially flat in the second quarter of 1982, with the potential of a slight 0.6 percent increase in the spring quarter, assuming the turning point comes in April or May.

"The second half of 1982 should show higher growth rates in response to the tax cut and continued recovery in housing activity," Eckstein says. "Inventory corrections should also be complete by then. Consequently, the growth rate for the second half of 1982 is projected at 4.8 percent. What happens thereafter will mainly depend upon our ability to solve our policy problems."

• The DRI macroeconomic model shows some continued problems for the U. S. economy beyond the end of the technical recession, the economist says, with the principal forecast alternative one of continued inflation problems, with response in tightening monetary policy by the Fed and huge federal government budgetary deficits.

However, the economist does concede there are other alternatives: The recession could go deeper if there are a number of financial failures and bankruptcies in the U. S. economy, delaying recovery until fall. There would be "some benefit on the inflation side and the recovery in 1983-84 makes up the lost ground," he says.

The other alternative is a quick end to the recession, with resumed consumer spending at the end of this year and into the new year, increased spending by businesses taking advantage of tax cuts and leading into the "old Reagan scenario" of more investment, improved productivity and "more dramatic and permanent improvements of inflation," but with a nagging federal deficit problem.

Outside the U. S., "the high interest rates which the United States forced on the industrial world and the reluctance of the surviving conservative governments to stimulate their economies is creating a relatively weak 1982 outlook for our principal

Continued on Page E-6

Automotive News starts quarterly world forecast

This issue of Forecast '82 introduces *Automotive News World Outlook*, a comprehensive international, economic and financial analysis to be published quarterly and exclusively by AUTOMOTIVE NEWS.

Based on a unique set of North American and international databanks developed by Data Resources Inc., *AN World Outlook* will provide the most timely, detailed and accurate analysis available of the world automotive industry.

Included will be U. S. macroeconomic, financial and automotive outlooks over a three-year period; a world automotive outlook and historical reference by area over an eight-year period; and European new-car registration outlook and historical reference over an eight-year period.

The major databases include:

The AUTOMOTIVE NEWS Databank, largest and most comprehensive source of information on production, sales, inventories, option mix, specifications and prices available on cars and trucks in North America.

Automotive Consumer Profile, consumer research data and historical analysis provided by J. D. Power and Associates.

DRICAR Database compiled from input by Hertz Corp., Recreational Vehicle Industry Assn., National Auto Dealers Assn., Automotive Warehouse Distributors Assn., University of Michigan Survey Research Center, Motor Vehicle Manufacturers Assn., Hilty Insurance Costs, and the U. S. Dept. of Commerce, Environmental Protection Agency, Federal Reserve Board and Bureau of Labor Statistics.

Standard and Poor's Compustat Database of financial statistics for over 5,700 North American companies.

Exstat Database of financial data for over 2,100 European, Australian and Far East companies.

Nikkei Financial Database of financial statistics for over 2,000 Japanese companies.

International Trade Statistics data on trade patterns between over 120 countries.

R. L. Polk & Co. vehicle registration data.

International Automotive Database covering over 30 countries' registrations, imports and exports of vehicles by make, model and cylinder size.

As a joint venture of AUTOMOTIVE NEWS and Data Resources Inc.'s automotive group, the goal of *Automotive News World Outlook* is to provide information and analysis to readers on a continuing and updated basis, well ahead of any other published reports.

Look for it quarterly starting with this issue.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES INC.

U. S. Macroeconomic Outlook	Year '81	1982 First Quarter	1982 Second Quarter	1982 Third Quarter	1982 Fourth Quarter	Year '82	1983 First Quarter	1983 Second Quarter	Year '83
% change gross national product—1972 dollars	0.5	—2.0	0.6	5.1	4.5	2.0	4.6	4.8	4.3
Index of hourly earnings of production workers—private nonfarm	2.741	2.872	2.927	2.985	3.044	2.957	3.107	3.169	3.201
Consumer price index (all urban)—all items	2.727	2.878	2.925	2.979	3.038	2.955	3.098	3.159	3.188
Unemployment rate—all civilian workers	7.6	8.6	8.8	8.7	8.5	8.6	8.2	8.0	8.0
Index of consumer sentiment	0.717	0.666	0.695	0.730	0.768	0.715	0.790	0.809	0.803
Housing starts, private including farm—total	1.092	1.021	1,218	1,383	1,506	1.282	1,634	1.692	1.706
% change in retail gasoline prices	10.4	7.6	4.6	3.8	4.9	5.2	20.8	8.4	12.6

U. S. Financial Outlook		1982 First Quarter	1982 Second Quarter	1982 Third Quarter	1982 Fourth Quarter	Year '82	1983 First Quarter	1983 Second Quarter	Year '83
Prime rate on short-term business loans	18.73	13.50	14.02	15.55	16.38	14.86	16.28	15.38	15.79
Finance rate on consumer installment credit—auto loans	16.35	16.07	15.84	16.03	16.29	16.06	16.51	16.67	16.74
Real new-issue rate	6.22	5.34	4.54	4.85	5.57	5.08	5.13	4.47	4.63
Real short-term interest rate	7.91	3.18	3.73	6.15	7.59	5.16	7.02	6.05	6.31
Personal saving as percent of disposable personal income	5.19	5.18	4.91	6.28	6.33	5.68	6.22	5.84	6.48
Ratio of corporate profits to GNP	0.079	0.065	0.066	0.069	0.073	0.068	0.075	0.078	0.078
Ratio of fixed investment to GNP	0.112	0.110	0.109	0.107	0.107	0.108	0.107	0.108	0.109

U. S. Automotive Outlook		1982 First Quarter	1982 Second Quarter	1982 Third Quarter	1982 Fourth Quarter	Year '82	1983 First Quarter	1983 Second Quarter	Year '83
Total new passenger car retail sales rate—units	8.7	8.4	8.7	9.4	9.8	9.1	9.9	9.9	10.0
Domestic share %	73.68	76.85	77.69	77.81	77.69	77.51	77.30	77.05	77.05
Subcompact units	1.24	1.23	1.29	1.44	1.50	1.37	1.52	1.55	1.58
Compact units	2.00	1.99	2.09	2.30	2.40	2.20	2.47	2.52	2.58
Intermediate units	2.18	2.22	2.29	2.48	2.60	2.40	2.61	2.61	2.63
Full size units	0.98	1.07	1.03	1.08	1.09	1.07	1.00	0.92	0.86
Import share %	26.32	23.14	22.31	22.19	22.31	22.49	22.70	22.95	22.95
Total new light-duty truck retail sales rate—units	2.1	2.0	2.1	2.3	2.4	2.2	2.6	2.7	2.6

WORLD AUTOMOTIVE OUTLOOK	1979	1980	1981	1982	1983	1984	1985	1986
Total World Car Production	30.972	28.691	28.596	32.162	33.095	34.109	34.690	34.923
European Economic Community	10.081	9.105	8.423	9.537	10.146	10.093	9.796	10.179
Western Europe	11.199	10.393	9,619	10.888	11.673	11.795	11.360	11.828
USSR and Eastern Europe	2.291	2.170	2.321	2.427	2.456	2.653	2.698	2.700
Total Europe	13.490	12.563	11.940	13.315	14.129	14.448	14.058	14.528
North America	9.417	7.219	7.727	9.428	9,427	9.248	9.558	9.373
Latin America	1.330	1.362	1.282	1.346	1.369	1.597	1,777	1.845
Oceania	0.339	0.248	0.389	0.391	0.400	0.437	0.455	0.452
Asia	6.300	7.165	7.111	7.527	7.610	8.215	8.662	8.539

European New Car Registration Outlook	1979	1980	1981	1982	1983	1984	1985	1986
Total Austria new car registrations—units	0.214	0.228	0.181	0.213	0.248	0.233	0.220	0.255
Japanese % of total	12.4	20.7	25.7	29.6	31.3	35.4	40.3	44.1
Total Belgium new car registrations—units	0.007	0.008	0.005	0.012	0.010	0.011	0.012	0.012
Domestic % of total	7.0	7.0	6.0	5.5	7.8	8.6	8.8	9.5
Japanese % of total	19.6	24.7	26.7	23.7	22.2	20.8	20.2	19.4
Total France new car registrations—units	1.979	1.873	1.833	2.104	2.163	2.221	2.098	2.134
Domestic % of total	68.0	66.7	54.8	55.6	56.0	56.0	55.0	55.6
Japanese % of total	2.2	2.9	2.4	2.8	2.5	2.2	2.3	2.5
Total Italy new car registrations—units	1.431	1.716	1.673	1.566	1.663	1.717	1.693	1.570
Domestic % of total	59.6	56.6	56.7	60.7	61.3	60.6	59.4	59.6
Japanese % of total	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.1
Total West Germany new car registrations—units	2.623	2.426	2.289	2.598	2.738	2.621	2.511	2.579
Domestic % of total	62.3	59.2	62.5	62.9	63.7	62.4	66.2	69.0
Japanese % of total	5.6	10.4	10.3	9.6	8.4	7.5	6.7	4.5
Total Sweden new car registrations—units	0.215	0.192	0.186	0.231	0.229	0.239	0.240	0.222
Domestic % of total	29.6	31.6	30.5	25.8	27.1	27.1	26.3	26.3
Japanese % of total	10.0	13.6	13.8	16.7	16.0	16.0	15.2	13.2
Total United Kingdom new car registrations—units	1.716	1.514	1.401	1.488	1.658	1.723	1.521	1.627
Domestic % of total	43.7	43.2	47.5	51.5	49.0	49.3	49.9	48.6
Japanese % of total	10.8	11.8	11.1	9.9	9.2	9.4	9.6	10.3

Note: Units stated in millions. Totals may not add, due to rounding.

Outlook

Continued from Page E-4

trading partners," Eckstein says.

In West Germany the current growth prospect is for an advance of only 1.4 percent, according to the DRI European Forecasting Group. In Britain, where the unemployment rate was 11.3 percent in October, the 1982 growth prospect is only 1.1 percent.

"In France, where the new government has reverted to traditional liberal stimulus measures, business is so concerned about the switch to socialism that investment will be at low levels and there will be continuing capital flight. In Japan, the 4.2 percent growth rate of the last four quarters was achieved mainly by the continued export boom. Domestic markets expanded at only 2.0 percent. The prospects for 1982 are for more of the same — overly strong export performance and a sluggish domestic economy."

Despite this slow-growth view of the major Western economies, the prospect for growth in passenger car production remains viable.

"The poor recovery in the U. S. will have less impact on the world that it would have had in earlier years because the U. S. share of world trade has been steadily dropping," says Geoffrey Skipper, DRI's director of European Auto Forecasting.

"In 1980 the U. S. absorbed only 6.0 percent of European exports, about the same share as Africa. As a result, domestic developments in the U. S. have less direct impact on the European economies than they had in previous recoveries. The principal effect of the U. S. on Europe is now indirect, through interest rates and exchange rates, rather than direct."

Skipper says the slower growth rates in the U. S. will "somewhat" reduce the European growth rates. Real Gross Domestic Product in the four major European countries is expected to reach only a 1.8 percent real growth rate in 1982.

New car production in Western Europe is expected to rise about 13.5 percent next year to a total of 10.9 million compared with a 1981 total of 9.6 million.

New car production in the six European Economic Community nations will rise about 13.1 percent to 9.5 million from 8.4 million.

The *Automotive News World Outlook* for car production in the U.S.S.R. and the Eastern Europe Bloc nations is not as expansive. Car production in those nations is expected to increase only about 4.3 percent in 1982 to 2.4 million from 2.3 million this year.

North America, with the anticipated recovery in the U. S. and Canada, is expected to build about 9.4 million new cars next year, up 22 percent from 7.7 million in 1981.

Latin America auto production will grow at a 5.5 percent rate next year, the *Outlook* says, to a total of 1.35 million compared with 1.28 million this year.

Car production in Oceania should remain fairly static, increasing just 0.5 percent to 391,000 from 389,000. Asian car production is expected to increase 5.6 percent to 7.5 million from 7.1 million.

One of the current concerns in the European car markets is the increasing penetration of Japanese makes — something U. S. auto makers are closely watching — for solutions, inspiration or other clues to eliminating the "problem" of a large market share for Japanese makes.

In Italy, where the government has restricted the number of Japanese imports, there will be no noticeable penetration. Penetration by domestic makes is expected to increase in 1982 along with a recovery of total new car registrations, to 60.7 percent from 56.7 percent this year, and remain fairly consistent even when the market turns down slightly in 1985 and 1986.

DRI data, on which the *Automotive News World Outlook* is based, shows projected scrappage rates plus human population, personal per capita financial information and other statistics.

'One of the current concerns in the European car markets is the increasing penetration of Japanese makes— something U. S. auto makers are closely watching for solutions and inspiration.'

DRI projects that Italian car ownership per capita will increase 327.2 per thousand to 353.4 per thousand in 1986.

DRI also projects that auto productivity (production per employe), which has been increasing slightly in Italy, will make another good gain in 1982 but then begin to tail off, beginning in 1985. The average annual rate of change for the 1981 to 1986 period is expected to be 0.31 percent compared with a 3.75 percent rate for the 1976 to 1981 period. DRI projects the auto unit labor cost in Italy for the 1981-1986 period will rise at an annual rate of 11.71 percent compared with a 20.62 annual average rate in the 1976-1981 period.

In West Germany, where per capita car ownership is currently about 401.7 per thousand and will expand to 441.8 per thousand by 1986, Japanese penetration is expected to decline from 10.3 percent in 1981 to 9.6 percent next year and 4.5 percent by 1986.

West German auto productivity is expected to continue growing at a very good rate, according to DRI, with an average annual rate of change of 8.56 percent between 1981 and 1986 compared with an annual average rate change of minus 0.14 percent in the 1976 to 1981 period.

Auto employment will decline, DRI projects, but the average earnings index will grow at an annual rate of 6.62 percent in the 1981-1986 period compared with a 7.08 percent rate in the 1976 to 1981 period.

• The unit labor cost index is expected to rise slightly between 1981 and 1982, but then decline at an average annual rate of 0.67 percent between 1981 and 1986, compared with an average annual gain of 4.22 percent in the 1976 to 1981 period.

In the United Kingdom de facto restrictions on Japanese imports and the resulting joint ventures between British and Japanese companies will reduce the share of products imported from Japan to 9.9 percent in 1982 from 11.1 percent this year. The rate will drop under 10 until 1986, when it will jump past that benchmark, the *Automotive News World Outlook* projects.

Per capita car ownership in the UK is expected to go from 275.3 per thousand in 1981 to 286.1 per thousand in 1986.

The continuing economic problems in that nation will reduce the auto workforce further, DRI projects, at an average annual rate of 0.33 percent in the 1981-1986 period compared with an average annual decline of 4.92 percent in the 1976 to 1981 period.

Auto industry productivity which declined at an average annual rate of 1.57 percent in the 1976 to 1981 period is actually expected to increase by an average annual rate of 3.69 percent in the 1981 to 1986 period.

As a consequence, the auto unit labor cost index in the UK is expected to increase at a 3.86 percent average annual rate between 1981 and 1986. In the 1976 to 1981 period it rose at an average annual rate of 17.75 percent.

Still, the average earnings index is expected to increase at an 11.75 percent average annual rate through 1986.

In France, where the new socialist government has caused some unsettled business and economic conditions, per capita car ownership is expected to continue to rise, the 1981 rate of 360.8 per thousand to 399.4 per thousand in 1986. The Japanese share of the French market is expected to remain under three percent.

Unlike several of the other major European countries, France is expected to have higher average auto earnings index growth rate over the next several years. According to DRI projections, the average annual rate increase will be 15.91 percent compared with an average annual rate increase of 13.33 percent in the 1976 to 1981 period.

Productivity, however, is expected to also increase at a faster rate; in the 1976 to 1981 period the average annual rate of increase was 1.18 percent but it is expected to be 5.39 percent in the 1981 to 1986 period. The unit labor cost index, which increased at an average annual rate of 10.17 percent in the 1976 to 1981 period will grow at an average annual rate of 9.52 percent in the next five years, DRI projects.

In the United States, by comparison, auto production employment, pegged at 735,000 in 1981 by DRI, is expected to jump to 821,000 next year and 869,000 in 1983 and then level off. The average earnings index will grow at a 10.55 percent average annual rate in the 1981 to 1986 period compared with an average annual growth rate of 8.56 percent in the 1976 to 1981 period. The auto unit labor cost index, which expanded at an annual rate of 9.76 percent in the last five years is expected to increase at an average annual rate of 6.97 percent in the next five years.

Productivity, which has become a rallying cry in the U. S. auto industry and the entire business sector, actually had an average annual decline of 1.0 percent in the 1976 to 1981 period, according the DRI data, and is expected to grow at just an average annual rate of 0.41 percent.

In Japan, the average earnings index increased at an average annual rate of 7.47 percent in the last five years, and is expected to increase at an average annual rate of 6.22 percent over the next five years.

Productivity, which had been improving at an average annual rate of 6.29 percent in the 1976 to 1981 period is anticipated to grow at an annual rate of 3.01 percent in the 1981 to 1986 period.

The auto unit labor cost index actually declined by an annual average of 0.78 percent in the 1976 to 1981 period, but will increase at a projected rate of 2.35 percent in the 1981 to 1986 period, DRI projections indicate.

The significance of these projections is clear: U. S. auto makers are working at a growing disadvantage in the world auto market.

The U. S. economy is adversely impacting the European economies, but not to the point where they are unable to take the necessary actions to offset at least a portion of the effect.

The ability of European producers to improve the productivity and unit cost situations at a greater rate than U. S. manufacturers, even though they may be starting from a lower base, will put competitive pressures on the U. S. car makers.

Even in Japan, where heralded productivity gains are not expected to be maintained, reducing the rate at which Japanese makers widen the competitive gap over U. S. makers has a caveat: There will likely be new pressures to increase volumes in export markets and once again improve the ratios and indices.

In the final analysis it is very clear that U. S. makers are in a crucial period, and that all developments affecting their competitive position will be very important in 1982.

'The ability of European producers to improve productivity and unit cost situations at a greater rate than U. S. manufacturers will put competitive pressures on U. S. car makers.'

European and World Composite Variables

(Billions of Dollars — Seasonally Adjusted by Annual Rates)

BIG FOUR EUROPEAN COUNTRIES (1970=1.0)

	1978	1979	1980	1981	1982	1983
Real Gross Domestic Product	706.6	733.0	743.7	740.2	753.8	774.6
Annual Rates of Change	3.5	3.7	1.5	—0.5	1.8	2.8
Industrial Production	1.164	1.214	1.209	1.166	1.206	1.247
Annual Rate of Change	1.9	4.3	—0.4	—3.6	3.4	3.4
Consumer Price Index	2.092	2.317	2.657	3.002	3.373	3.764
Annual Rate of Change	7.9	10.7	14.7	13.0	12.4	11.6
Wholesale Price Index	2.104	2.356	2.679	3.003	3.387	3.726
Annual Rate of Change	5.4	12.0	13.7	12.1	12.8	10.0
Unemployment (Thous.)	5102	5228	5684	7498	8503	8930
Unemployment Rate	5.5	5.5	6.0	7.9	8.8	9.0

SIX E.E.C. COUNTRIES (1970=1.0)

	1978	1979	1980	1981	1982	1983
Industrial Production	1.170	1.217	1.212	1.170	1.208	1.248
Annual Rate of Change	1.7	4.1	—0.4	—3.5	3.3	3.4
Consumer Price Index	2.067	2.278	2.598	2.923	3.272	3.638
Annual Rate of Change	7.6	10.2	14.0	12.5	11.9	11.2
Wholesale Price Index	2.062	2.299	2.601	2.908	3.268	3.586
Annual Rate of Change	5.1	11.5	13.2	11.8	12.4	9.7
Hourly Wages	2.878	3.247	3.743	4.254	4.850	5.496
Annual Rate of Change	11.8	12.8	15.3	13.7	14.0	13.3
Unemployment (Thous.)	5589	5732	6253	8280	9374	9569

MAJOR INDUSTRIALIZED NATIONS

Six E.E.C. Countries, The United States, Canada and Japan (1970=1.0)

	1978	1979	1980	1981	1982	1983
Industrial Production	1.293	1.354	1.335	1.351	1.376	1.450
Annual Rate of Change	4.5	4.7	—1.4	1.2	1.9	5.4
Consumer Price Index	1.858	2.041	2.305	2.551	2.789	3.030
Annual Rate of Change	7.2	9.9	12.9	10.7	9.3	8.6

REAL GDP GROWTH*

	1978	1979	1980	1981	1982	1983
West Germany	3.6	4.4	1.8	—1.0	1.4	3.5
France	4.1	4.0	1.5	0.6	3.1	2.7
United Kingdom	3.3	1.4	—1.4	—1.9	1.1	2.1
Product Basis	3.3	2.1	—2.8	—3.0	1.5	2.1
Italy	2.7	4.9	4.0	0.3	1.4	2.2

GROWTH IN INDUSTRIAL OUTPUT

	1978	1979	1980	1981	1982	1983
West Germany	2.0	5.3	—1.0	—1.2	1.3	3.8
France	0.3	2.7	—0.2	—5.8	6.8	3.5
United Kingdom	3.7	2.5	—6.6	—4.9	4.7	2.4
Italy	1.9	6.7	5.5	—3.3	1.7	3.4
The Netherlands	0.6	3.3	—0.1	—3.1	0.8	3.2
Belgium	0.2	0.3	—0.1	—3.1	2.9	3.3

CONSUMER PRICE INFLATION

	1978	1979	1980	1981	1982	1983
West Germany	2.7	4.1	5.5	5.9	4.5	2.8
France	9.3	10.7	13.5	13.5	14.5	14.1
United Kingdom	8.3	13.4	18.0	11.8	9.9	9.3
Italy	12.1	14.8	21.2	20.4	19.4	17.8
The Netherlands	4.1	4.2	6.5	6.5	5.0	4.9
Belgium	4.5	4.5	6.7	7.8	7.8	6.8

UNEMPLOYMENT (000)

	1978	1979	1980	1981	1982	1983
West Germany	992	880	892	1277	1607	1599
France	1164	1349	1447	1783	1996	2029
United Kingdom	1376	1302	1648	2550	2887	3002
Italy	1570	1697	1697	1888	2012	2060
The Netherlands	205	210	248	382	427	426
Belgium	282	294	322	400	443	453

*Real GNP Growth in West Germany
Source: Data Resources, Inc.

Highway travel may be a bumpy ride

By Peter G. Koltnow
President, Highway Users Federation

What does 1982 have in store for highway use? One doesn't have to be a prophet to point out that since highways are the heart of America's transportation system, our need and use of them will continue to grow.

Highway travel during the past decade grew most years because of more licensed drivers and increasing amounts of freight hauled by truck.

These trends are likely to continue. The National Transportation Policy Study Commission estimates that auto travel will grow about 70 percent during the last quarter of this century, while truck travel rises a whopping 140 percent.

In 1974, travel fell 2.4 percent because of the Arab oil embargo. During 1979 and 1980, highway use dropped about one percent annually because of rapidly escalating motor fuel prices, occasional petroleum supply disruptions and high inflation rates. Road use could be temporarily discouraged by the recurrence of such circumstances.

But in 1981, we saw a return to traditional travel patterns, including the family vacation by automobile. Although some hotels have had a rough time because of greater room fees, national parks and campgrounds had a banner year. Despite high interest rates, recreational vehicle sales are up 38 percent over 1980.

About four out of five vacations are taken in the private automobile. Of 1,000 people recently surveyed by the U. S. Travel Data Center, 45 percent said they plan to go on vacation in the fall and winter months. Over half these respondents plan to use a car, truck, recreational vehicle or bus to make their trip.

It's not hard to understand why. Our extensive road network provides easy access to practically any destination. Although gasoline prices are far higher than several years ago, they actually dropped slightly over the spring and summer, a fact that was well-publicized.

Koltnow: America's roadways are wearing out.

Costs per gallon aren't snowballing as they did in 1979-80, and people aren't worried about finding gasoline. Coupled with more fuel-efficient automobiles, these are strong incentives to use America's highways.

Travel usually peaks during the popular vacation months of June, July and August. Through this August, travel was up 2.6 percent over 1980. By the end of the year, travel will probably still be up two to three percent overall, possibly near the record trillion-and-a-half miles set in 1978.

Based on this pattern, and barring any unforeseen circumstances like a deep recession, travel on the nation's roads should increase another two or three percent again next year. Despite short-term fluctuations, highway use will probably continue to grow at this rate — or greater — until the end of the century and beyond.

But highway travel may provide an increasingly bumpy ride. Road conditions have deteriorated during the past several years, and are likely to get worse before they get better. America's great roadway resource is simply wearing out.

• The U. S. Department of Transportation's latest highway needs report pointed out that the condition of road surfaces worsened significantly from 1975 to 1978. According to recently compiled federal data, over half the nation's most traveled streets, roads and highways are in a "deteriorated" or only "fair" condition.

Interstate highways, for example, built for a 20-year design life, are aging at a rate requiring reconstruction of 2,000 miles annually. More than 8,000 miles of the system are now beyond design life, and some require reconstruction or rehabilitation. DOT estimates that unless remedial action is taken, 83 percent of the Interstate will be in poor condition by 1995.

Meanwhile, fuel consumption is dropping, due mainly to more fuel-efficient motor vehicles and conservation habits. So far this year, gasoline consumption is down four percent from 1980. As a result, revenues for state and federal highway programs, funded mainly from excise taxes on motor fuel, have declined. Fuel consumption and revenues will likely drop again in 1982.

Consequently, most states are hard-pressed to maintain their streets and roads, let alone build new ones. And that can hurt economic expansion. Mobil Oil recently scrapped plans to develop a huge, multi-million dollar residential and commercial

Continued on Page E-12

Thank you, dealers, for making the Oakleaf SX-330 the largest selling dealership computer ever. You have made it the standard of the industry, and we sincerely appreciate it.

Now until December 31, 1981, just $6900* buys the computer specifically designed for you ... with quality Oakleaf programming by our trained personnel. Oakleaf has written tens of thousands of programs for automotive dealerships, and has installed thousands of SX-330's in dealerships across the nation. That's experience you can count on.

The SX-330 features the sleek single-unit design that revolutionized automotive computers. And you get exactly what you need. Complete F&I flexibility. Fast computerized printing. Simple learning and easy using. Large LED prompting display to lead you through each deal and point out the ways you can add to your own bottom line. Everything you need to close more deals and put more profits in every deal.

So get rid of your credit bureau terminal, replace your old outmoded computer and step up to the Automotive Dealership Computer that is the workhorse of the industry. At a price like this you may want to get additional SX-330's for your other departments. And adding SX-330's to your Oakleaf MP-16 System is a perfect way to expand ... for less.

For more information or the telephone number of your local Oakleaf representative, call Barbara Jennings, National Marketing Department, (800) 423-3681, or in California (213) 989-5989 collect. Do it now, because this limited offer does expire December 31, 1981.

oakleaf™ 14600 Titus Street
Panorama City, CA 91402

Your name _____

Institution _____

Address _____

State _____ Zip _____ Telephone ( ) _____

*LIMITED OFFER EXPIRES DECEMBER 31, 1981

Sky-Top
power moonroof

LINCOLN Dealers
O·P·E·N·W·I·D·E

Your
CONTINENTAL...
...the shape of things to come in '82.

with a SKY-TOP Power Moonroof. Retain more headroom and get that wide view too. Find out why the versatile SKY-TOP roof is the perfect match for your new Continental (and your other lines too). SKY-TOP... competitive in cost, outstanding in quality.

Ask for our brochure and name of nearest installer, call...

SKY-TOP Sunroofs Ltd.
10270 Page Industrial Blvd.
St. Louis, MO 63132
(314) 427-1441

1981

Highways

Continued from Page E-10

complex in Montgomery County, Md., because of inadequate state and county provisions to relieve traffic saturation. Instead, Mobil's $360 million investment, and 7,000 new jobs, will go elsewhere.

In addition to a revenue decline, the purchasing power of highway dollars is undermined by inflation. Highway construction costs rose almost 350 percent between 1967 and 1980, while maintenance costs grew about 275 percent.

And the share of total highway expenditures for construction and reconstruction has dwindled. In 1980, capital costs accounted for only 43 percent of all highway spending, down from 59 percent in 1970.

Most states have taken steps to help offset deteriorating pavement and inflated highway costs. This year, 36 states either raised highway user charges like motor fuel taxes and vehicle registration fees, or tapped other sources for aid—such as severance taxes, bond issues and general fund transfers.

• But by and large, these measures barely keep up with the problem. Whether as many state legislators and governors will be willing to risk similar actions in 1982—an election year for many—is uncertain. What is certain is that states as well as the federal government will have to bridge the gap in highway funding periodically over the next decade.

The problem at the federal level is particularly acute because Congress and the Administration have been slow in coming to grips with the degree of funding needed to repair the nation's highways. Inflated costs versus decreasing revenues could form a collision course for America's roads unless an effective highway program is enacted in 1982.

But despite its problems, our highway system will continue to be the prime mover of goods and people. It will continue to serve as the prime determinant of industrial location and an essential part of the American assembly line.

Those industries that rely on highway transportation have their work cut out for them to ensure that the long-term outlook is not just greater highway use but a better, more efficient transportation environment.

These simple truths will remain with us in 1982 and throughout the foreseeable future.

Because motor vehicle travel is up two to three percent in 1981, it is assumed by some that income to the Federal Highway Trust Fund, which finances federal-aid highway programs, is also growing. Actually, income to the Trust Fund is declining and has been since 1979.

The Highway Users Federation's preliminary figures show Trust Fund income for federal fiscal year 1981, which ended September 30, was $7.326 billion, compared to $7.647 for 1980 and a record $8.047 billion for 1979.

The federal four-cent per gallon tax on gasoline and diesel fuel accounts for the biggest share of Trust Fund revenues.

Although travel is up, Trust Fund income is down primarily because of declining gasoline sales as a result of more fuel efficient vehicles. The slump in motor vehicle sales also means less Trust Fund income from taxes on trucks, trailers, original equipment tires, parts and accessories.

By the close of fiscal year '81 (September 30), Trust Fund income from fuel was down to $4.28 billion, a three percent decrease from the $4.42 billion collected in fiscal year '80. In comparison, the Trust Fund derived $4.83 billion from motor fuel sales in '79.

The Trust Fund was set up by the Highway Revenue Act of 1956.

The balance in the Trust Fund at the beginning of fiscal year '81 (October 1, 1980) was $10.999 billion, and '81 Trust Fund expenditures were $9.118 billion. The balance at the start of fiscal year '82 (October 1, 1981) was an estimated $9.207 billion.

Trust Fund Income

(in millions $) for the last five fiscal years

	1977	1978	1979	1980	1981**
Motor Fuel					
Gasoline	4,253.584	4,237.755	4,337.090	3,897.059	3,733.504
Diesel	453.814	484.611	497.259	522.554	545.064
Subtotal	4,707.398	4,722.366	4,834.349	4,419.613	4,278.568
Truck and Trailer*	705.127	850.519	943.579	912.200	731.795
Tires, Tubes, Tread Rubber	812.970	818.354	866.950	680.630	669.858
Use of Certain Vehicles	239.700	245.546	235.333	277.420	234.167
Lubricating Oil	76.321	80.180	83.871	76.901	77.703
Parts and Accessories	167.714	187.469	224.730	253.061	253.306
Net Revenue from Excise Taxes	6,709.230	6,904.434	7,188.812	6,619.825	6,245.397
Interest	593.068	662.160	857.286	1,027.484	1,080.742
TOTAL	7,302.298	7,566.594	8,046.098	7,647.309	7,326.139

*Includes bus sales until 1978, **Preliminary

AUTO DEALER
GARAGE INSURANCE
ONLY
your choice of agent
CALL
DEALER COVER INC.
21535 Hawthorne Blvd. • Suite 322 • Torrance, CA 90503
(213) 540-9221

Output forecast: 7 million cars

The U. S. economic outlook appears bleak for the 1982 first half, but Federal-Mogul Corp. expects recovery to set in sometime during the latter part of the year.

"Although the recovery should be well established by year-end, the various figures used to gauge economic performance will not be very impressive," says chairman Thomas F. Russell.

"We anticipate the Gross National Product will show less than one percent growth in 1982, and the inflation rate will drop to an eight or nine percent rate from the 10.5 percent rate we've estimated for 1981," he says. "We think interest rates will remain high in response to tight monetary policy and the demands placed on financial markets by government borrowings.

"Since there will be little opportunity for substantial improvement in U. S. industrial production until late in the year, the unemployment rate should remain high pending renewed business activity."

Because the general economic climate will directly affect domestic automotive operations, Federal-Mogul expects vehicle sales will show an unspectacular eight to 10 percent sales increase over the depressed 1981 level. In terms of units, the company predicts U. S. car production will total about seven million compared with about 6.4 million in 1981.

Russell remains confident.

Total domestic and imported car sales in 1982 should reach the 9.6 to 9.8 million mark, according to Federal-Mogul, with the pace of both production and sales gaining momentum in the latter part of the year.

"Continuing high interest rates have certainly contributed to the depression in automotive sales, but we feel the most profound reasons for the situation can be traced to high car prices or sticker shock and depressed real personal income," Russell says.

"Despite the generally unfavorable outlook for the near term, we remain confident that once the recovery begins there will be the basis for a sustained period of growth, both for the national economy and the automotive industry."

Die casters depend on economic policies

The 1982 scenario for the U. S. die casting industry depends on President Reagan's economic policies and moves in interest rates and inflation during coming months, according to Peter A. R. Findlay, president of the American Die Casting Institute.

Facts of economic stimulation and psychology of industrial purchasers during 1982 will impact on die casting sales, he says. At the moment, however, all manufacturing industries will have to "hang in."

He adds that "there is optimism of better times ahead, and die casters should be prepared to maximize future opportunities."

The industry experienced a flat 1981, with die casting metal consumption (in tons) near 1980 figures. Industry usage of aluminum is expected to decline 1.7 percent, zinc to increase 1.9 percent and magnesium (a much-less-used metal) to drop 21.7 percent.

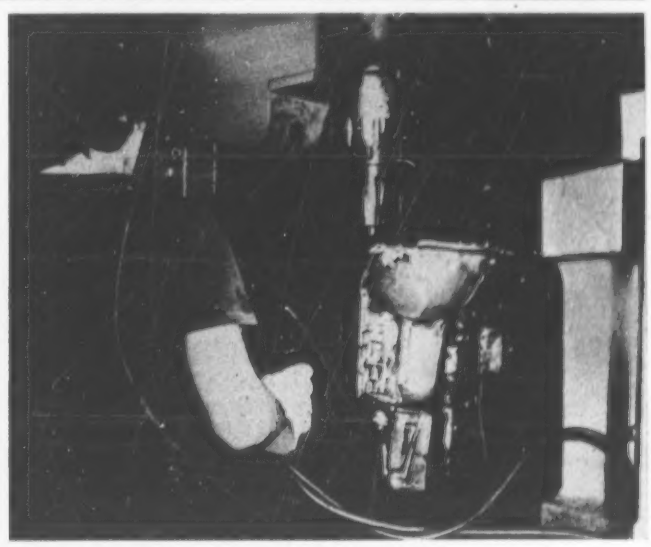
Sales volume in 1981 for the entire die casting industry was expected to decline 5.6 percent from $5.75 to $5.42 billion. In addition to the weak economy, a contributing factor was the decline in the price of aluminum ingot.

Findlay

Armstrong

Andresen

Viland



Die casting traditions are being shattered.

Comparison of Die Casting Production

1980 vs. estimated 1981 (Millions of Pounds)

Metal	Custom 1980	Custom 1981	Custom Change	Captive 1980	Captive 1981	Captive Change	Custom & Captive 1980	Custom & Captive 1981	Custom & Captive Change
Aluminum	530	520	— 1.8	904	890	— 1.5	1434	1410	— 1.7
Zinc	390	410	+ 5.1	238	230	— 3.9	628	640	+ 1.9
Magnesium	8.4	6.1	—27.4	4.5	4.0	—11	12.9	10.1	—21.7
Other	3.2	3.3	+ 3	23.7	30.0	+26.6	26.9	33.3	+23.8

Source: American Die Casting Institute

Findlay traditions are being shattered by the current economy. Formerly, involvement in automotive, appliance, defense or other sectors would signal growth when those sectors expanded. Today some die casters in a selected market are extremely busy while others are slack.

This is because of product mix. Suppliers to small cars, for example, have robust sales. "Success in the 1980s will depend on management's careful analysis of those new jobs and customers that offer maximum sales potential for the future," Findlay says.

As for the future, aluminum, high-aluminum zinc alloys and magnesium offer bright marketing opportunities for die casters, according to three metal specialists. Motivating factors include new requirements for lightweight parts, new production developments and new sources of supply, say G. Leslie Armstrong, vice president of metallurgy and technical services for U. S. Reduction Co.; Dean Ferres, marketing consultant, Fercom Group; and Joseph Viland, sales director for Amax Specialty Metals Corp.'s Magnesium Div.

"Aluminum is an important material for die casters because it can be used in alloying elements to produce certain desired characteristics not present in either of the two materials alone," Armstrong notes. "Aluminum is also a critical factor in hypereutectic alloys that contain 16 to 18 percent silicon. A base of 70 percent aluminum is used in producing these materials designed for hardness and wearability."

According to Ferres, two new high aluminum zinc alloys, first employed in the 1970s, are opening new frontiers for zinc in gravity castings. "These new alloys—Tg 12 and Tg 27—provide significantly better tensile strength and hardness accompanied by natural lubricity with only a modest difference in cost," Ferres notes.

"The alloys can substitute for conventional zinc or aluminum castings that have failed, can replace parts machined from iron, can supplement aluminum in some applications, can frequently permit the elimination of inserted bearings for cost reductions, they provide finishing versatility, and may replace bronze in many applications."

"With 30 years of use, magnesium has proven to be a metal whose future is today," Viland claims. "In past years, magnesium has suffered from scarce availability, dramatic price increases and the high energy costs to refine it. Today, there are several metal suppliers and energy costs are not far above those for other metals.

"Because of an expected excess of supply the next five years and the material's proven performance record, magnesium offers die casters good business opportunities," he says.

• Die casters have developed an enormous interest in productivity the last few years, according to William T. Andresen, technical director for the American Die Casting Institute, the trade association of the $6 billion die casting industry.

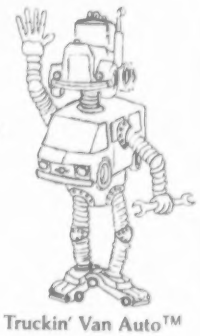
Building on this interest, ambitious research programs have been set for the next five years, Andresen says, especially to improve the life of aluminum die casting dies.

"By 1983, research will be completed to determine the effect of sulfur on the performance of H-13 die steel and to create a manual that explains proper care and use of die steels," he says.

"The effects of forging on the performance of die steel will be studied for the next three years and by the end of 1984 we hope to report on effects of corrosion."

TryaD ENTERPRISES

. . . aim to increase your showroom traffic this New Year with TRYAD ENTERPRISES!! Merry Christmas



Tryad Enterprises is offering the Truckin' Van Auto™

VERY PRIVATE 4 HOUR SALE

For An Unbelievably Low Price.

Read this letter carefully, as it will be your only notice regarding this sensational offer. Due to the special Holiday prices, no mention of our offer will appear on radio, television, or your local newspaper.

YOU KNOW IT WORKS!!

We Will Offer:

- 2 color copy
- #10 window envelopes
- complete mailing service
- updated labels
- customer giveaways
- uniformed guard
- professional greeter as host
- sales motivation meeting

Including "rebate checks" at your request.

•••• A One Price Opportunity •••••

Every dealer holding our sale will be given Absolutely Free, diamond pendants and/or diamond earrings.

Note: These are genuine diamonds—not synthetic. Limit: 100 per dealership.

So, in order to avoid disappointment, be sure to contact us for available dates immediately.

••••• Get out a red pencil and CIRCLE the dates •••••

WHEN? January 15, 1982 thru February 15, 1982.

WHERE? At your dealership.

SELLING PRICES:

5,000	Mailer	$2040.00
8,000	Mailer	$2485.00
10,000	Mailer	$2895.00
12,000	Mailer	$3350.00
15,000	Mailer	$3710.00
20,000	Mailer	$4350.00

GUARANTEE & TERMS: Contract will explain all financial arrangements.

NOTE••• Our agency will not authorize these "Once Only Prices" in California, Washington, Georgia, Florida or Canada.

— CALL COLLECT —

50 W. Brokaw Rd., Ste 64
San Jose, CA 95110
(408) 947-7747

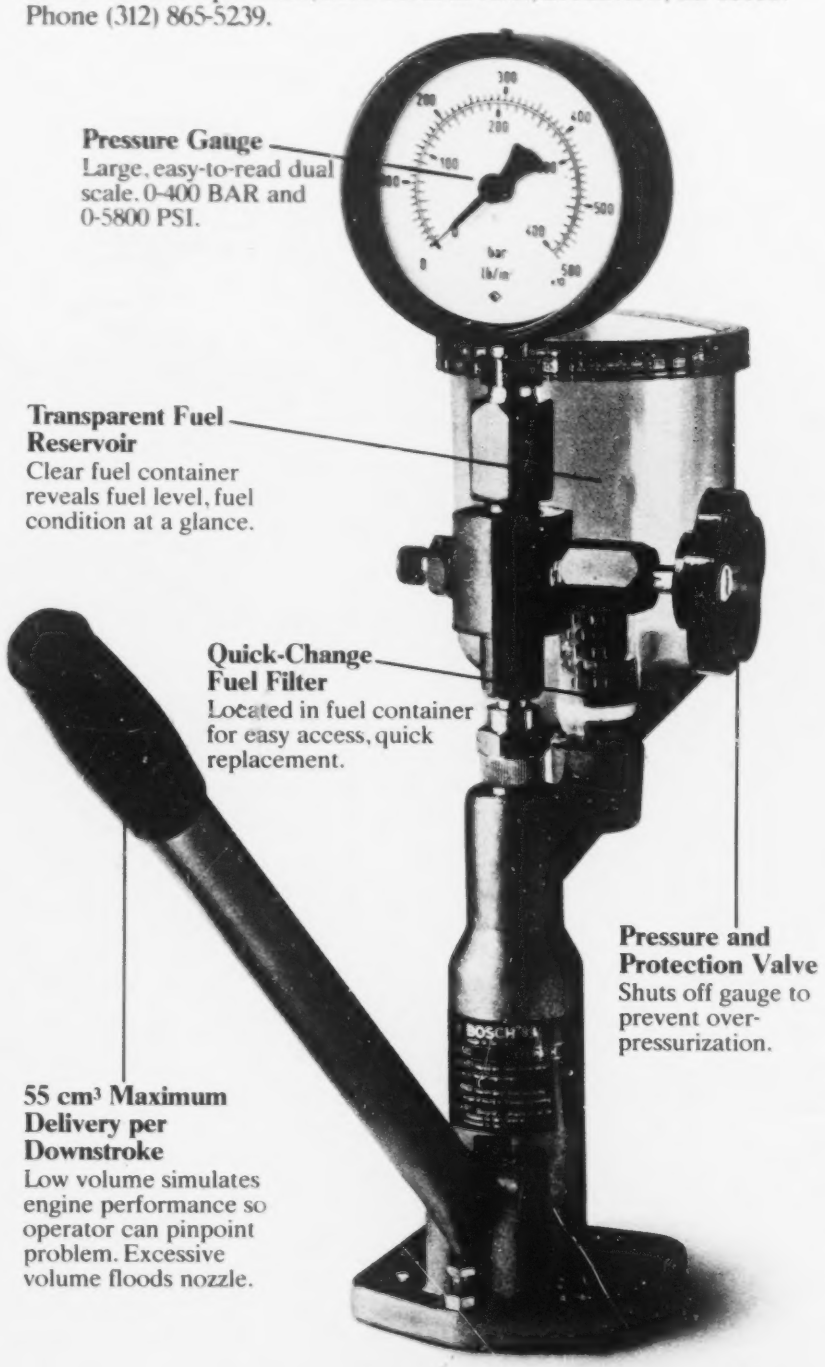
2021 Greenville Ave.
Dallas, TX 75206
(214) 826-4900

1002 Clay Rd.
Atlanta, GA 30059
(404) 941-5181

Take the guesswork out of diesel diagnosis with a Robert Bosch Nozzle Tester

When a customer brings in a diesel car for service, are you equipped to check out the injection nozzles then and there? Or do you assume that the nozzles are defective and return them to the factory? Or pay a shop to have them tested? Either way, you lose money and your customer loses patience.

With a Robert Bosch Nozzle Tester you can check opening pressure, leakage, chatter and spray pattern. Within minutes you and your customer will know whether the nozzles are working. Go with a leading brand of nozzle tester—Robert Bosch. For further information, contact your nearest Robert Bosch Diesel Distributor, or Dept. S-ASW, Robert Bosch Sales Corporation, 2800 So. 25th Ave., Broadview, Ill. 60153. Phone (312) 865-5239.


Pressure Gauge
Large, easy-to-read dual scale. 0-400 BAR and 0-5800 PSI.
Transparent Fuel Reservoir
Clear fuel container reveals fuel level, fuel condition at a glance.
Quick-Change Fuel Filter
Located in fuel container for easy access, quick replacement.
Pressure and Protection Valve
Shuts off gauge to prevent over-pressurization.
55 cm³ Maximum Delivery per Downstroke
Low volume simulates engine performance so operator can pinpoint problem. Excessive volume floods nozzle.

ROBERT BOSCH

©1981, Robert Bosch Sales Corporation

Electronics jumping

The U. S. market for original equipment auto electronic systems will jump from $1.6 billion in 1980 to $17 billion by 1995, says Predicasts Inc.

The Cleveland-based business information and market research firm says this represents an expenditure of $1,380 per car in 1995, up from about $250 in 1980.

Real growth in OEM electronics will average 12 percent annually, with price increases boosting sales gains to 17 percent per year through 1995.

Predicasts notes the industry will be less affected by inflation than the economy as a whole due to increased economies of scale and the ability of several electronic components to combat inflationary pressures.

The study targets engine control and safety systems as two sectors expected to witness particularly rapid gains. Primarily as a result of growth in electronic fuel injection, engine controls will near $5.4 billion in 1995, up from $278 million in 1980.

As auto makers strive to control noxious engine emissions and increase fuel efficiency — efforts prompted by government intervention — the development of sophisticated control systems becomes paramount.

The study states that it is "apparent that traditional electromechanical, mechanical and fluid power systems are not sufficient to yield the performance standards legislated for the future; only a computerized system of sensors and adjustments can accomplish the task."

Electronic safety systems — including brake and restraint systems as well as anti-theft devices — will witness a sales growth in excess of 38 percent annually, reaching $4.2 billion in 1995.

Although Predicasts does not anticipate mandatory implementation of passive restraint systems, the study does expect sales to be bolstered by tax and insurance incentives, if not legislative ones.

Ignition systems, already standard on gas-driven American cars, will nevertheless reach $2.8 billion in 1995. Entertainment and comfort systems are also a comparatively mature market. Predicasts attributes their $2.6 billion 1995 market primarily to increases in auto production and consumers' trade-up to multi-band radios or tape player/radio combinations. As a percentage of originally installed electronics, this sector's market share will decline.

Predicasts analysts observe growth in other electronic systems such as electronic clocks, voltage regulators and delayed wiper systems. Trip computers have the greatest potential in this sector due to their appeal to "Americans' penchant for gadgetry."

Predicasts analysts observe that although electronic engine control systems are important, they are not glamorous, and they expect auto makers to draw customers on the basis of more tangible passenger-compartment electronic features.

The auto electronics boom is expected to result in a $3 billion OEM market for electronic components by 1995.

U. S. OEM Auto Electronic Systems

	1980	1995	% Annual Growth Historic	% Annual Growth Projected
New Car Sales (000)	6534	12250	—1.0	4.3
$auto electronics/car	248	1383	18.3	12.1
Auto Electronic Systems (mil $)	1617.9	16939	17.1	16.9
Ignition	756.6	2837	—	9.2
Fuel, Speed & Engine Control	278.1	5370	28.1	21.8
Electronic Safety	32.8	4205	—	38.2
Entertainment & Comfort	436.7	2637	6.3	12.7
Other Electronic Systems	113.7	1890	—	20.6
Electronic Components (mil $)	207.7	3120	24.0	19.8
% of Auto Electronics	13	18	—	—

Source: Predicasts Inc.

Product demand flat until last half

Demand for automotive products will continue in the first half of 1982 at the current 1981 level, followed by a noticeable upturn in the second half, according to William A. Raftery, president of Motor & Equipment Manufacturers Assn. (MEMA).

"Throughout the rest of this year and 1982," he predicts, "we'll see continuing improvement in the demand for shop-related services as motorists continue to stretch out the age of the average vehicle and accumulate maintenance and repair requirements."

Continuing economic uncertainties in the first half, he believes, will keep a clamp on consumer spending, with demand registering more for functional necessities and fluctuating with the availabiilty of field inventories.

Both manufacturer and direct-buying customer, contends Raftery, will continue to pay close attention to asset management. New product introductions will be subject to more advance research and testing than ever, he foresees, with continued trimming of unproductive lines and further inventory tightening more the order of the day.

Suppliers will put more emphasis than ever on cash flow, while their customers will be looking at the same time for more financial support, according to Raftery.

Ironically, he notes, the continuing need for tight inventory management and credit and cash control are helping MEMA's efforts to extend its Transnet Division's order entry and price update services, the services of its Credit Information Group, and services of its Collection and Rehabilitation Group, to a broader base in the industry.

"We established all three of these facilities," he relates, "in response to needs evolving in relatively good times for the industry. Now, for some companies, they are proving to be timely and valuable contributors to current cash-flow needs."

Lease and rental market bullish

By Francis J. Gawronski
Service Editor

Things are bullish in the automotive fleet business for 1982.

With companies and individuals leasing everything from cars and trucks to computers and airplanes, equipment leasing in the U. S., according to industry sources, doubled in 1980 to $30 billion. Currently, nearly 25 percent of all equipment purchases are leased, compared to 10 percent a decade ago.

There are few reasons to convince forecasters that leasing and rentals will not continue to climb in the years ahead.

Fran Hazelroth, director fleet programs, U. S. Automotive Sales, Chrysler Corp., is typical of industry executives expressing optimism.

With fleet sales of cars and trucks amounting to 166,000 units in 1981, the company is forecasting a 12 percent increase in 1982, or some 175,000 units.

Another optimistic outlook comes from Hal Barton, leasing and fleet sales manager, Lincoln - Mercury Division, Ford Motor Co.

Noting that L-M dealers delivered 27 percent more cars to fleet buyers during the 1981 model period (121,219 units) than in 1980 (95,529), Barton says 1982 fleet sales are expected to rise 15 percent over 1981.

Other auto makers oozing confidence about 1982 fleet business are Pontiac which forecasts a 35 percent increase over 1981; Chevrolet, up 20 percent; Ford, 17 percent; Buick, 13 percent; and Oldsmobile, 10 percent.

The bright outlook for the lease-rental industry is endorsed by Bennett E. Bidwell, president, Hertz Corp., New York, during a speech at a recent meeting of the American Automotive Leasing Assn.

Bidwell, a former vice president of Ford Motor Co., noted the industry has changed during the past five years, in the direction of expansion and increased

Fran Hazelroth

Bennett Bidwell

profits, if not better margins.

Bidwell said that because "this industry has grown in the face of weakness in the auto industry, in the economy generally, and in spite of interest rates and money market conditions that could well have choked it, bodes well for its future in happier economic circumstances.

"The current rising curve of leasing sales must be linked then, to what some economic observers call a trend away from ownership in America today," Bidwell said. "Until recently, possession wasn't merely nine-tenths of the law, it was nine-tenths of everything."

Bidwell said that, over the last 10 years, ownership has been yielding to usership. Mortgage money is tight and many families are thinking twice about trading up to bigger homes or to bigger cars.

"The truth is, with gasoline at the pump about $1.50 and more per gallon, and the price of a new, midsized car averaging out at $8,000 or more, the automobile seems not quite the investment it once was," Bidwell said.

As a hedge against inflation, according to Bidwell, "safety against depreciation is the most highly prized asset of all, and ownership of that most depreciable of all assets, the automobile, is becoming increasingly less exciting.

"Yet America remains a nation on wheels, and as ownership declines, that points to only one thing—new growth in the rental and leasing markets," he said.

"The rising cost of owning an automobile will encourage even the average retail customer to consider leasing as a preferable alternative, while corporate fleet usage will see dramatic growth," Bidwell predicted.

"High interest rates will stimulate the use of floating rate lease arrangement," he said. "Already these factors have been reflected in the growth of the closed-end lease marketplace.

"More and more dealers are stressing their leasing programs, while banks and other lending institutions have become increasingly involved in leasing, either directly, or by buying paper from dealers and independent lessors," Bidwell said.

According to Bidwell, the rising cost of all aspects of owning and operating a vehicle have prompted the larger lessees to seek professional management programs.

In the case of smaller fleet operators, Bidwell said the closed - end, full - maintenance contract has taken on new attractiveness as a method of holding costs steady and predictable.

Bidwell said the recently passed Economic Recovery Act of 1981, which redefines and liberalizes leasing, also will serve as an incentive for more individuals and companies to enter the leasing market.

"In short, leasing or renting is becoming a new way of life in this country," he said. "In the mid-term, it will continue to grow."

• As for fleet composition in 1982, administrators are ordering more smaller cars powered by smaller engines.

Seventy-five percent of 1982-model-year new-car orders will be for compacts and subcompacts, according to a survey of its members by the National Assn. of Fleet Administrators (NAFA), New York. The figure for 1981 was 60 percent.

NAFA says fleet managers of 124 commercial fleets it surveyed plan to buy or lease more than 39,000 new cars in the 1982 model year, compared with 37,000 acquisitions in the 1981 model year.

Thirty fleet administrators reported they will order four-cylinder engines in their compact and subcompact cars; 10 said they would order six-cylinder engines, and five indicated they would order diesels for the first time in 1982.

More than 60 percent of the new cars will be four-door sedans and five-door hatchbacks.

Driver comfort is beginning to be bypassed in many fleet orders, with 15 fleet executives saying they will opt for manual transmissions, especially in compact and subcompact cars. Air conditioners remain on all cars, regardless of size, according to NAFA.

Mid-range priced cars are becoming more popular, according to NAFA. Sixty-nine percent of new cars in 1982 will be middle, 22 percent top-line cars, 8 percent bottom line, and one percent sports and specialty models.

Thirteen Canadian fleets operating 3,436 cars participated in the NAFA survey. In 1981 these Canadian companies acquired 1,484 cars; in 1982 they plan to increase that to 1,567 new cars.

These new cars, according to NAFA, include 15 percent subcompacts, 28 percent compacts, 56 percent midsize and one percent large fleet cars.

Sixty-five percent will be middle-line models, 26 percent top-line, 8 percent bottom-line and one percent sports cars.

Seventy percent of the Canadian new-car orders in 1982 will be four-door sedans and five-door hatchbacks, NAFA says.

According to Gelco Fleet & Management Service Co. (GF&MS), Eden Prairie, Minn., the 1982-model year also marks the beginning of automotive changes that could have a "devastating effect on corporate fleet managers unless they are prepared to evaluate current market conditions and incorporate new strategies into their planning processes."

GF&MS publishes an annual fleet guide that not only compares new cars of the major manufacturers, but also examines a set of current market conditions that, in combination, has an impact on the traditional corporate fleet management program.

Among the conditions are continually rising fuel prices, an accelerated new-vehicle introduction program, and escalating maintenance costs.

In dealing with these conditions, Gelco recommends fleet managers incorporate the following into their vehicle management programs for 1982:

• An intelligent fuel monitoring capability. Switching to more fuel-efficient vehicles is only part of the solution to rising fuel-cost problems. Gelco says fleet managers must have systems in place to accurately track and monitor the cost of fuel.

• A comprehensive maintenance program. The emergence of self-service stations has reduced regular maintenance activity. Gelco contends it is imperative that fleet managers develop a system to provide regular car care and assure maximum resale value.

• An intelligent new-car selection plan. With manufacturers introducing totally new vehicles every six months, fleet managers must be aware of features that will offer high performance and low depreciation. Gelco notes that front-wheel drive, cruise control, four-cylinder engines and compact size will be important features throughout the decade.

• Reexamination of used-vehicle disposal methods. Gelco notes that today's fleet vehicle is capitalized at approximately $7,600. To retain car value and justify operating expenses (in light of more frequent new-car introductions), fleet managers must reevaluate used - vehicle channels to avoid excessive depreciation losses.

Tire makers expect turnaround

"We're not out of the woods, because of the continued slump in new automobile sales. But we can now see light at the end of the tunnel and, for once, the light isn't an oncoming train," says Donald G. Brotzman, president of the Rubber Manufacturers Assn., Washington, D.C.

"RMA statistical people, having consulted with industry experts, tell me nearly all sectors of the rubber industry are expected to improve in coming months and years, provided there is progress in Detroit," he adds.

RMA's tire forecast shows total shipments of 166.2 million passenger-car tires in 1981, rising to 177 million in 1982 and 183.3 million in 1983.

That's slightly above the expectations of the industry's biggest company, Goodyear. A company spokesman says, "After skidding to the lowest level in more than a decade, tire industry sales at both original equipment and replacement turned around in 1981 and are expected to show considerable increases in 1982.

"The total auto tire market in 1981 is expected to reach 160.8 million units, up about 1 percent. Next year, the overall market is expected to rise 7 percent to 172 million tires."

At the original equipment level, since record year 1977 when the industry supplied 58.1 million auto tires to car makers, sales skidded annually to the low in 1980 of 36.8 million units. This year, Goodyear says, sales are expected to total 37.5 million with next year's total climbing to 42.0 million, up 12 percent.

The replacement industry bottomed in 1980 at 122.4 million units, down from the record 148.8 million in 1978, according to Goodyear, which expects 1.3 percent increase in 1981 and another "nearly 5 percent increase" in 1982.

"People who are putting off purchases of new cars are still continuing to drive their old cars," says Brotzman. "As a result the replacement tire market is stronger than a year ago. The soft spot is original equipment sales and we hope they'll firm up soon."

In the industrial products sector, U. S. demand for industrial hose, flat belts and V-belts is expected to increase 18 percent over the next five years. Sales for 1981 were estimated to be 12 percent over 1980.

In molded, extruded and lathe-cut rubber products, the outlook shows improvement after a dip in 1978. "Our statisticians now estimate a total U.S. production in these lines at $2.09 billion dollars in 1981 and $2.2 billion dollars in 1982," says Brotzman.

On the labor relations front, the overriding issue is the impending negotiations affecting most major rubber companies next year. Contracts with the major tire companies expire April 20.

"I don't believe anyone in our industry expects this to be an easy round of negotiations," says Brotzman.

The Rubber Manufacturers Assn.'s Industrial Products Division expects an upswing in all products next year through 1986. Its market forecast is prepared in cooperation with over 80 companies.

Totals for each product represent U. S. demand including domestic shipments less exports, plus imports. Figures are in millions of dollars, and are at a fixed level in constant dollars, at the value of the dollar in 1981. Figures for 1980 are reflected in 1980 dollars.

The products covered in the forecast are: All reinforced hose, rubber or plastic, except garden hose; all conveyor, elevator and flat transmission belting of rubber or plastic; all power transmission belts, including industrial and automotive other than flat, of rubber or plastic, including belts made for original equipment and replacement.

	1981	1982	1983	1984	1985	1986
Hose	$970	$1,025	$1,055	$1,085	$1,120	$1,150
Flat Belting	320	330	340	350	355	365
V-Belts	405	430	455	465	475	485

U. S. Tire Market Forecast

1981 - 1983 (millions of units)

	1981	1982	1983
Passenger car tires			
Shipments			
Original Equipment	40.2	48.0	52.2
Replacement	126.0	129.0	131.1
Production	155.5	167.0	174.0
Truck & bus tires			
Shipments			
Original Equipment	6.5	7.9	8.4
Replacement	29.2	31.0	32.0
Production	33.5	35.5	36.8
Tractor-Implement tires			
Shipments			
Original Equipment	1.7	1.9	2.0
Replacement	2.6	2.8	2.9
Production	N.A.	N.A.	N.A.

The figures are a concensus forecast by the RMA and not necessarily the outlook of individual RMA member companies. Note: (na) no forecast made.

Estimated U. S. Production for Molded, Extruded and Lathe Cut Mechanical Rubber Products

(millions of dollars)

	1980	1981	1982
Total Molded Goods	$1,460	$1,656	$1,757
Total Extruded Goods	334	376	384
Total Lathe Cut Goods	52	58	59
Grand Total Mechanical Molded, Extruded & Lathe Cut Goods	$1,846	$2,090	$2,200

Forecast by the Statistical Committee, Molded & Extruded Products Division, RMA.

Where the action is

Aftermarketers project solid growth in '82

By Marc Stern
Staff Correspondent

If there is one part of the automotive business that is optimistic about 1982, it's the aftermarket.

Faced with the same problems that have rocked the rest of the industry — high interest rates and cost pressures — aftermarketers are projecting a growth of 10 to 15 percent for 1982.

The reason is obvious, according to Alan Barron, owner of St. Louis-based Midwest Foreign Imports: "People are putting off working on their cars and we're looking for a real good spring. You see, you can only drive cars so long before they go."

He bases that observation on a traditional market trend which hasn't been seen so far this season — the rush for antifreeze: "Most parts places haven't had the usual run on anti-freeze and we've already had a couple of mornings below 20. So it's got to break."

He also notes this neglect will prove costly for car owners. Instead of protecting their cars with routine service that would cost only $30 to $40, owners who neglect that work may face repair bills of several hundred dollars because of potential damage to their cars' cooling systems or engines.

Until the market breaks, though, Barron's guiding policy is remaining "as liquid as possible." He is cutting back inventories and stressing smaller orders and more limited parts stocks.

• Even more optimistic than Barron is Fran LaBrecque, president of the ADAP automotive chain in Avon, Mass. He predicts a 40 percent growth in 1982 for his New England chain. "ADAP will become a marketer, but we'll be a retailer first," he says.

Although optimistic on ADAP's outlook, LeBrecque notes 1982 will be a "generally conservative year in the parts business, with liquidity the name of the game." He also believes the parts business must become more sophisticated out of necessity. "Four years ago, it was all profit. Today it's cash flow. People are cutting inventory and cutting back," he says.

Because of the high cost of money, LaBrecque says it is prohibitive to keep large inventories of slow-moving items, and jobbers, warehouse/distributors and retailers must become selective in stocking requirements.

LaBrecque is practicing what he preaches. On fast-movers such as tune-up kits, oil filters and oil, he is keeping inventory up because of the "high turn" rate off shelves and the cash flow it generates.

"Our slow-movers are gone. When capital was cheaper, you could stock a lot of stuff, but now that's changed," says LeBrecque.

He predicts that because of this trend, some parts will become scarcer as fewer are ordered by the aftermarket.

Also forcing sharper business practices by parts dealers is a move away from "dating" on bills by parts manufacturers.

With this system, a parts dealer could order a six-month supply with a minimum of nine months to pay (six months, plus three more for final payment).

Those days are gone. Parts manufacturers, for the most part, now require payment in 60 days, which is putting a strain on some dealers and requiring a change in business practices.

Ken Griesman, director of marketing for Beck-Arnley, an import-auto parts supplier, projects 15 percent growth in 1982. He agrees a potential parts boom is in the offing.

"We have excellent sales of bearings and gaskets," says Griesman, who expects many import-car owners will continue to repair their aging vehicles. "Like the old Beetles, they'll get repaired and repaired," he says.

Harry Holzwasser, president of auto parts remanufacturer Arrow Automotive, Framingham, Mass., expects an "up situation" for the remanufacturing segment of the aftermarket.

Says Holzwasser: "I think most of the reason, to use a Lee Iacocca term, is 'sticker shock.' As a result, more people are refraining from buying new cars, and the median age of the U. S. automotive fleet is rising. These cars have to be candidates for repair."

"The future for remanufacturing is brighter than the rest of the aftermarket," he says. "The cost factor of new parts versus remanufactured parts is a great part of the picture. Remanufacturing offers potential savings of 30 to 65 percent over new parts."

Holzwasser expects a shakeout in the overall aftermarket: "Companies with good financial strength and good management are in position to take advantage of future growth. Companies that are undercapitalized or need short-term borrowing are in trouble because of high interest rates."

Entrance by Ford Motor Co. (Motorcraft) and General Motors (AC-Delco) into the mass merchandising - warehouse/distributor-jobber and retail market is observed with interest by ADAP's LaBrecque, who calls it "a radical departure." LaBrecque notes they are concentrating on the "100 or 120 quickest-moving parts, rather than a full line of 9,000 parts numbers."

According to Motorcraft national sales manager Robert Edwards, "1981 was a pretty good year for us, 115 percent of 1980. It was only a little growth, but we're pleased with it." He expects growth in 1982 to be about the same.

Why did Motorcraft enter the "blister-pack" parts market? "It all relates to the do-it-yourself market. There has been an explosion over the last five years," Edwards says.

Plainly, Motorcraft wants a piece of the $40 billion aftermarket. "We use the warehouse/distributor to jobber system, and 35 percent of his business (the jobber's) is retail," says Edwards. "In the old jobber store, the counter was up front; now it's at the back and he has display products up. It's created a demand for a retail type package.

"To be competitive, we repackaged into attractive boxes and went to four-, six- and eight-plug boxes."

Another trend in the retail aftermarket is the emergence of part-store chains, such as CarQuest or ADAP (formerly American Discount Auto Parts).

Jobbers, needing marketing help have turned to these chains, as the trend moves away from independent jobbers.

This has created two major channels of distribution: One is the traditional route through warehouse/distributor to auto dealer market; the other is from the warehouse/distributor to the retail market.

Motorcraft is involved in both channels, and Edwards says there are now only two "full-line parts suppliers in the business, Motorcraft and AC-Delco."

"An advantage of doing business with a company like Ford is that, instead of dealing with many lines and different systems, the parts dealer only has to work with one system," Edwards says.

J. Robert Smith, general director of AC-Delco, agrees with Edwards. In fact, GM reorganized AC-Delco to take advantage of the changing market conditions, becoming an independent subsidiary.

The potential of the $40 billion aftermarket "speaks to our reorganization effort," Smith says. "We wanted to put more emphasis on the traditional (channels of distribution), plus go after the oil company-tire company mass market. We wanted to fine tune the marketing effort for warehouse-distributors, but also wanted to make parts available to the broadest possible spectrum."

Delco was reorganized to put more people at the field level to better service warehouse-distributors. "We wanted to make GM aftermarket parts available to the GM owner on the widest possible basis, and provide the very best service we possibly can," Smith says.

AC-Delco, in conservatively assessing potential aftermarket growth, compares it to the Gross National Product. It estimates real aftermarket growth in the two percent range for 1982. However, with inflation factored in it comes to about 14 percent growth, which is in line with other predictions.

AC-Delco believes that increasing technology used in cars, such as electronics, new engines and front - wheel - drive, will prompt people who traditionally did their own service work to take their cars to service technicians.

Demographics also figure in the service picture. As the 18 to 34-year-old segment of the population declines in the next 10 years, there will be fewer do-it-yourselfers, with a corresponding increase in demand for service technicians and their services.

For now, though, aftermarketers are taking advantage of the do-it-yourself market while preparing for future changes.

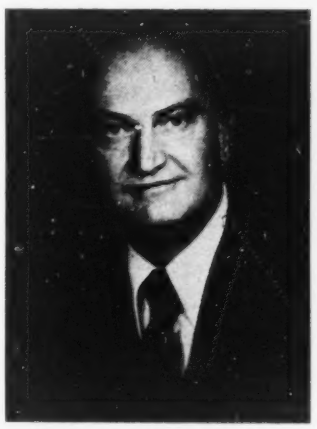
From the retailer's standpoint, this is a welcome change, according to LaBrecque, whose ADAP stores can offer "genuine parts instead of having to try and obtain them by other means."

With Chevrolet's recent departure from the warehouse/distributor market, there opens a potential market for parts manufacturers, and gives jobber-retailers and warehouse/distributors greater access to parts. "They can even have their own store brand labels put on," LaBrecque says.

All in all, the 1982 aftermarket should experience modest growth and spirited competition.

"It will be interesting watching the market in the next 24 months," LeBrecque says.

Holzwasser expects shakeout.



Smith sparks AC-Delco.

Griesman sees potential parts boom.

The global automotive aftermarket will surpass $65 billion (constant 1975 dollars) in 1995, up from $32 billion in 1979, according to Predicasts Inc., Cleveland-based business information and market research firm.

Predicasts economists anticipate design developments which will require more complex, higher priced replacement components. These and an increasing penetration of electrical and electronic equipment will provide the major impetus to aftermarket sales growth through the 1990s.

As examples, Predicasts cites the gradual introduction of electric vehicles using a different caliber of battery; advances in electronic ignition systems, sophisticated control devices and fuel injection; and increases in entertainment and comfort accessories. These factors will offset the slackening per-vehicle sales, a result of increased part durability and slowed auto registration levels.

Market shares of major aftermarket components will remain fairly stable. Accessory sales' percentage of the total aftermarket will increase slightly as per capita income expands, particularly in developing countries. Tire sales' market share, however, will decline as longer-life radials find increasing acceptance.

Developed countries will continue to dominate world sales, accounting for four-fifths of the global aftermarket in 1995. U. S. sales alone will represent 33 percent of the world total at that time.

However, Eastern Europe — particularly the U.S.S.R. — will have the fastest growing aftermarket. In this region, consumer demand for automobiles is just beginning to be recognized and, due to a time lag in technology, replacement rates tend to be higher.

World Aftermarket Sales

ITEM	1979	1995	% Annual Growth
Sales by Product (millions $)			
Tires	9504	18464	4.0
Batteries	1876	3953	4.8
Other Electrical	2827	5890	4.7
Nonelectrical	10639	21193	4.4
Accessories	7215	15853	5.0
Total	32361	65353	4.5
Sales by Region			
North America	14733	24127	3.1
Latin America	1690	5164	7.2
European Community	8281	15649	4.1
Non-EC Western Europe	1749	4138	5.5
Eastern Europe	1593	5108	7.6
African-Mideast	828	2353	6.7
Japan	2420	6300	6.2
Other Asia	354	1157	7.7
Oceania	713	1357	4.1
Total	32361	65353	4.5
Passenger Car Regis. (mil)	310.8	539.9	3.5
sales/registration	104.12	121.05	.9

Source: Predicasts Inc.

Most types lose favor; pop-ups gain

'81 buyers not sold on fancy roofs

By Joseph Bohn
Marketing Editor

What's on top no longer seems to matter to most car buyers. At least, they're not willing to spend the extra money to get a fancy roof for their cars, an AUTOMOTIVE NEWS survey reveals.

Vinyl tops, manual sliding and electric sliding sunroofs continued to lose penetration on '81 models, the survey showed.

There appears to be some future for pop-up sunroofs and T-roofs, however, as specialty items for some cars, but at this point their market share is still too small to tell.

All in all, the optional roofs don't appear to be one of the car buyers' greatest concerns.

Industrywide, only 22.74 percent, or 1,536,791 domestically built cars, came equipped with vinyl roofs in the '81 model year. That was off from 24.03 percent or 1,717,050 on '80 models.

At one time, vinyl roofs went on over 40 percent of domestic cars, but their popularity is shrinking in proportion to that of the full-sized-car market.

Manual sliding roofs continue to be offered only by Volkswagen, where they accounted for 19.80 percent of domestically built '81 Rabbits, or 35,649 units in total.

That was off from 46,886, or 21.00 percent in '80.

Electric sliding sunroofs were down to a scant 1.11 percent of industry output, equal to 74,824 units.

That was off from 1.24 percent, or 88,649 in '80.

Pop-up sunroofs appear to be a coming item, but the numbers are still very small.

They accounted for 2.46 percent of industry production, equal to 166,017 units, in the '81 model year. That was up from 1.86 percent or 132,703 in '80.

Best suited to small, sporty cars, pop-up sunroofs accounted for 36,640 AMC models, or 26.72 percent of the company total.

That was up from 5,103 or 2.58 percent in '80.

Chrysler installed them in 11,345 cars, equal to 1.55 percent of '81 output. That was up slightly from 10,034, or 1.31 percent in '80.

Ford Motor installed the item in 6.35 percent of its '81 cars, equal to 95,436 units. That was up from 5.05 percent, or 69,325 units in '80.

At Ford, the pop-up sunroof proved extremely popular on EXP, Capri and LN7, where its installation rate was between 20 and 30 percent.

At General Motors, the new Cimarron, scoring a 29.00 percent installation rate, gave a boost to pop-up roofs.

Overall, GM installed the item in only 0.54 percent of its cars, however, equal to 22,586 units. That was off from 48,241, or 1.05 percent in '80.

Volkswagen doesn't offer a pop-up roof.

T-roofs continued to gain popularity on selected models, particularly boosted by Corvette, where it is standard.

Industrywide, some 151,963 T-roofs were installed last year, accounting for 2.25 percent of production. That was up from 1.71 percent or 121,987 in the '80 model year.

Connecticut Chevy unit elects Micki Dworin

EAST HARTFORD, Conn. — Micki Dworin has been elected president of the Connecticut Chevrolet Dealers Assn. She is the first woman president to be elected by a Chevrolet dealer association.

Mrs. Dworin and her husband, Hy, operate Dworin Chevrolet here.

DECORATIVE ROOF OPTIONS ON 1981 U.S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	37,733	27.51	N.A.	—	N.A.	—	36,640	26.72	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	1,425	3.20	N.A.	—
Concord	33,840	61.40	N.A.	—	N.A.	—	544	1.00	N.A.	—
*Eagle	3,893	10.40	N.A.	—	N.A.	—	1,695	4.50	N.A.	—
CHRYSLER CORP.	92,885	12.66	N.A.	—	1,781	0.24	11,345	1.55	900	0.12
C-P Total	62,987	14.94	N.A.	—	1,299	0.31	5,966	1.42	403	0.10
Horizon	N.A.	—	N.A.	—	N.A.	—	875	1.00	N.A.	—
Reliant	27,641	13.50	N.A.	—	N.A.	—	1,433	0.70	N.A.	—
TC-3	N.A.	—	N.A.	—	N.A.	—	3,658	7.00	N.A.	—
Gran Fury	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cordoba	13,150	64.80	N.A.	—	670	3.30	N.A.	—	365	1.80
LeBaron	12,357	32.20	N.A.	—	153	0.40	N.A.	—	38	0.10
Chrysler	9,839	93.00	N.A.	—	476	4.50	N.A.	—	N.A.	—
Dodge Total	29,898	9.58	N.A.	—	482	0.15	5,379	1.72	497	0.16
Omni	N.A.	—	N.A.	—	N.A.	—	585	0.90	N.A.	—
024	N.A.	—	N.A.	—	N.A.	—	3,686	7.40	N.A.	—
Aries	17,567	11.10	N.A.	—	N.A.	—	1,108	0.70	N.A.	—
Diplomat	3,754	17.50	N.A.	—	64	0.30	N.A.	—	21	0.10
Mirada	6,556	55.10	N.A.	—	369	3.10	N.A.	—	476	4.00
St. Regis	2,021	36.60	N.A.	—	49	0.90	N.A.	—	N.A.	—
FORD MOTOR	335,441	22.30	N.A.	—	N.A.	—	95,436	6.35	25,529	1.70
Ford Division	149,944	14.67	N.A.	—	N.A.	—	59,155	5.79	18,986	1.86
Escort	N.A.	—	N.A.	—	N.A.	—	10,905	3.40	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	16,621	23.20	N.A.	—
Fairmont	23,480	14.60	N.A.	—	N.A.	—	4,825	3.00	N.A.	—
Must./Must. II	9,493	5.20	N.A.	—	N.A.	—	21,360	11.70	18,986	10.40
Granada	37,130	30.60	N.A.	—	N.A.	—	849	0.70	N.A.	—
T-Bird	39,359	45.40	N.A.	—	N.A.	—	4,595	5.30	N.A.	—
Ford	40,482	51.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
L-M Division	185,497	38.48	N.A.	—	N.A.	—	36,281	7.53	6,543	1.36
Lynx	N.A.	—	N.A.	—	N.A.	—	5,263	4.70	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	20,572	34.90	6,543	11.10
Zephyr	11,905	17.90	N.A.	—	N.A.	—	2,860	4.30	N.A.	—
Cougar	27,363	51.00	N.A.	—	N.A.	—	322	0.60	N.A.	—
XR-7	29,335	78.70	N.A.	—	N.A.	—	1,715	4.60	N.A.	—
Mercury	49,742	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	5,549	24.70	N.A.	—
Lincoln	32,839	100.00	N.A.	—	2,107	6.40	N.A.	—	N.A.	—
Mark VI	34,313	93.50	N.A.	—	7,596	20.70	N.A.	—	N.A.	—
GENERAL MOTORS	1,070,732	25.47	N.A.	—	73,043	1.74	22,596	0.54	125,534	2.99
Buick Division	344,026	40.14	N.A.	—	18,105	2.11	4,602	0.54	3,773	0.44
Skylark	40,601	15.60	N.A.	—	N.A.	—	4,602	1.80	N.A.	—
LeSabre	44,869	50.30	N.A.	—	666	0.70	N.A.	—	N.A.	—
Century	53,873	37.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	141,720	59.00	N.A.	—	4,980	2.10	N.A.	—	3,773	1.60
Electra	23,188	33.60	N.A.	—	3,989	5.80	N.A.	—	N.A.	—
Riviera	39,775	76.50	N.A.	—	8,470	16.30	N.A.	—	N.A.	—
Cadillac Division	104,683	41.50	N.A.	—	23,302	9.24	4,073	1.61	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	4,073	29.00	N.A.	—
Seville	N.A.	—	N.A.	—	5,135	18.00	N.A.	—	N.A.	—
Eldorado	N.A.	—	N.A.	—	10,222	16.90	N.A.	—	N.A.	—
Cadillac	104,683	70.20	N.A.	—	7,945	5.30	N.A.	—	N.A.	—
Chevrolet Division	93,166	5.57	N.A.	—	3,142	0.19	11,191	0.67	82,628	4.94
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	N.A.	—	N.A.	—	N.A.	—	1,302	2.00	N.A.	—
Camaro	N.A.	—	N.A.	—	N.A.	—	N.A.	—	30,399	24.10
Citation	N.A.	—	N.A.	—	N.A.	—	7,854	1.90	N.A.	—
Malibu	14,963	6.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	48,234	30.70	N.A.	—	3,142	2.00	N.A.	—	6,598	4.20
Chevrolet	29,696	16.20	N.A.	—	N.A.	—	2,035	1.10	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	45,631	100.00
Oldsmobile Division	398,942	42.41	N.A.	—	21,873	2.33	N.A.	—	7,264	0.77
Omega	21,027	14.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass	48,369	24.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	125,680	43.90	N.A.	—	6,684	2.30	N.A.	—	7,264	2.50
Oldsmobile	173,045	64.40	N.A.	—	6,813	2.50	N.A.	—	N.A.	—
Toronado	30,821	72.30	N.A.	—	8,376	19.60	N.A.	—	N.A.	—
Pontiac Division	129,915	27.01	N.A.	—	6,621	1.37	2,730	0.57	31,869	6.62
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	27,319	38.50
Phoenix	7,497	5.90	N.A.	—	N.A.	—	2,730	2.10	N.A.	—
Grand Prix	49,622	45.80	N.A.	—	3,900	3.60	N.A.	—	4,550	4.20
LeMans	14,246	19.80	N.A.	—	23	0.00	N.A.	—	N.A.	—
Pontiac	58,550	57.40	N.A.	—	2,698	2.60	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	35,649	19.80	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	1,536,791	22.74	35,649	0.53	74,824	1.11	166,017	2.46	151,963	2.25

*Includes SX-4.

Note: Figures are generally based on U.S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Autofest draws crowds

Downtown Lowell, Mass., became an outdoor auto show in October as the second local Autofest brought together customers and members of the Greater Lowell Auto Dealers. Highlighting the festivities was the drawing for a "mystery" car sold at cost to a local club which in turn raffled it off for a $5,000 profit.

October Autofest a part of Lowell's rejuvenation

LOWELL, Mass.—What began as an experiment to try and boost sagging automobile sales here in October of 1980 appears to have become an annual event that has captured the interest of thousands.

"We definitely will do it again next year," said Jim Witt, president of the Greater-Lowell Automobile Dealers, as this year's October Autofest closed with the drawing of the winning name for a "mystery" car by Massachusetts Gov. Ed King.

For the second year in a row, more than 16,000 people attended the mid-October downtown Lowell celebration that gave visitors an opportunity to view 1982 model cars displayed by every dealer in the area.

Witt said the show has become a real community event. It has helped humanize dealers and has given them a new image as representatives of an industry interested in the region and the people who live here, he said.

"We couldn't be more pleased with the help we received from City of Lowell officials, from downtown businessmen, the newspaper and the community at large," he said.

"There is something unique going on here and we are very proud to be part of it," said Witt, whose dealership handles Pontiac, GMC, AMC and Jeep.

Free entertainment, balloons, rides for youngsters and fine weather all combined to create a great deal of enthusiasm and support for the project. Downtown business people also cooperated.

The Lowell Sun, a 50,000-circulation daily newspaper serving northeastern Massachusetts and southern New Hampshire, promoted the show with a special auto section and news coverage.

Lowell currently is undergoing a physical revitalization and local dealers are seeking to make the Autofest an annual drawing card.

A highlight of the show was the drawing for a new "mystery" car, which remains so until it is revealed to the winner. All dealers lined up their compact cars with signs teasing, "Is this the mystery car?"

The actual car was selected by putting names of all the dealers in a hat and having the name drawn by a spectator just before a winner's name is selected.

The car raffle was conducted by the Friends of Lowell High School, a 600-member group that supports academic and athletic projects at the city's 3,000-student high school. Dealers sold the group a compact car at cost, and the Friends charged $2 each for raffle tickets.

This year, more than $5,000 was added to the school's scholarship fund as a result of the raffle.

Production costs said to be three times normal

Mexico fights high domestic-car bill

By Diego Lopez
Staff Correspondent

SAN JUAN DEL RIÒ, Mexico. — A Mexican - built automobile costs up to three times as much as a similar car manufactured in any other nation as a result of the failure of the price liberation policy implemented 21 years ago by the federal government.

The estimate came from a federal official, speaking at the Third National Auto Makers Meeting at Mansion Galindo, Queretaro, in November.

At the close of the meeting, President Jose Lopez Portillo told 300 parts manufacturers that unexpected external factors had forced the industry to make strong readjustments.

"But our position must be," he said, "to rely on careful planning rather than suffer from improvisation."

The president said gains must be consolidated and control must not be lost when problems arise.

Members of the cabinet also attended the meeting.

Undersecretary for Finance Jesus Silva Herzog said the Mexican auto industry is not competitive with the rest of the world. This is reflected by its inability to export vehicles, he said.

He said the 1980 auto trade deficit totaled $1.4 billion.

• "Price liberation for automobiles failed to provide expected results," he said. "Prices have soared to the point where a vehicle made in Mexico costs up to three times more than other auto-making nations such as Japan, the U. S. and various European countries," he said.

Silva Herzog noted production shortages in Mexican-made parts for cars and other vehicles raise prices even higher. He said the 60-percent domestic content requirement has not been met. The result is higher costs, caused by high import taxes on imported parts.

Vehicle imports in Mexico were halted by the federal government at the end of 1959. Prior to that time, imported cars were sold here at almost the same prices as in their countries of origin.

The recent government measures which halted imports of deluxe accessories lowered the quality of Mexican-made vehicles and pushed them another step from eventual export, according to one study.

Industrial Development Secretary Jose Andres de Oteyza said Mexico must manufacture cars for export rather than merely supply the domestic market.

He said that standardization of components is plausible. Efforts are being made so the auto industry can place its orders 12 months in advance, he said.

Calling portions of the industry "pockets of inefficiency," Oteyza pointed out that compact four and six-cylinder models should go into production by 1985 to keep within the limits of the National Energy Program.

He praised auto makers for the plants under construction which will begin production late this year. He said added production will reduce the import deficit by at least $400 million.

Hutchens' plaque

A 25-year dealer award is presented to W. L. Hutchens II, right, Hutchens Chevrolet, Inc., Newport News, Va., by R. L. Albinson, Richmond zone manager.

Used car sales
Auction Averages

December to date	$4,096
Month ago	$4,485
Year ago	$3,429

New trimmings for '82 Subarus

Subaru's 1982 line of front-drive hatchback models has new front styling and a number of other refinements. GL-trimmed versions have new dual rectangular headlights, a new dashboard, tilt steering wheel and a standard Hill Holder clutch with manual transmission.

1982 models bow with lighter maintenance schedules

Subaru gets facelift, equipment

Redesigned front ends, more standard equipment and easier maintenance highlight the 1982 Subaru line of front-wheel-drive and four-wheel-drive vehicles.

The '82 Subaru line consists of front-drive sedans, hatchbacks, hardtops and wagons, and four - wheel - drive hatchbacks, wagons and BRATs.

All 1982 Subarus have a new front-end design with new grille. The BRAT and highline GL and GLF models sport new dual rectangular halogen headlights. Others have single rectangular lights, except for the price-leader hatchback model, which retains round headlamps.

All manual transmission-equipped Subarus for '82 have a maintenance-free battery. Subaru has also extended the oil-change interval for all models to 7,500 miles. Spark plug and air-filter replacement isn't required until 30,000 miles.

Depending on the model, new Subaru options for '82 include a locking fuel-filler door, high-output stereo system, cruise control, power windows and power steering.

All '82 Subarus (except hatchbacks) have new, larger fuel tanks. Among the standard items that are new on highline Subaru models is a tilt steering wheel, new dashboard instrumentation and adjustable lumbar support for the driver's seat.

Subaru's Hill Holder device is now standard with manual transmission on all four-wheel-drive models, GLF and GL front-drive models and the DL wagon.

A new key system—actually three keys—is standard on all 1982 Subaru models. The master key works every lock in the car. A smaller second key works every lock also and is intended as a spare. The third key works only the doors and ignition and does not give access to the trunk or glovebox.

Standard and DL hatchback, DL sedan and DL hardtop models are equipped with a 1.6-liter horizontally-opposed four-cylinder engine. Other models are powered by a 1.8-liter horizontally-opposed four-cylinder engine.

Four-wheel-drive models and the standard price-leader hatchback model have four-speed transmissions, while other Subaru models are equipped with either a five-speed manual overdrive or a three-speed automatic transmission.

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER*	OCTOBER
1981	$6,369	$6,689	$7,074
1980	5,385	5,454	5,697
1979	4,319	4,657	4,922
1978	3,504	3,782	3,731
1977	2,559	2,733	2,927
1976	1,976	2,099	2,140
1975	1,264	1,562	1,628
1974	1,107	1,166	1,258
Overall Average	$4,096	$4,315	$4,364

*revised

Wagner bid accepted

EAST GRANBY, Conn.—The town has accepted Wagner Ford's $31,755 bid for a new plow truck. The 1981 Ford L-8000 five-speed diesel truck will replace the highway department's 1972 Ford gasoline model. The Wagner bid was the lowest of five.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

DOUBLE HEADER
TUESDAY, DECEMBER 22, 1981

STARTING 10 A.M.
CHRYSLER PLYMOUTH
DODGE SALE
CHRYSLER PLYMOUTH
Dodge Dealers Only
ALL MAKES & MODELS

11 A.M.
AMC FACTORY SALE
MANY FRESH UNITS
Central Office Units
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Parkland, N. J. 07606
(201) 227-6100
4 Lane Selling Every Tuesday

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service cut-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

—Use Automotive News Want Ads for Quick Action—

November total lowest for month since 1959

Sales continue downward trend

By Jenny L. King
Staff Writer

The new-car sales picture in November was as bad as many had predicted it would be, and there is no reason to think things will improve in December.

The domestic industry was down from its year-ago sales level as well as from October's meager total, and imports were down as well, though they increased their share of the total November market.

Domestic sales dropped 18.43 percent, to 431,726 from 529,288 in 1980, marking their worst November since 1959 when sales numbered 374,287. Back in 1972, the U. S. auto makers put together a remarkable 890,795 record high. The past month's sales were down 12.09 percent from the 491,107 reported in October.

Import sales of 152,939 were down 9.19 percent from 168,410 last year, but they comprised 26.16 percent of the total market, up from 24.13 a year earlier. Imports were strong in a season traditionally good for the domestics with their new models.

Domestic year-to-date figures slipped farther behind 1980: 5,848,710 vs. 6,106,832, a difference of 4.23 percent. Import sales for the 11 months numbered 2,159,901, down 2.56 percent from 2,216,611. Combined sales were down 3.67 percent, to 8,008,611 from 8,313,443.

• All the major domestic manufacturers dropped in November, from 13.06 percent for Volkswagen of America to 30.33 percent for American Motors. VWoA sold 9,423 U. S.-built Rabbits during the month, down from 10,838, while AMC tallied 9,448 sales this year compared with 13,561 in 1980.

Chrysler Corp.'s total of 45,011 was down 14.65 percent from 52,740 last year. Ford Motor Co. sales totaled 97,646, down 20.20 percent from 122,356. General Motors was down 18.07 percent, to 270,198 from 329,793.

GM earned 62.58 percent of the domestic market in November, up from 62.31 percent. Ford slipped to 22.62 percent from 23.12 percent. Chrysler increased its share to 10.43 percent from 9.96 percent. AMC dropped to 2.19 percent from 2.56 percent, and VWoA edged up to 2.18 percent from 2.05 percent.

Of the 14 U. S. makes, only two—two luxury makes—were up for the month. Lincoln sales climbed 7.10 percent over 1980 and Cadillac was ahead by 2.60 percent. Chysler's luxury counterpart, Imperial, suffered the greatest decline of all makes, its sales down 65.94 percent.

Also down were: Chrysler, off 31.16 percent; Plymouth, off 8.08 percent; Dodge, off 10.09 percent; Ford, off 24.12 percent, and Mercury, off 14.21 percent.

Chevrolet was down 20.75 percent, Buick was down 16.64 percent, Oldsmobile was down 9.97 percent and Pontiac was down 30.96 percent. VWoA dropped 13.06 percent and AMC was down 30.33 percent.

• The import sales total included good news for many of the European firms and sober results for the major Japanese auto makers. Import leader Toyota was down 1.47 percent from 1980, second-place Datsun was down 8.26 percent and Honda plunged 30.82 percent in November. Subaru sales were up a modest 3.21 percent, and Mitsubishi products, marketed by Chrysler Corp. dealers, all enjoyed sales increases during the month.

Audi sales climbed 36.57 percent over last year, Mercedes-Benz was up 30.82 percent, Peugeot was up 23.91 percent while setting a record for the month (1,078), Volvo was up 2.86 percent and Saab was up 37.91 percent. VW dropped 34.69 percent in its import sales.

Imports again earned the largest section of the monthly market, with 26.16 percent. U. S. compacts had 20.33 percent, intermediates were next at 19.44 percent, subcompacts had 17.20 percent, standard-size units were 11.04 percent and luxury models had 5.83 percent.

A year earlier the market class breakdown featured: Imports, 24.13 percent; intermediates, 22.26 percent; compacts, 22.20 percent; subcompacts, 15.42 percent; standards, 10.84 percent and luxuries, 5.15 percent.

• Of the domestics alone, 23.29 percent of November sales were subcompacts, 27.53 percent were compacts, 26.33 percent were intermediates, 14.96 percent were standards and 7.89 percent were luxuries.

Top-selling U. S. nameplates in November were headed by Chevrolet Citation, which had sales of 28,553. Second was Ford Escort at 22,147, then Chevrolet Chevette at 19,672, standard Chevrolet at 18,549 and Buick Skylark at 17,425.

Third-period domestic sales dropped 6.07 percent from 1980 as four of the five auto makers reported declines. GM fared best with a 1.21-percent drop. Ford was down 14.46 percent, Chrysler slipped 17.43 percent and VWoA was down 2.56 percent. Estimated sales for AMC were 2,700, identical to the year-ago figure.

Where Auto Market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	100,560	17.20
COMPACT	118,870	20.33
INTERMEDIATE	113,671	19.44
STANDARD	64,569	11.04
LUXURY	34,056	5.83
IMPORT	152,939	26.16
TOTAL	584,665	100.00

IMPORTED CAR SALES

	Nov., 1981	Nov., 1980	11 mos., 1981	11 mos., 1980
Alfa Romeo	171	75	2,033	2,876
Audi	4,059	2,972	46,232	39,230
BMW	2,417	2,457	37,536	34,272
Challenger	883	753	11,680	12,156
Champ	3,274	2,539	38,918	52,957
Colt	3,393	2,462	39,602	48,255
Datsun	33,027	36,001	431,746	486,770
DeLorean	654	.....	2,367	.....
Fiat	1,191	1,635	30,961	34,132
Fiesta	.....	4,867	32,856	64,864
Honda	22,010	31,817	343,623	340,917
Isuzu	1,432	.....	16,602	.....
Jaguar	469	227	4,142	2,737
Lancia	41	163	1,018	1,921
Mazda	12,022	14,943	155,837	145,837
Mercedes-Benz	4,929	3,778	56,643	49,069
MG	88	392	3,663	13,369
Peugeot	1,078	870	15,708	11,789
Porsche	977	630	9,983	9,816
Renault	2,885	1,679	28,832	23,592
Rover	49	67	728	350
Saab	1,415	1,026	13,326	12,618
Sapporo	830	669	12,451	9,596
Subaru	10,548	10,220	140,855	132,281
Toyota	36,096	36,636	534,718	535,133
Triumph	213	546	9,604	14,132
Volkswagen	4,369	6,690	76,840	84,002
Volvo	4,419	4,296	61,397	53,940
TOTAL	152,939	168,410	2,159,901	2,216,611

U. S. CAR SALES BY MARKETING UNITS

	Nov., 1981	Nov., 1980	11 mos., 1981	11 mos., 1980
Chevrolet	105,710	133,388	1,367,592	1,635,045
Ford	65,547	91,255	959,730	1,058,726
Oldsmobile	57,408	63,765	799,098	768,267
Buick	53,445	64,117	674,610	668,576
Pontiac	34,294	49,673	526,661	576,962
Toyota	36,096	36,636	534,718	535,133
Datsun	33,027	36,001	431,746	486,770
Honda	22,010	31,817	343,623	340,917
VW of America	18,828	21,130	284,406	299,051
Plymouth	22,556	23,282	357,600	288,135
Dodge	22,882	23,908	337,822	301,420
Mercury	25,852	30,135	322,235	301,544
Cadillac	19,341	18,850	210,065	195,628
AMC-Renault	12,333	15,240	157,773	163,436
Mazda	12,022	14,943	155,837	145,837
Subaru	10,548	10,220	140,855	132,281
Volvo	4,419	4,296	61,397	53,940
Chrysler/Imperial	7,953	11,973	89,057	130,299
Jaguar-Rover-Triumph	819	1,232	18,137	30,588
Mercedes-Benz	4,929	3,778	56,643	49,069
Lincoln	6,247	5,833	59,455	64,211
BMW	2,417	2,457	37,536	34,272
Fiat	1,232	1,798	31,979	36,053
Isuzu	1,432	.....	16,602	.....
Saab	1,415	1,026	13,326	12,618
Peugeot	1,078	870	15,708	11,789
Alfa Romeo	171	75	2,033	2,876
DeLorean	654	.....	2,367	.....
TOTAL	584,665	697,698	8,008,611	8,313,443

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

DOMESTIC CAR SALES

	Nov.21 to Nov. 30, 1981	Same Period, 1980	Nov., 1981	Same Month, 1980	Jan. 1 to Nov. 30, 1981	Same Period, 1980
Spirit	.....	.....	1,433	3,350	32,272	47,317
Concord	.....	.....	3,948	6,236	56,888	61,809
Pacer	.....	.....	.....	32	111	2,051
Eagle	.....	.....	4,067	3,943	39,670	28,667
AMERICAN MOTORS*	2,700†	2,700†	9,448	13,561	128,941	139,844
Horizon	863	1,424	3,589	5,471	71,555	71,706
TC3	738	654	2,664	2,703	49,036	51,143
Reliant/Volare	2,822	3,767	11,769	11,565	184,757	89,462
Plymouth	133	94	430	335	883	13,271
Total Plymouth	4,556	5,939	18,452	20,074	306,231	225,582
LeBaron	118	1,894	601	5,899	35,913	59,672
LeBaron K	1,266	.....	4,102	.....	5,774	.....
Cordoba	352	814	1,269	3,290	22,565	41,649
New Yorker	624	.....	1,698	.....	3,348	.....
Chrysler	.....	509	.....	1,953	17,080	27,093
Total Chrysler	2,361	3,217	7,670	11,142	84,680	128,414
Total Imperial	79	230	283	831	4,377	1,885
Omni	826	1,108	3,097	3,983	52,716	55,893
024	886	609	3,254	2,367	48,510	44,072
Aries	2,980	2,705	9,377	9,206	140,264	68,622
Dodge 400	452	.....	1,154	.....	1,682	.....
Diplomat	298	865	1,015	2,771	24,479	30,198
Mirada/Magnum	175	404	709	1,830	13,261	25,864
Dodge	.....	195	.....	626	5,628	16,360
Total Dodge	5,617	5,886	18,606	20,693	286,540	241,009
CHRYSLER CORP.	12,613	15,275	45,011	52,740	681,828	596,890
Pinto	.....	1,430	.....	5,301	10,037	139,291
EXP	1,463	.....	4,899	.....	51,734	.....
Escort	6,502	5,576	22,147	19,386	270,722	38,099
Mustang	2,642	4,191	9,213	14,216	149,119	212,651
Fairmont	2,666	7,069	9,576	23,787	174,173	265,608
Granada	2,224	2,476	8,098	7,656	99,349	80,955
LTD II	.....	.....	.....	.....	.....	3,012
Thunderbird	1,227	1,841	3,768	6,539	66,351	120,059
Ford	2,486	2,464	7,846	9,503	105,389	134,187
Ford Division	19,210	25,047	65,547	86,388	926,874	993,862
Bobcat	.....	243	.....	957	2,169	26,144
LN7	478	1,905	1,690	5,920	17,013	10,730
Lynx	2,279	.....	7,547	.....	88,772	.....
Zephyr	1,293	2,706	2,917	8,838	48,602	79,957
Cougar	1,753	910	4,584	3,145	43,526	28,690
XR-7	501	753	1,482	2,737	27,628	48,855
Capri	924	1,148	2,694	4,059	45,685	58,587
Mercury	1,654	1,166	4,938	4,479	48,840	48,581
Total Mercury	8,882	8,831	25,852	30,135	322,235	301,544
Cont./Versailles	560	56	1,575	200	3,444	4,219
Lincoln	963	712	2,635	2,497	27,698	27,544
Mark VI	750	852	2,037	3,136	28,313	32,448
Total Lincoln	2,273	1,620	6,247	5,833	59,455	64,211
L-M Division	11,155	10,451	32,099	35,968	381,690	365,755
FORD MOTOR	30,365	35,498	97,646	122,356	1,308,564	1,359,617
Skyhawk	.....	.....	.....	.....	.....	5,388
Skylark	4,668	5,295	17,425	16,484	188,811	162,505
Century FWD	87	.....	88	.....	88	.....
Century Regal Sed.	2,578	3,546	7,421	12,094	116,794	135,951
Regal Coupe	3,931	5,294	12,960	18,118	197,403	184,991
Le Sabre	2,261	2,084	6,871	7,064	75,144	83,450
Electra	1,528	1,732	5,025	6,087	52,385	56,913
Riviera	1,217	1,315	3,655	4,270	43,985	39,378
Buick Division	16,270	19,266	53,445	64,117	674,610	668,576
Cimarron	526	.....	2,092	.....	13,392	.....
Seville	688	936	1,943	3,236	21,005	32,090
Cadillac	3,799	2,882	10,817	10,480	126,064	115,605
Eldorado	1,595	1,439	4,489	5,134	49,604	47,933
Cadillac Division	6,608	5,257	19,341	18,850	210,065	195,628
Chevette	7,611	7,078	19,672	25,609	329,596	352,958
Cavalier/Monza	2,935	2,954	11,392	11,514	82,760	143,048
Citation	10,584	7,904	28,553	28,356	284,238	348,731
Camaro	836	1,958	2,513	7,521	92,018	110,246
Malibu/Celebrity	4,768	6,043	13,051	23,351	201,856	249,592
Monte Carlo	3,643	3,938	10,387	14,742	153,710	153,284
Chevrolet	7,141	5,602	18,549	19,356	195,528	243,287
Corvette	508	793	1,593	2,939	27,886	33,899
Chevrolet Division	38,026	36,270	105,710	133,388	1,367,592	1,635,045
Starfire	.....	.....	.....	.....	.....	5,334
Omega	2,181	1,944	8,240	6,779	105,224	81,927
Cutlass	3,488	4,168	11,629	16,126	178,687	198,277
Supreme	5,137	4,971	16,113	19,438	253,986	242,795
Olds 88	3,479	2,969	10,495	10,988	147,906	137,749
Olds 98	2,588	1,901	7,994	7,267	77,240	67,743
Toronado	1,079	750	2,937	3,167	36,052	34,442
Oldsmobile Division	17,952	16,703	57,408	63,765	799,098	768,267
T-1000	1,684	.....	4,610	.....	52,147	.....
J-2000/Sunbird	1,219	2,780	5,143	10,272	72,704	125,099
Phoenix	2,343	2,629	7,184	9,237	78,389	92,922
Firebird	448	1,137	1,394	4,644	50,593	77,949
Bonneville/6000	1,813	1,688	5,694	6,681	69,336	72,755
Grand Prix	2,576	2,813	7,848	10,903	122,374	109,813
Pontiac	741	2,237	2,421	7,936	81,118	98,424
Pontiac Division	10,824	13,284	34,294	49,673	526,661	576,962
GENERAL MOTORS	89,680	90,780	270,198	329,793	3,578,026	3,844,478
VOLKSWAGEN	4,031	4,137	9,423	10,838	151,351	166,003
DOMESTIC TOTAL	139,389	148,390	431,726	529,288	5,848,710	6,106,832
IMPORT TOTAL	.....	.....	152,939	168,410	2,159,901	2,216,611
INDUSTRY TOTAL	.....	.....	584,665	697,698	8,008,611	8,323,443

*—AMC does not have a nameplate breakout for 10-day periods.

AWC establishes regional facility

LOS ANGELES. — American Warranty Corp. (AWC) has opened a regional facility in Ft. Lauderdale, Fla.

The regional office will provide AWC dealers and consumers with a complete sales claims and underwriting facility. It will serve most states east of the Mississippi.

Ed Buck, AWC vice president for data center operations, said, "With the opening of this center in Ft. Lauderdale and our scheduled plans for facilities in Denver, Minneapolis/St. Paul and Dallas/Ft. Worth, American Warranty will be able to make certain that our individual contract holder's records are computerized quickly and that our company will be in a position to respond to the needs of our clientele rapidly."

Down from 6.4 million last year; November total lowest since 1970

1981 auto output to be 6.3 million

By Patricia Hoffman
Staff Writer

Domestic auto production in November was the lowest for the month since the General Motors strike in 1970, and the total dropped 26.06 percent below the comparable 1980 period.

In November, the makers assembled 415,802 cars, down substantially from 562,380 in the same month last year. The 1970 figure was 372,561.

A continuing sales slump has dragged car production steadily downward during the fourth quarter. The makers have forecast only 352,293 units for December, a drop of 25.64 percent from 473,764 in the comparable 1980 month.

The auto manufacturers are looking at 1,361,553 units for the last three months of 1981, down 20.43 percent from 1,711,145 a year ago. This would bring the final build for 1981 to an estimated 6.3 million units, down from 6,416,885 in 1980.

Breakdown for November by company is: General Motors, 69.45 percent; Ford Motor, 17.02 percent; Chrysler Corp., 10.23 percent; Volkswagen of America, 1.95 percent; American Motors, 1.26 percent, and Checker Motors, 0.09 percent.

Last week the auto makers targeted production at 101,265 units, up 14.94 percent from 88,100 in the previous week but down 33.30 percent from 151,812 in the comparable 1980 week.

Chrysler's Jefferson assembly point returned last week after being closed since Nov. 30 for inventory control.

AMC resumed operations last week after two weeks of down-

So far this year, the makers have assembled 6,111,683 cars, up a fraction from 6,077,864 in the comparable 1980 period.

time for inventory adjustments. Also back was VWoA's Westmoreland facility, which had been down since Nov. 16.

GM closed the Leeds assembly point last week for the holiday vacation and to convert to the J-car. The plant is slated to return Jan. 11.

Also idle early for the holidays is GM's Lordstown plant which closed Nov. 25. It is slated to return Jan. 4.

GM's Janesville facility remains down for a five-month changeover to the J-car. The plant closed Oct. 19.

Checker's Kalamazoo facility went down Nov. 18, and no date has been given for the resumption of operations.

There will be eight Ford assembly points idle this week for inventory control. They are: Lorain, Kansas City, Chicago, Dearborn, Wayne, Metuchen, Wixom and San Jose.

Car output in Canada sinks to 17-year low

Canadian auto production in November was the lowest for the month in 17 years, and the total was 17.80 percent below the comparable 1980 month.

The auto makers completed 65,983 units last month, down from 80,272 in the same month in 1980, and the lowest output for November since 50,221 in 1964.

Truck production for the month totaled 42,638 units, down 7.14 percent from 45,916 in the comparable 1980 month, and the lowest November output since 1975 when the makers finished 36,504 units.

The return of American Motors' Brampton facility last week helped boost estimated auto production 13.50 percent to 15,559 units from 13,708 in the previous week, but the total was down a fraction from 15,611 in the comparable 1980 week.

So far this year, the car makers have completed 771,217 units, down 4.41 percent from 806,798 in the same period last year.

Truck production for the week was targeted at 9,430, up 11.51 percent from 8,457 in the previous week, but the total was 28.95 percent below the 13,273 trucks built in the comparable 1980 week.

Production resumed at AMC's Brampton facility last week (Dec. 7) after it was idled Nov. 30 for inventory control.

Also back last week was Ford Motor's Oakville point which closed Nov. 23 to adjust inventories. The facility is slated to go down again today (Dec. 14).

Ford's St. Thomas facility, idle last week, is scheduled to return today with production of the 3-door and 5-door Escort and Lynx added to the EXP and LN7.

Early holiday closings are in effect at International Harvester's Vancouver and Chatham points. The plants closed Dec. 11 and will return Jan. 4.

Also down early for the holidays is General Motors' St. Therese facility. The point closed Nov. 30 and is scheduled to return Jan. 11.

Ford's Ontario truck point, idle since Nov. 30, resumed production last week.

November total lowest since 1970

Truck output dips 30 pct.

U. S. truck production in November was the lowest for the month since 1970 and was 30.85 percent below the comparable 1980 period.

Last month, the makers completed 103,575 units, down from 149,785 in the comparable month last year, and the lowest total for November since 92,449 were assembled in 1970. The 1970 count was held down by a strike against General Motors.

The December forecast for the truck manufacturers is 106,697, down 21.28 percent from 135,545 last year.

For the fourth quarter, output is estimated at 345,763 units, down 23.93 percent from 454,554 in the final three months of 1980.

Despite the expected slump in output for the last quarter of 1981 and the slow start in the first quarter of this year, the manufacturers will build about the same number of trucks this year as last year. The 1981 estimate is 1.6 million, compared with 1,593,489 in 1980. The second and third quarters of 1981 were ahead of 1980.

Last week, the truck makers targeted 24,436 units, up 11.46 percent from 21,923 the previous week, but down 37.09 percent from 38,840 in the comparable week last year.

American Motors' Toledo (Jeep) facility returned last week after being idle for inventory control since Nov. 30.

Also back last week was Volkswagen of America's Westmoreland point which closed Nov. 16 to adjust inventories.

General Motors' Lordstown (van) facility resumed operations last week minus second-shift operations. The plant was idled Nov. 30 for inventory control.

International Harvester's Ft. Wayne and Springfield facilities closed last Friday (Dec. 11) for the holidays. The plants are slated to return Jan. 4.

Ford Motor has scheduled downtime this week at four assembly points. They are: Kansas City, Michigan, San Jose and Kentucky. It is the fourth consecutive week of downtime for all but the Kentucky facility.

U. S. CAR PRODUCTION

	Week Ended Dec. 12, 1981	Week Ended Dec. 13, 1980	Week Ended Dec. 5, 1981	Nov. Total	Jan. 1 to Dec. 13, 1980	Jan. 1 to Dec. 12, 1981
AMERICAN MOTORS	2,550*	3,275*	.....	5,232	159,613	112,222
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,300	13,050	11,367	42,554	610,245	735,458
Plymouth Total	6,500	6,800	4,750	15,935	280,890	359,140
Horizon	2,200	.....	2,288	4,130	141,735	135,078
Reliant	4,300	6,700	2,462	11,805	67,426	214,475
Volare	.....	.....	.....	.....	51,735	.....
Caravelle†	.....	100	.....	.....	5,925	2,139
Gran Fury	.....	.....	.....	.....	14,069	7,448
Chrysler Total	2,800	1,300	1,459	9,915	77,471	55,612
LeBaron	2,800	1,300	1,459	9,915	59,150	50,750
Chrysler	.....	.....	.....	.....	18,321	4,862
Dodge Total	7,000	4,950	5,158	16,704	251,884	320,706
Omni	2,400	.....	2,277	3,821	118,933	121,905
Aspen	.....	.....	.....	.....	36,881	.....
Aries	3,500	4,400	1,911	8,612	54,051	168,954
Diplomat	.....	550	.....	.....	29,155	12,644
Dodge 400	1,100	.....	970	4,271	.....	13,521
St. Regis	.....	.....	.....	.....	12,864	3,682
FORD MOTOR	3,300	34,955	3,257	70,764	1,229,062	1,263,594
Ford Division	1,240	23,524	1,392	41,983	875,079	853,501
Escort	.....	9,349	1,156	17,260	92,952	338,978
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	527	2,792	.....	10,073	193,043	170,791
Must./Must. II	.....	4,992	.....	5,937	219,481	142,994
Granada	713	1,466	.....	5,798	100,255	97,126
T-Bird	.....	3,237	.....	2,723	113,794	61,126
Ford	.....	1,688	.....	.....	87,375	40,886
EXP	.....	.....	236	192	.....	1,600
L-M Division	2,060	11,431	1,865	28,781	253,983	410,093
Mercury Total	2,060	9,763	1,865	22,397	304,484	349,312
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	.....	3,438	321	5,440	32,432	113,444
Capri	.....	2,084	.....	2,100	64,620	47,193
Zephyr	220	1,048	.....	2,758	64,161	49,125
Cougar	552	542	.....	5,109	21,967	46,771
XR-7	.....	1,357	.....	831	55,983	28,168
Mercury	1,288	1,294	1,307	5,983	52,876	63,596
LN7	.....	.....	237	176	.....	1,015
Lincoln Total	.....	1,668	.....	6,384	49,499	60,781
Continental ('82)	.....	.....	.....	3,192	.....	10,673
Lincoln	.....	831	.....	1,946	21,178	25,527
Mark VI	.....	837	.....	1,246	26,455	24,581
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	75,003	95,897	73,476	288,778	3,925,115	3,840,062
Buick Division	14,782	19,534	14,746	56,148	740,489	843,690
Skylark	3,533	4,949	3,784	12,090	207,039	255,217
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,030	3,653	1,889	6,081	157,320	99,726
Regal	4,665	5,322	4,713	18,245	193,645	255,551
Buick	3,240	4,255	3,312	13,301	140,472	166,745
Riviera	1,314	1,355	1,048	6,431	42,013	66,451
Cadillac Division	5,224	5,972	4,815	19,379	190,738	250,731
Cimarron	170	.....	144	1,101	.....	22,126
Seville	299	1,005	236	1,181	32,867	22,823
Eldorado	1,155	1,279	912	4,305	51,178	55,859
Cadillac	3,600	3,688	3,523	12,792	106,693	149,923
Chevrolet Division	28,384	38,590	25,489	110,031	1,672,373	1,411,728
Chevette	7,477	9,505	7,580	28,960	437,428	342,786
Cavalier	1,830	.....	1,592	27,279	.....	135,285
Celebrity	4,221	.....	3,395	9,931	.....	18,354
Monza ('80)	.....	.....	.....	.....	147,768	.....
Camaro	3,567	2,365	1,926	3,412	112,445	96,399
Citation	4,450	10,490	4,036	14,034	435,765	292,638
Malibu	3,019	6,690	3,118	13,659	255,720	218,821
Monte Carlo	2,956	3,740	2,899	10,422	117,235	134,703
Chevrolet	264	4,800	333	1,899	123,938	145,956
Corvette	600	1,000	610	435	42,074	26,786
Oldsmobile Division	16,357	22,498	14,746	54,894	770,887	812,527
Omega	2,352	3,055	1,180	2,619	106,701	128,958
Cutlass	4,800	11,837	4,788	18,161	358,143	354,037
Cutlass/Ciera	3,108	.....	2,795	9,030	.....	18,933
Oldsmobile	5,500	6,485	5,498	20,539	220,534	267,713
Toronado	597	1,121	485	4,545	71,802	42,886
Pontiac Division	10,256	9,303	13,680	48,326	550,628	521,386
Acadiant†	160	255	219	935	18,432	18,050
J2000	.....	.....	4,392	17,242	.....	87,193
Sunbird ('80)	.....	.....	.....	.....	145,628	.....
T1000	1,640	.....	1,519	6,497	.....	87,012
Firebird	1,807	1,717	812	1,669	75,623	47,791
Phoenix	1,382	2,931	1,463	4,480	129,500	94,103
Grand Prix	1,640	2,280	1,741	6,504	70,943	95,300
Bonneville ('82)	1,640	.....	1,768	5,623	.....	26,660
A6000	1,985	.....	1,766	5,376	.....	13,186
LeMans	.....	1,620	.....	.....	61,035	42,027
Pontiac	.....	500	.....	.....	79,467	10,064
VOLKSWAGEN	4,112	4,550	.....	8,101	185,950	158,338
CHECKER	.....	85*	.....	373	3,056	2,009*
Total Cars, U. S.	101,265	151,812	88,100	415,802	6,077,864	6,111,683

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 12, 1981	Week Ended Dec. 13, 1980	Week Ended Dec. 5, 1981	Nov. Total	Jan. 1 to Dec. 13, 1980	Jan. 1 to Dec. 12, 1981
CHEVROLET	8,545	16,694	7,470	30,599	461,067	446,505
DODGE	3,000	1,700	2,873	8,174	113,298	92,550
FORD	4,831	10,232	4,348	36,631	562,873	596,811
GMC	3,372	5,024	4,638	13,664	148,675	166,008
INTERNATIONAL	1,150	1,730	1,144	3,220	63,164	65,934
VOLKSWAGEN	588	650	.....	1,158	26,404	36,359
MACK	.....	485	.....	.....	22,010	.....
JEEP	1,500*	1,740*	.....	4,039	77,861	83,888
AM GENERAL	50*	85*	50*	210*	7,956	3,536
MISCELLANEOUS	1,400*	500*	1,400*	5,880*	36,025	65,520
Total Trucks, U. S.	24,436	38,840	21,923	103,575	1,519,333	1,557,111

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 12, 1981	Week Ended Dec. 13, 1980	Week Ended Dec. 5, 1981	Nov. Total	Jan. 1 to Dec. 13, 1980	Jan. 1 to Dec. 12, 1981
CHRYSLER CORP.	2,000	1,600	2,099	8,045	48,988	82,192
FORD MOTOR	3,160	4,500	300	9,326	170,923	132,162
GENERAL MOTORS	4,032	6,838	5,820	24,275	232,743	261,541
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	238	295	238	992	15,389	11,092
MACK	.....	40	.....	.....	1,999	.....
Total Trucks, Canada	9,430	13,273	8,457	42,638	488,169	486,987
N. American Trucks	33,866	52,113	30,380	146,213	2,007,502	2,044,098

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 12, 1981	Week Ended Dec. 13, 1980	Week Ended Dec. 5, 1981	Nov. Total	Jan. 1 to Dec. 13, 1980	Jan. 1 to Dec. 12, 1981
AMERICAN MOTORS	960	591	.....	3,888	2,526	33,538
CHRYSLER CORP.	2,384	.....	1,950	8,112	67,514	63,943
FORD MOTOR	3,683	1,448	4,254	15,272	241,195	202,021
GENERAL MOTORS	8,307	13,347	7,279	37,811	485,991	461,705
VOLVO	225	225	225	900	9,572	10,010
Total Cars, Canada	15,559	15,611	13,708	65,983	806,798	771,217
N. American Cars	116,824	167,423	101,808	481,785	6,919,839	6,882,900
N. American Trucks	33,866	52,113	30,380	146,213	2,007,502	2,044,098
North American Cars and Trucks	150,690	219,536	132,188	627,998	8,927,341	8,926,998

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

p. 1, 3, 14, 25, 18, 26,

31.

Automotive News

Detroit, December 21, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

A Christmas Fantasy

or, Season's Grittings from Detroit Again

'Twas the night before Christmas, Santa'd just packed his sack
And was thinking of ways he could push the clock back
To the '60s when everyone had plenty of dough
And the cars were REAL cars — Charger and GTO.
Union leaders were nestled all snug in their beds
While visions of buying plants danced in their heads.

Roger B. in his 'kerchief and F. James in his gown
Were dreaming of pushing the workers' pay down.
Hark! In Bloomfield Hills there arose an ovation
For Ronnie's first act—an air-bag deflation.
Interest rates rose with a speed to unnerve
And slashed auto sales like a wild Laffer curve.

Iacocca was worried, that he couldn't disguise;
Chrysler's losses were mounting, despite Old Blue Eyes.
Gerry Meyers saw no quick relief, not one iota,
Without planned obsolescence and a tough import quota.
And Henry the Deuce wore a visage most pained
After Lasky explained and then Henry complained.

Then what to our wondering eyes made its way
But an angular elf in a Japanese sleigh.
He's a jolly young fellow, though there're some
who would knock him,
And we knew in a flash it must be St. Stockman.
He spoke not a word, in his work he was frantic,
Slashed all our budgets, then talked to Atlantic.

Then we all watched with wonder as with Congress he fought
Fiercely, like a Sierra Club member and Watt.
They wrestled and snarled and battled like heck,
Like Volcker and Fraser, like Helen Kahn and Peck.
We sought aid for Detroit, but we here drew a blank.
He shrugged and we thought he said "So sorry, Yank."

Then he lept to his sleigh and they all flew away
Like black ink at GM or like new-model day,
Like cars that were fun and cars that had sex
(Now they're only pale shadows named, A, J, K. X).
But we heard him exclaim as he soared way up there:
"Bundle up now, Detroit—there's a Nip in the air."

—Richard A. Wright

Imported-car stockpile edges up; trucks decline

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. climbed a bit during November, but a brisker sales pace resulted in a 55-day supply Dec. 1, not much changed from the 54-day stockpile on Nov. 1.

The supply of new imported pickup trucks in inventory actually decreased during the month from 94 to 90½ days, although the unit count increased — again, the result of a higher sales rate.

The inventory of new imported vehicles Dec. 1 totaled 349,353 cars and 118,913 trucks. A month earlier, there were 328,674 cars and 105,192 trucks in stock.

The combined car and truck inventory on Dec. 1 was a 61-day supply, up from 60 days a month earlier. So the import stockpile is generally healthy, though a bit heavy in pickups and short in some car lines.

The 55-day supply of imported cars compared very favorably with the swollen 83-day supply of domestic cars on Dec. 1.

• Usually, stocks of new imported cars climb a bit more rapidly at this time of year toward a peak in January. The slower growth this year might be a result of the quota on Japanese imports. Toyota stocks have been very lean for several months.

Toyota did manage to increase its inventory during the month, but opened December with a stockpile that was still very meager at 26 days, up from 22½. Toyota also had a 63-day supply of pickup trucks.

Also carrying very short supplies into December were Honda, with a 31-day supply of cars, and Subaru, with a 34-day supply.

Mazda had a 51-day supply of cars and a 74-day stock of trucks. Nissan and Isuzu each had 65-day supplies of cars. Nissan had a 103-day stock of trucks, while Isuzu had enough for 133 at the November selling rate.

Chrysler Corp. had a 134-day supply of Mitsubishi-built cars and a 120-day stockpile of Mitsubishi pickups.

In addition, Ford had a 73-day supply of Japanese-built Courier pickups and Chevrolet a 122-day stock of LUV pickups on Dec. 1.

All the Japanese nameplates had a 48-day supply of cars on Dec. 1, which was actually down from 52½ days a month earlier. This compared with a 75-day supply of German cars and a 92-day stockpile of cars from other countries.

The West German car inventory was short of Mercedes-Benz, at an estimated 36 days, and BMW, estimated at 40 days. Volkswagen of America had a 74-day supply of Porsches, a 77-day stock of Audis and a 138-day supply of German-built Volkswagens. That compared with a 94-day supply of U. S.-built Rabbits.

Estimated stocks of Swedish cars were healthy — 56½ days for Volvo, 70½ for Saab—while the Italian nameplates were in heavy supply.

Stocks of the DeLorean — which is now the largest selling nameplate in the U. S. from the United Kingdom—were healthy at 54 days.

Metamorphosis

Madison: A kit car from England

Making its debut at the Greater Los Angeles Motor Show, Jan. 2-10, the Madison, a kit car that fits a standard VW Beetle chassis, flaunts itself as a 1930s-style open sports car. It is designed to accept many original VW parts. FOB price for the kit is about $2,600; preassembled model runs $8,600. The manufacturer is GP Concessionaires, Ltd., Isleworth, Middlesex, England.

Some dealers, areas report good times

It's not all gloom in auto business

By Jenny L. King
Staff Writer

Dealers in some regions of the country are reporting good times and increased sales numbers and/or grosses in their domestic new-car figures.

As 1981 quietly closes with U. S. industry sales at a 20-year low, down from a valley created in 1980, an Automotive News survey discovered several pockets of prosperity in the general gloom.

If there is a land of milk and honey in the U. S., it is Texas. Southern California, the Southwest, Chicago and metropolitan New York City also were high on the domestic auto makers' lists of strong sales areas.

Dealers and factory reps credited healthy, growing local economies and sharp dealering with their successes.

Wade Sullivan is a Ford dealer in Crockett, Tex., a town northwest of Houston, situated in Houston County. Sullivan is a member of Ford's National Dealer Council and a local civic leader.

"Houston is a success area. The Sunbelt parts of the country are more blessed right now," said Sullivan, who had just returned from a business trip to Detroit and is aware of the problems faced by many of his colleagues in other states.

"Here in Crockett we've had an outstanding October and November—my own volume isn't up but our grosses are better and we're making money on finance income and insurance," he said.

Sullivan was encouraged about banks getting back into auto financing, though he said his own bank had never pulled out. He said he was surprised to see some banks advertising money for car loans.

"Sales here are consistent," he said. "Dealerships in fringe areas of big cities are doing better than downtown and country outlets."

Sullivan is confident of a good future for the domestic industry. "If things continue in the direction they now are headed, we will compete (successfully) with the imports," he said. "The products coming from Ford are much better than the public perceives."

Sullivan said he and the three

Continued on Page 26, Col. 1

breaking news

Won't seek U. S. aid, Iacocca says

DETROIT.—Chrysler Corp. would sell any of its profitable assets, including its defense operation, if it had to rather than go to the Federal Government for more loan guarantees, Chairman Lee Iacocca said. But he was optimistic about Chrysler's prospects and said the corporation has been running "essentially at break-even" for the past two months.

Chrysler Defense sale draws nearer

DETROIT.—Chrysler Corp. reportedly is edging closer to the sale of its profitable Chrysler Defense, Inc., subsidiary, although officials denied they had definitely made up their minds to do so. There were meetings in Washington on the subject last week. Chrysler Chairman Lee Iacocca said he'd sell Defense if the price were right and would certainly do so before asking for the last $300 million in loan guarantees.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

AN
DC2001◆CNGLIAC GEA FMJT
ACG EDITCE M
CONGRESSIONAL INFO SERV
SUITE B00
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014◆

Vacations, COLA affected

Ford to cut benefits for salaried workers

By Marjorie Sorge
and Joseph Bohn

Ford Motor Co. will make more cuts in vacations, cost-of-living adjustments and other benefits for its salaried workers.

The reductions are to reduce the chances of huge layoffs in the salaried workforce, a company spokesman said.

There are presently no plans for further cutbacks in white-collar employment, Donald Petersen, Ford president, said, but he indicated that Ford's employment has not yet been cut to the bone.

"What I hope, as we are looking to the future, is that we can find ways to accomplish what we must accomplish in a continuing and progressive way, in the maximum way possible, as attrition permits," Petersen said.

"We'll get the same job done —we must get the same job done—with fewer people. It doesn't matter what kind of job you're referring to, an engineering job, a manufacturing job, a finance job . . . it is very clear the Japanese get the equivalent job done—I'm talking in salaried areas—with fewer people than does the typical American firm. I'm convinced there's a great deal we can do, and must do, to become competitive."

He said Ford is taking a long look at the Japanese methods and the "goal is to match them in manhours . . . for producing a car."

The new cuts in Ford's salaried benefits come on the heels of a UAW executive board decision to let its bargaining councils begin early negotiations with the auto companies if they see fit. Many labor observers and some salaried personnel feel these reductions are an example to the hourly workers and might be similar to concessions the company would seek at the bargaining table.

UAW President Douglas A. Fraser has said the auto companies must show an equality of sacrifice if they expect any contract concessions from the hourly workers.

• At present, members of the UAW Ford and General Motors bargaining units are polling the membership to get a feel for the rank-and-file position on early bargaining. No formal meetings have been scheduled.

Ford has cut its white-collar employment by 25 percent since June, 1979. The blue-collar employment has dropped from 190,000 in mid-1979 to 115,000 with 48,725 on indefinite layoff.

It has also reduced the number of extra vacation days (the white-collar equivalent of paid personal holidays) from nine to six and has cut vacations by 20 percent for salaried workers.

The new reductions will rescind the 20-percent cuts in vacation days. Every worker now will lose six vacation days.

Other cuts include:

1. Elimination of a compensatory day off this month for white-collar workers to match a provision in the hourly contract.

2. Elimination of COLA payments paid for any time not worked beginning Jan. 1. Payments will now be calculated only on the number of days actually worked in a quarter. Previously, vacations and sick time were included.

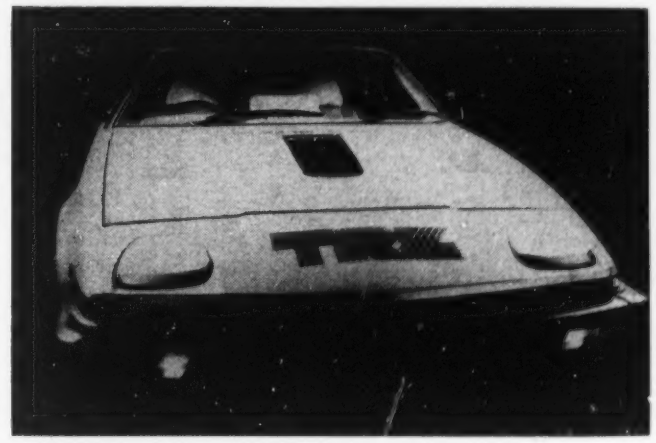
3. Reduction of the amount of overtime paid in 1982. Depending on job description, some workers will have overtime pay eliminated, others will have it limited to straight time pay rather than time-and-a-half while others will keep their overtime benefits.

4. Beginning June 1, salaried employes opting for early retirement will have their life insurance reduced when they retire. Previously the benefit was not reduced until 65 when federal benefits kicked in.

5. First-class air travel has been eliminated except for extended overseas flights.

The cuts will save Ford "millions of dollars," a company spokesman said.

Ford lost $713.8 million for the first nine months this year. It lost $1.5 billion in 1980.



A TR-7 for the price of a pen

A customized Triumph TR-7—valued at $24,000—is top prize in a competition to promote Schaeffer TRZ ball pens in the UK. The car is the work of London's Wood and Pickett, and features velour and Connolly leather trim, keyless locking, radar monitoring device and cruise control.

Chrysler tools up a new rebate program

Tens of millions of ad dollars frozen

By Joseph Bohn
Marketing Editor

Chevrolet, Ford and Oldsmobile have deferred spending tens of millions of advertising dollars — money not cut, but put on hold, pending a break in the market.

Agency people have been told to stay flexible, to wait for some signals of a turnaround; even as escrow ad funds soar to record levels for some agencies.

Yet, General Motors is expected to heavily blitz its new A-body and F-body cars, being introduced in January, and the new Buick and Oldsmobile J-cars to follow.

Chrysler has heavily slashed its ad budget, with reports of a cut as deep as 40 percent at Dodge. And yet the combination of advertising and a new consumer rebate, beginning Jan. 4, may send Chrysler's total first-quarter marketing effort to a record level.

All in all, these sometimes contradictory signals underscore both Detroit's uncertainty and its need to do something to rekindle lifeless sales.

General Motors, the only company with enough clout and leverage to do so, will try mightily to stir things up in the first quarter.

GM will give a lot of promotional play to previously announced price-cut versions of its Chevrolet and Pontiac J and X-cars, as well as the new lines of A-bodies like Celebrity and Cutlass Ciera and F-body Firebird and Camaro.

GM, which has internally projected its days' supply of unsold cars might climb into the high 90-day range by Jan. 1, due to a slowdown in the daily selling rate (absolute volume will be down to a little over 800,000), is also expected to launch dealer cash incentives or similar activity to whittle down unwieldy stocks.

Yet, additional ad money GM might have spent is clearly being deferred at several divisions, with reports of cash reserves at an alltime high.

Chrysler, expecting that GM may stir up the market, hopes to siphon off traffic with yet another rebate. The latest program has a replacement feature. Dealers will be expected to order a new car for every one the factory pays money on.

Details of the program, as outlined to Chrysler's national dealer councils, were still tentative at press time. There were reports, for example, of rebates ranging from $300 to $2,000 across the broad product line, but no confirmation of exact amounts or even an end date to the program.

Chrysler's market share has improved in recent 10-day periods. But a larger share of the currently small market has not helped some dealers, who are still shouldering heavy inventories.

To help conserve cash, Chrysler is no longer giving special wholesale floor-plan rates through Chrysler Credit to dealers who place at least 17 percent of their retail deals with the company's finance arm.

All dealers will be paying 2.00 percentage points over prime rate on wholesale financing through Chrysler Credit.

Ford Motor, disappointed by its last rebate, is still tracking GM closely in order to react competitively to the industry leader's moves.

Like GM, Ford is top-heavy with cars in some lines, and is expected to run a dealer cash incentive to help pare inventories.

Ford may also counter GM, with some specially-price-reduced versions of its cars.

Whether Ford gets into rebates again will depend largely on what GM does.

• GM has been the most rebate-reluctant of the Big Three domestic firms because of the enormous potential costs it faces with 50-plus percent of the market and the big sales increases it needs to make such a program pay.

GM at 50 percent of the market, for example, would have to pick up 5 percentage points to score a 10 percent increase; while small-share marketer Chrysler (10 percent of the market) needs only a 1 percentage point increase for the same kind of gain.

Thus, rebates come more easily, and make more sense, for the smaller company than the larger one.

While rebates have helped Chrysler, they've taken a toll on some dealers who complained that with the time lag in repayment, the program sometimes gives them a short-term negative cash flow.

Most existing car lines to be overhauled

Ford pushes ahead on FWD plans

By Paul Lienert
Contributing Editor

Ford Motor Co., despite recent delays and cancellations in new-model programs at General Motors, is locking up plans to overhaul most of its existing car lines and convert them to front-wheel drive by 1986-87.

Only the Escort/Lynx and EXP/LN7 lines will escape the surgeon's knife at Ford over the next five years, and those subcompact models will be upgraded and fitted with optional turbo and diesel engines in the interim to make them more competitive with new offerings planned by the other domestic and leading import auto makers.

Among Ford's future vehicle programs are the following:

A small front-drive compact line to replace Fairmont/Zephyr in 1983½, based mechanically on Escort. The new FWD compacts reportedly will be called Ford Tempo and Mercury Topaz ("Topaz" was the development code name for the program).

Two-door and four-door models will be offered with four-cylinder engines and four-speed manual transmissions on the base models. Later, diesel and five-speed options will be available.

Facelifts for the Mustang/Capri and Thunderbird/XR-7 lines in mid-1983. T-Bird and XR-7 will be downsized slightly, and both series will get new sheet metal, including sleeker, more aerodynamic skin. The cars remain rear-drive, however, until small front-drive replacements bow in 1986-87.

A brand-new minicar called "Minx," scheduled to be assembled by Toyo Kogyo in Japan and shipped to Ford, beginning in the summer of '84.

The front-drive minicompact also may serve as the base for the '87 Mustang replacement, which could arrive as a two-seater.

A new line of small, front-drive family sedans and luxury cars, now being developed under the code name "Taurus," to replace LTD/Marquis and the Lincoln Continental/Mark VI series in 1986.

The Taurus cars, which are to get four-cylinder engines and four-speed automatic overdrive transaxles, have been delayed by about six months, with the Ford/Mercury cars to be unveiled in late '85 and the new Lincolns in mid-1986.

Taurus-based replacements for Thunderbird and XR-7 should arrive in late '86.

Choice of gas, diesel and turbo-diesels will be offered in most Taurus models.

Mazda redefines sedans

Mazda Luce (and Cosmo) four-door sedan and coupe have better aerodynamics. Power is by choice of 1.8 or 2-liter gasoline engine, 2.3-liter Wankel or 2.3-liter diesel. These top models from Mazda have independent rear suspension.

index

Auction reports	18
Classified advertising	20
Editorial page	10
Production by makes	31
Service highlights	12
Truck highlights	14

57th year — No. 4894

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Mid-Liner's market is expanded

The Mack Mid-Liner MS200P series of medium diesel trucks now is certified for sale in California. The Mid-Liner, introduced in the 49-state version in 1979, has a turbocharged and aftercooled six-cylinder engine and is built in France by Renault.

'82 California debut set for Class 7 Mid-Liner

ALLENTOWN, Pa. — Mack Trucks, Inc., which has been marketing the Class 6 Mid-Liner MS200 mid-range diesel truck in California since last April, will have a second model certified for sale in that state in 1982.

Richard F. Murphy, Mid-Liner marketing and sales vice president, said the Class 7 MS-300 tractor and platform models will be available in California starting in April.

The trucks, first introduced in the 49 states in 1979, are built to Mack specifications by Renault of France and now are marketed throughout North America through more than 200 Mack branches, dealers and distributors.

The Mid-Liner has been available only through Mack outlets since its introduction in the U. S., but Murphy said the company may consider offering the franchise to non-Mack retailers in 1982.

In 1980, the Mid-Liner's first full year in the North American market, MS200 model sales totaled 1,509 units accounting for 7.4 percent of Class 6 diesel registrations, according to Murphy.

He estimated 1981 sales of the MS200 and Class 7 MS300 models will total about 2,700 units, and noted that the MS200 accounted for 9.1 percent of Class 6 diesel registrations in the first six months of 1981.

"We expect to sell 4,000 of these trucks in 1982 and 4,500 in 1983, but realization of these objectives will depend very much on market conditions," Murphy said.

Currently, the Mid-Liner is available only with a single rear axle, he said, and there are no plans at this time to offer a tandem axle.

"Initially, we concentrated Mid-Liner's marketing efforts on Mack customers who run mid-range diesel vehicles, but with the experience and confidence we've gained, we're selling to a full range of users," he said.

"We're selling to produce operators, beverage haulers, small contractors, retail furniture outlets, municipalities for refuse collection, rental and leasing companies and people in agricultural fields," he said.

The Mid-Liner is equipped with a number of domestic components and parts, and Murphy

Continued on Page 15, Col. 1

truck industry news

But overall truck sales for month, year trail '80 totals

Compacts, vans gain in November

A sharp upturn in sales of compact pickup trucks, sparked by a fast start for the new General Motors domestic entries, and continued improvement in van volume highlighted the industry's November sales reports.

But sales of most other light trucks, the mediums and heavies still are hurting, causing the total for both the month and the 11-month period to lag behind the year-earlier figures.

During the month, according to preliminary reports, the nation's franchised dealers and factory outlets retailed 157,385 trucks of all types, a decline of 8.6 percent from last year's 172,258 units.

Through November, the total also was down 8.6 percent, from 2,315,244 a year ago to 2,116,596.

In November, sales of the compact pickups — both imports and domestic units — totaled 39,086, an increase of 34.4 percent over the 29,522 retailed in the same month a year ago.

The 11-month count, however, was off 3.7 percent to 459,477 units, compared with 477,033 in the like period in 1980.

In spite of a steep slump in sales of captive imports during the month, the total number of deliveries of the Japanese-built compacts was 5.4 percent higher than a year ago, 29,255 versus 27,749.

The 11-month count, on the other hand, was down 7.6 percent to 419,173 units, compared with 453,598 through November in 1980.

Sales of the non-captive nameplates — Toyota, Datsun, Mazda and Isuzu — were up 43.4 percent during the month and 12.9 percent for the January-November period.

In November, dealers retailed 20,124 units, compared with 14,038 a year ago. The 11-month count was 267,640, versus 237,151 in 1980.

The captive imports — Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow — were down 33.4 percent in November, from 13,711 units a year ago to 9,131.

Through November, the total was 151,533, a decline of 30 per-

Continued on Page 25, Col. 1

Datsun extends truck incentive until Jan. 4

Datsun has extended its "Fall Truck Bucks" program, due to end Dec. 31, to Jan. 4, ostensibly because everyone would have been out of the office at the Dec. 31 conclusion of the program.

Datsun employes return Jan. 4 from their holiday shutdown.

Volkswagen of America's program on Porsche 924 turbo and non-turbo models has been helping move some of those models.

VWoA gave dealers $1,000 on non-turbo and $500 on '81 model Turbo 924s in stock as of Nov. 11.

It also threw in an extra $1,000 per vehicle for units retailed, delivered and registered during the Nov. 11 - Jan. 31 period.

There's also a special $1,000 on a maximum of two turbos and two non-turbo (four - car maximum) demonstrator units in stock as of Nov. 11.

IH program weighs 'true ownership cost'

CHICAGO. — A fuel-efficient approach to specifying line-haul truck-tractors has been developed by International Harvester's Truck Group that compares computer projections of fuel savings versus financing charges for new equipment.

Called the "IH Fuel Fighter," the program's objective is to document to high-mileage truck operations how they can actually be losing money by deferring truck - replacement purchases despite current high interest rates.

A key ingredient in the program is the identification of high fuel costs when related to total truck-operating expenses.

According to T. E. Reimers, Truck Group marketing vice president, the program is based on "demonstrating to truck operators what their true 'cost of ownership' is. His initial investment and finance costs are only part of the total life expenses of running a truck.

"For example," he said, "it may cost $362,000 to finance and operate a certain truck over four years, and fuel alone will account for $217,000 or 60 percent of that cost."

Reimers noted that savings of $30,000 per truck over a three-year period are possible with an International "Fuel Fighter" model. The figures he added, are documented by a payback analysis based on the company's Truck Computer Analysis of Performance and Economy (TCAPE).

"The system is programmed to take all fuel-economy factors into account and to indicate the effects of various combinations of engines, transmissions, rear-axle ratios, GVW/GCW, radial versus bias-ply tires, tire size, automatic fan, air deflectors and the new IH rear-cab extenders," he explained.

- Using TCAPE, the amount of fuel to be used per year for an operator's current truck is calculated and predictions are adjusted to the actual use figures. These are compared to adjusted predictions for fuel consumption by a corresponding IH fuel Fighter model. The added financing costs to purchase a new truck are factored in and the differences are compared.

"Most owners are amazed, but this program shows them in 'real-world' figures that it is far less expensive to purchase a new fuel-efficient truck now than to continue running their current model," Reimers said.

The Fuel Fighter program involves four International heavy over-the-road tractor models:

Continued on Page 15, Col. 3

3-year property—light trucks, tractors—now included

C.I.T. expands tax-benefits plan

NEW YORK. — C.I.T. Corp. has expanded its program that enables firms to sell tax benefits derived from the purchase of new capital goods to include equipment that qualifies for depreciation over three years.

Previously, the C.I.T. program, called the Economic Recovery Finance Plan, was available only for property that qualifies for depreciation over five years under the new Accelerated Cost Recovery System (ACRS) of the Economic Recovery Tax Act of 1981.

Three-year property includes light-duty trucks, tractor units for over-the-road use, machinery and equipment for research and development, and other short-lived tangible property as described in guidelines issued by the Internal Revenue Service.

Five-year property includes most other industrial equipment and machinery, according to the IRS.

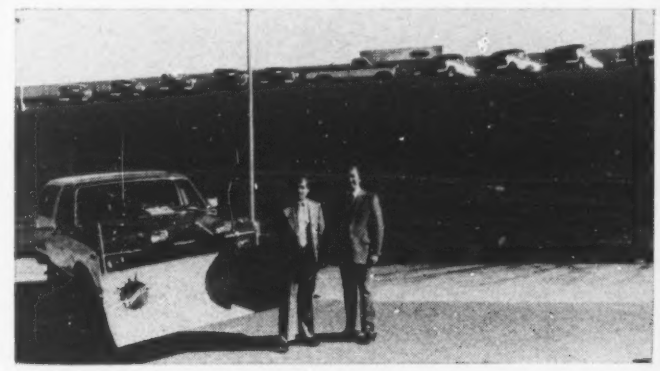
Under the new tax law, firms that purchase new equipment have three months from the day they put the equipment into service to effect the sale of the investment-tax credit and depreciation associated with the purchase.

Firms that finance three-year equipment through C.I.T. may sell the tax benefits derived from their purchase for 13.2 percent of the equipment's selling price. The price paid for tax benefits sold on five-year equipment financed through C.I.T. is 16.1 percent.

Both prices apply to new-equipment purchases of at least $100,000 made on or before Dec. 31, 1981. The prices are different because the value of the tax benefits is different. The investment-tax credit on three-year equipment, for example, is 6 percent; on five-year equipment, it's 10 percent.

According to C.I.T., the price paid for tax benefits will likely decline after Dec. 31 because companies that purchase tax benefits receive the same amount of depreciation regardless of

Continued on Page 15, Col. 1



Right time for a snowplow driveaway

Ford Division's Boston district sales office picked the ideal time for its largest 4x4 snowplow driveaway ever — two weeks prior to New England's heaviest snowfall in three years, up to 24 inches in many areas. Thirty-five pickups and Broncos were driven by Ford dealers from Boston to the New England Patriots/New York Jets football game in nearby Foxboro. With one of the units is Nat S. Pendleton, right, assistant district sales manager, and Phil H. Fitzgerald, general field manager.

But overall truck sales for month, year trail '80 totals

Compacts, vans gain in November

Continued from Page 14

cent from the 216,447 units retailed in the same period last year.

In the first full month they were on the market, sales of the GM compact S-trucks totaled 7,609 units — 6,769 Chevrolet S-10s and 840 GMC S-15s. The two-month count was 9,256, with Chevrolet dealers accounting for 8,249 units and GMC dealers 1,009.

• A surge in demand for van conversions is a major factor in the increase in sales of these vehicles. In November, 24,442 of these units were sold, an increase of 3.2 percent over the year-earlier 23,686.

The van upturn, however, didn't begin until midway in the second quarter, so the 11-month total was down 5.5 percent, from 326,784 units in 1980 to 308,805.

Ford was the only Big Three van producer reporting a downturn in November. Its sales totaled 9,201 units, off 9.5 percent from the 10,168 retailed in 1980.

Chevrolet's van sales during the month were up 14.8 percent to 8,129 units, compared with 7,080 last year; GMC's were 14.3 percent higher, from 1,286 a year ago to 1,470, and Chrysler's count was up 9.6 percent, from 5,149 to 5,642 units.

Ford and GMC, however, were the only makers reporting an increase in 11-month van sales.

Ford dealers retailed 124,534 units through November, 4.1 percent higher than last year's 119,588, while the GMC total was up 7.3 percent to 21,257 units, compared with 19,816 a year ago.

The Chevrolet count for the 11 months was off 2.8 percent, from 98,003 in 1980 to 95,210. Chrysler sales were off 24.1 percent through November to 67,804 units, compared with 89,377 the previous year.

• Sales were down from a year ago in all three market segments for the 11-month period, with the smallest decline in the light-truck segment.

Through November, 1,903,991 light trucks were retailed, off 7.6 percent from last year's 2,060,878. Mediums were down 19.2 percent, from 90,112 a year ago to 72,801, while the heavies were off 14.9 percent to 139,804, compared with 164,254 last year.

The Motor Vehicle Manufacturers Assn. reported that its members' dealers retailed an estimated 137,000 trucks in November, down 13.2 percent from the 157,859 units sold in the same month a year ago.

The 11-month total was 1,845,384 units, a decline of 11 percent from last year's 2,074,392.

Big Three truck manufacturers reported their dealers retailed 124,414 units during the month, down 12.3 percent from the year-earlier 141,819. The 11-month total of 1,641,739 units was off 11 percent from last year's 1,845,230.

With the strong performance by the S-10, Chevrolet outsold Ford in November, rolling up 53,599 sales. The total was down 0.6 percent from the year-ago 53,898. LUV sales in November, however, dropped 54.1 percent below last year, 2,475 versus 5,388.

Through November, Chevrolet remained in second place in sales with 633,281 units, off 9.5 percent from the year-ago 699,854. The LUV count was off 28.1 percent, from 83,507 units in 1980 to 60,028.

Ford dealers sold 45,756 vehicles during the month, down 24.1 percent from last year's 60,277. The total included 4,859 Couriers, an increase of 5.1 percent over the year-earlier 4,625.

Going into the final month of the year, Ford had a commanding lead with 678,279 sales, a decline of 8 percent from last year's 737,268. Courier sales were down 17.4 percent, from 72,749 a year ago to 60,056.

Chrysler's November sales were off 8.1 percent to 13,233 units, compared with 14,395 in 1980. Ram 50 sales totaled 1,296 units, off 42.9 percent from the year-ago 2,749, while the Arrow count was down 47.2 percent, from 949 to 501.

Through November, Dodge and Chrysler-Plymouth dealers sold 171,329 trucks, off 27.4 percent from the year-ago 235,833. The Ram 50 count dropped 45.3 percent to 23,267 units, compared with 42,554 in 1980. Arrow sales were off 53.6 percent, from 17,637 last year to 8,182.

GMC dealers retailed 11,836 units during the month, a decline of 10.7 percent from the year-earlier 13,249. The 11-month total of 158,850 was down 7.8 percent from last year's 172,275 units.

• Sales of Jeep four-wheel-drive vehicles dropped 16.6 percent in November to 5,139 units, compared with 6,163 a year ago. The 11-month total was down 18.9 percent, 58,639 versus 72,291.

Volkswagen dealers retailed 2,222 Rabbit compact pickups during the month, a gain of 25.3 percent over the previous year's 1,773. Through November, sales were 32.5 percent higher than a year ago, from 23,435 to 31,046 units.

Sales of the medium and light-heavy Mercedes trucks in November were down 27.3 percent, from 361 units in 1980 to 261. The 11-month count was 3,572, a dip of 3.5 percent from last year's 3,701.

Good gains in November were reported by importers of three of the four non-captive compact pickups.

Toyota dealers retailed 9,044 units during the month, 43.3 percent higher than last year's 6,310. Through November, the count was 125,866, an increase of 1.7 percent over the year-earlier 123,769.

During the month, 8,054 Datsuns were sold, up 14.2 percent over last year's 7,053. The 11-month total of 109,260 units was 3.9 percent higher than the 105,172 retailed through November, 1980.

Mazda said its dealers sold 1,594 pickups in November, up 136.1 percent over last year's 675 units. The 11-month count soared to 15,912 units, an increase of 93.8 percent over the year-ago 8,210.

Isuzu dealers retailed 1,432 vehicles during the month, bringing the calendar-year total to 16,602 units. The Isuzu truck was introduced in the U.S. market late in the second quarter.

Big Three November, year-to-date truck sales

	November 1981	November 1980	Year to date 1981	Year to date 1980
Ford				
Vans	7,539	8,117	101,599	96,437
Club Wagon	1,662	2,051	22,938	23,151
Courier	4,859	4,625	60,056	72,749
Bronco	2,736	3,370	32,817	36,755
Conventional Pickups	25,544	38,394	413,279	443,850
Mediums	2,765	3,063	38,843	51,141
Heavies	651	657	8,747	13,185
Chevrolet				
Vans	6,853	5,931	82,391	82,265
Sportvan	1,276	1,149	12,819	15,738
S-10	6,769	.....	8,249	.....
LUV	2,475	5,388	60,028	83,507
El Camino	2,131	3,152	31,558	38,345
Blazer	1,617	1,589	20,058	24,969
Suburban	1,240	1,017	18,534	19,292
Conventional Pickups	30,286	34,155	379,815	405,631
Mediums	952	1,517	19,829	30,107
Chrysler				
Vans	3,754	3,696	45,607	63,556
Voyager	305	349	4,295	6,169
Ram Wagon	1,583	1,104	17,902	19,652
Arrow	501	949	8,182	17,637
Ram D-50	1,296	2,749	23,267	42,554
Trail Duster	67	201	1,575	3,125
Ramcharger	362	429	4,711	7,015
Conventional Pickups	5,355	4,918	65,790	76,125
GMC				
Vans	1,470	1,286	21,257	19,816
Caballero	218	394	3,800	4,156
S-15	840	.....	1,009	.....
Jimmy	331	372	4,377	5,207
Suburban	287	204	4,101	3,924
Conventional Pickups	6,626	7,892	90,973	94,919
P models	279	260	3,322	3,439
Mediums	999	1,410	18,086	22,883
Heavies	786	1,431	11,925	17,931

Israel develops vehicle driven by hydraulic motors

ASHKELON, Israel.—The Lizard, a cross-country vehicle in which each wheel is independently powered by a hydraulic motor, has been unveiled by Ashot Ashkelon Industries.

The Lizard is the first complete vehicle developed by the firm, a maker of automotive components and assemblies.

The vehicle's 47-horsepower engine powers four variable displacement hydraulic pumps, which in turn activate four hydraulic motors, one at each wheel. There is no drive train or transmission. A single hand lever controls forward or reverse.

Each wheel is independently suspended, so there are no axles.

Front and rear sections of the Lizard are joined by a single bearing, to permit lateral pivoting in extremely rough ground.

Developers say the vehicle can climb over obstacles up to 40 inches high.

Versatile plant

Janet Stone loads an automotive rear window onto a roller conveyor to transport it to a tempering furnace at PPG Industries' Evansville (Ind.) plant, the company's only domestic facility that can produce both tempered side and rear windows and laminated windshields.

classified want ads

CARS WANTED

MERCEDES BENZ WANTED
Highest Prices Paid over Invoice
ANTON MOTORS
Call: Robert Novotny, 301-340-0900

TOYOTAS WANTED
All Models
TOP DOLLAR
PETER ALAN TOYOTA
CALL: DICK SEMEL
215-677-8200

WANTED
WILL PAY TOP $
for
1980, 1981 POLICE CARS
Fords, Dodge & Impalas
Call: Walter or Harold
DART USED CARS
212-965-3001

CADILLAC, MERCEDES, CORVETTES, BMW's. 1977 to 1981 coupes, convertibles, Eldorados' limos, Sevilles. Frank Corrente, Frank Correnti's Cadillac Corner, 364 N. LaBrea, Hollywood, California. (213) 938-2623.

MAZDAS WANTED
ALL MODELS
HIGHEST PRICES PAID OVER INVOICE
DELRAY MAZDA
CALL:
BOB SARRA—305-278-7800

RIDGWAY NEEDS LIMOS. Cloth front Cadillacs, no rust, '75 and newer. Also Lincoln limos and Cadillac hearses. Phone 503/234-6611 5:00 P.M. 2836 N.E. Sandy Blvd., Portland, Ore. 97232.

TOYOTAS WANTED
Will pay highest prices
Will purchase 1 to 100
Contact Ed Van Buren
Mt. Read Toyota
716-254-6060

CARS WANTED

MAZDAS
WE WILL PAY OVER INVOICE FOR
RX7's, 626's
GLC's
RDR CARDS REQUIRED
BAILEY MAZDA
NEW ORLEANS, LOUISIANA
MIKE UPSHAW
504-246-6611

TRUCKS FOR SALE

CAR CARRIERS
Tractors & Trailers
'75 & '76 GMC ASTROS
318 13 speed and
V6 Lowback Trailers
301-358-6314

2 HENDRICKSON 1978 305FC bus chassis. Unused. 208 inch wheel base, 30,500 lb. GVW. Call: 216-262-2015.

GMC AUTO TRANSPORT TRACTORS
Equipped with hood ramps, wet lines and 6-71 DD.
Good condition and reasonable
B6 CAR TRAILERS-LOWBACKS
8½ 15 tandem — hauls combination loads of pickups, vans, compacts and full size cars. Excellent condition.
CALL TOLL FREE 800-441-5430 or 302-368-8562
Anchor Motor Freight, Inc.
NEWARK, DELAWARE

VANS FOR SALE

SUNHAWK VAN CONVERSIONS. Pooled units available. Prices start at $998. Call collect to order: 313-739-5035.

METRO LINER
Special Introductory Price
$9895.00
1982 VANS W/CONVERSION

Call Immediately
VANS AVAILABLE
Joe Roxy, National Sales Manager
219-522-3990
METRO VANS INC.
1730 W. Markle, Elkhart, Indiana 46517

RECREATIONAL VEHICLES WANTED

LOOKING FOR a GMC motor home. Must be extra clean with low mileage. Call: Jean or Steve, 216-745-2111.

MISCELLANEOUS

WINDSHIELD STICK-ON numbers and signs. For pricing or message. Nationwide service. B-Z Lettering Service, 1635A Ohms Way, Costa Mesa, CA 92627. (714) 646-8441.

NAMEPLATES, decals, keytags, stocktags, pennants, novelties, etc. Endorsed by ten state auto trade associations. Free catalog. Kaywood, P.O. Box 400003, Dallas, TX 75240. 1-800-527-0217.

Runyon sees 5-year deficit for U. S. arm

Nissan says wages will keep its ink red

Continued from Page 9

inishing the workforce.

"If you increase your output in a U. S. plant without adding workers that's called a speedup by the UAW," he said. "In Japan, Nissan had 49,000 employes 10 years ago and they produced 29.2 cars per employe. Now they have 57,000 employes and they produce 49 cars per employe and they call that productivity. They think that's good, and it must be because they're selling the cars."

Runyon also points the finger at the UAW for poor quality, and he has made it clear he does not want the union to organize the Smyrna truck plant. In the past he has said "you won't get the cooperation necessary to build a quality product with the union."

NMMC has consulted labor/management attorneys about how to operate in a union-free environment, Runyon said. One, Gail Kreusch, is the general counsel.

The problem, he said, is the adversarial relationship that exists between the UAW and the auto companies which will not change quickly.

Runyon charged that working with management the way the Japanese unions do is not the UAW way.

"In Japan the unions want the company to be successful because they participate in the profits of that success," he said. "The UAW, on the other hand, is not really interested in that. They are interested in having membership. I think their stated purpose as stated by (UAW President Douglas A.) Fraser is organization and to be influential in the political arena. In Japan, the unions are interested in the social welfare of the workers and the safety of the workers.

"The UAW is interested in making its membership grow, which is what the PPH days do, what the added relief time does and what the 35 hour week does. All those are aimed at increasing membership. Sure, they're good for people, but they aren't good for productivity.

"That's another thing the Japanese people are interested in — productivity — because they know that without productivity they are not going to prosper. All these things are not natural to the UAW. The UAW is an adversarial union. I've worked with the UAW for over 37 years so I know where I come from in that regard."

Runyon was vice president, body and assembly operations, for Ford Motor Co. when he retired in June, 1980. He joined Ford in 1943.

A UAW spokesman said, "with bosses' attitudes like these, the soon-to-be-hired Datsun workers may need more than a union—they may need a squadron of AWACs and a number of concrete bunkers."

Martin Gerber, UAW vice president, organizing, accused Runyon of supporting a prejudiced and warped view. He said Runyon is attempting to brainwash the workers by generating anti-union sentiment years before NMMC reaches full-employment.

The UAW is also very concerned about the social welfare of its membership, he said.

"Shorter work time and a short work week give more jobs," he said. "It's the way to achieve prosperity—through full employment. Our objective is to increase the lifestyle of the American worker."

The UAW has made it clear it will attempt to organize the Nissan facility. The majority of the workers in that plant will not be hired until 1983 so any full-strength organizational attempt probably will not be attempted for some time.

Gerber said he is displeased that there is an adversarial climate so early in the organizing game. He said Runyon is "sounding the clarion call too early in the morning to start the battle."

But, according to an article in the Nashville Tennessean, the UAW will have an uphill battle. That paper recently interviewed hourly workers currently employed at the plant and found they don't seem to be interested in belonging to the UAW. Comments included "We didn't invite them (the union) to the party" and "What can a union do for us that Nissan can't?"

The enthusiasm comes from Nissan's participatory management concept which allows workers to have a say-so in everyday operations. According to Runyon, it is management "from the bottom up rather than from the top down." He said the administrative personnel will not be very involved in running the plant.

Nissan has also eliminated much of the thick middle-management area so prevalent in the U. S. industries. According to Runyon, there are five levels of management — the president, six vice presidents, three plant managers, three operations managers and five or six supervisors.

Of those management people, only five will be Japanese—the vice president for quality assurance, the manager of in-process inspection, the vice president for product design, the manager of chassis design and the manager of supplier quality who checks U. S. products to see if they meet Japanese standards.

Many of the workers will be going to Japan for training in the Nissan way. There are currently 16 maintenance technicians and six maintenance supervisors in Japan. The first technicians go over for nine weeks, come back for four, go back to Japan for 10, then home for four and back again for another 10.

None of the workers are referred to as employes. They are technicians.

The plant built on rock

Nissan Motor Mfg. Co.'s new assembly plant will be partially built on solid rock. The site offers a solid base for the stamping operations. The building will be two-thirds of a mile long and will house three operations—body, frame and stamping; paint, and trim and chassis. There is also a 1.6-mile high-speed test track on the site.

factories list auction dates

American Motors

Dec. 22—Apto Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Dec. 23—Central State Auto Auction, Mason City, Ia.

1982

Jan. 5—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Jan. 6 — Minneapolis Auto Auction, Minneapolis, Minn.

Jan. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

Jan. 12—Aptco Auto Auction, Taylor, Mich.

Jan. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.

Jan. 14—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Used car sales

Auction Averages

December to date	$4,049
Month ago	$4,371
Year ago	$3,517

Model breakdown

Auction Averages

	DECEMBER TO DATE	NOVEMBER*	OCTOBER
1981	$6,612	$6,689	$7,074
1980	5,362	5,454	5,697
1979	4,321	4,657	4,922
1978	3,451	3,782	3,731
1977	2,492	2,733	2,927
1976	1,982	2,099	2,140
1975	1,374	1,562	1,628
1974	1,084	1,166	1,258
Overall Average	$4,049	$4,315	$4,384

*revised

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

WEDNESDAY 11:00 a.m.

ATTEND THE FLINT AUTO AUCTION

Averaging 600-700 cars

4 LANES

- Our 29th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim Williams

FLINT AUTO AUCTION

3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3800.

MARYLAND

BEL AIR AUTO AUCTION

BEL AIR, MARYLAND

Over 35 years serving auto dealers

SALE EVERY THURSDAY, 11 A.M.

FULL SERVICE AUCTION

Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles

Call: 301-838-5880 or 301-879-7950

Rt. 1, Bel Air, Maryland 21014

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

ARIZONA

READY TO SELL?
Consign With The Best!
Kruse International's Scottsdale '82
COLLECTOR CAR AUCTION
FRIDAY, SATURDAY, SUNDAY
JANUARY 1, 2, 3, 1982
PHOENIX HILTON RESORT
PHOENIX, ARIZONA
Sell for Cash — Same Day Payment
NATIONAL AUCTION COMPANY
TOLL FREE - 800-528-0771

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana

Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

MINNESOTA

WEDNESDAY 11:00

Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.

Minneapolis Auto Auction

1125 Nathan Lane, Minneapolis, Minn. 55441

612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION

100 Route 46, Fairfield, N. J. 07006

(201) 227-6100

4 Lane Selling Every Tuesday

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

Some dealers, areas report good sales

It's not all gloom in auto business

Continued from Page 1

other dealers in Crockett have formed their own dealer association to promote new-car sales and the industry. They advertise together without using prices. Their goal is to build up the town as an automotive trade center, something Sullivan said he had seen done elsewhere with a large measure of success.

The local friendly competition includes a Chevrolet-Buick outlet, a full-line Chrysler dealer and an Oldsmobile - Pontiac - GMC Truck operation.

Sullivan emphasized both cooperation among dealers and the importance of total involvement on the part of a professional dealer.

"A dealer must be personally involved," he said. "I'm active in a great number of civic organizations. It keeps our name before the public and we are serving the community which is our market."

A Volkswagen of America factory rep in Texas said the state's metropolitan areas enjoy a good balance of business ventures—e.g., banking, oil, shipping, diversified manufacturing —that combine to keep the economy strong.

"Building (the building industry) is fantastic," he said. "San Antonio is growing rapidly; its population now is larger than that of Dallas, yet it has no single major industry, unless it's the military base.

"Families are coming down here in droves. Those looking for jobs need skills or they won't find jobs. But I think the unemployment in Houston is something like 3.5 percent. Jobs go begging there," he said.

Big cars still sell well in the state, said the VW rep. Customers no longer worry about gasoline supplies.

Dallas-Fort Worth is Porsche-Audi's hot sales spot, while VW pinpoints the Sunbelt areas of Texas, Florida, Louisiana and Georgia as its current best locales.

The factory man said VW's floor-plan assistance program and a continuing stream of incentive promotions have helped push sales.

• In sharp contrast to such factory measures is the long-standing total-care philosophy which keeps buyers coming back to the Penske Cadillac in Downey, Calif.

"The way we take care of our customers explains the fact that we are one of the top Cadillac dealers here," said the general sales manager. "We don't forget people after the sale. We follow through on complaints and keep in touch, whether the customer bought a car two years ago or eight."

"The best deal is not always the best price," he said.

The dealership enjoys the loyalty of both customers and staff: The average length of service for sales people is eight years, and service employes have been with the operation as long as 20 years, he said.

According to Cadillac, the New York zone (New York-New Jersey-Connecticut) is its top sales areas, and Zone Manager Joe Fetzer said Manhattan dealer Victor Potamkin is the Number One dealer.

"We work hard, and we work even harder when the going gets tough," Potamkin said, explaining why his sales will be up 80 percent over 1980.

"There are people who make things happen—that's us; and there are people who watch things happen.

"Manhattan is a Cadillac town," he said. "Here, Cadillac outsells Chevrolet, Ford, Plymouth, Datsun, Toyota, and we're looking for a good year in 1982."

Potamkin sold more than 6,000 new Cadillacs in 1980. He said his grosses will be about the same this year, and of the $140 million he takes in, 2 percent, or $2.8 million, will be reinvested in sales through newspaper, TV and radio advertising.

A large piece of Potamkin's business is limousine sales. He sold over 600 in three stretched sizes in 1980, more than half of them to individuals. He said limo customers are seeking the security and increased comfort this type of car offers, and at $35,000, he said, the price is right.

• Another northern region where sales are good is Chicago, an established foothold for Chrysler Corp. products. It's not the Sunbelt. Instead it is a city with a large blue-collar population and that's the market, said Dodge dealer Dick Everman.

Everman has held the reins at Suburban Dodge Sales in Berwyn, Ill., for the past 17 years. He was in high spirits in mid-December. He reported a 30-percent increase in sales this past year, and a $150,000 turnaround in his profit-loss picture —a turnaround for the better.

"I've been around an automobile dealership all my life, and I have never seen a better lineup for dealers to offer than we (Chrysler Corp. dealers) now have," Everman said.

Another plus is the quality of new products. Everman said cars are not coming back to the dealership with problems. "We have to remind people to bring them in for scheduled checks," he said.

"When I first took over the dealership, I cultivated a working relationship with a local bank," he said, citing the availability of credit for the dealership and its customers as pivotal in his success.

"Never has there been a year when it cost more to be in the automobile business," he said.

Everman said he intends to increase his inventory, in the belief that customers do not want to order their new cars from sales books. He paid a compliment to his staff which he said had proven its loyalty by staying with him through times when their earnings haven't gone up as fast as the cost of living.

Dealer success stories are being penned elsewhere, as well, but they have the common themes of planning and perseverence, plus confidence in their products and the future of the domestic industry.

NHTSA's First Family awarded membership

NHTSA Administrator Raymond Peck, center, with his daughter, Sara, and wife, Debbie, were awarded membership in the American Seat Belt Council's Saved by the Belt Club, represented by ASBC President Charles H. Pulley. The Peck family was involved in a serious auto accident on the Chesapeake Bay Bridge in Maryland last spring, but escaped with minor injuries. The adults were wearing seat belts, and Sara was in a child restraint when their car was hit from behind.

Edgar F. Kaiser, 73, dies; builder of cars and Jeeps

SAN FRANCISCO. — Edgar F. Kaiser, described as the "international architect" who guided the expansion and diversification of Kaiser enterprises on a global basis, died here Dec. 11 after a long illness. He was 73.

He had been an executive of the Kaiser-Frazer firms that built the Kaiser car from 1946 to 1951, the Frazer from 1946 to 1954 and the Henry J from 1950 to 1954. Jeep was a part of the Kaiser interests in the 1950s and 1960s.

At the time of his death, Mr. Kaiser was chairman emeritus and honorary director of Kaiser Aluminum & Chemical Corp., Kaiser Cement Corp., Kaiser Steel Corp. and the Kaiser Foundation Health Plan, Inc., and Kaiser Foundation Hospitals. Earlier, he was chairman of the board of those companies for 20 years.

Mr. Kaiser was born on July 29, 1908, in Spokane, Wash., the son of the late Henry J. Kaiser, founder of the Kaiser enterprises. Edgar F. Kaiser joined Kaiser company in 1930 as superintendent of a pipeline project in Kansas. He played a role in the construction of the Hoover, Bonneville and Grand Coulee dams and, during World War II, was general manager of three Kaiser shipyards in Portland, Ore.

In 1947, Mr. Kaiser was appointed general manager of Kaiser-Frazer Corp., which was manufacturing autos in Willow Run, Mich. Kaiser-Frazer became Kaiser Motors Corp. in 1953 when it acquired the operating assets of Willys Overland, Inc., including its Jeep operation.

After 1955, Kaiser Motors built only Jeep vehicles. The name was changed to Kaiser Industries in 1956 and Edgar Kaiser was named president. Mr. Kaiser became chairman of the board of Kaiser Industries in 1968.

Kaiser sold its Jeep operation to American Motors in 1969. Kaiser Industries continued as the parent firm of the Kaiser companies until its liquidation in 1980.

Mr. Kaiser was a past director of Bank America Corp. He served on presidential councils during the Kennedy, Johnson, Ford and Carter administrations and received numerous awards for promoting economic and social reforms.

He was awarded the President's Medal of Freedom in 1969 for his efforts to increase the availability of low and moderate income housing while heading President Johnson's committee on urban housing.

Vining joins Ovshinsky firm

TROY, Mich. — Richard A. Vining, former executive vice-president of manufacturing, engineering, product development and purchasing at Chrysler Corp., and a former member of Chrysler's board of directors, has joined Energy Conversion Devices, Inc., as vice-president, Thermoelectric Division.

Stanford R. Ovshinsky, president of ECD, said plans for commercialization of ECD's proprietary developments in thermoelectricity (the direct solid-state conversion of heat to electricity) are being accelerated.

Early-December car sales dip to year's low of 126,234

By Jenny L. King
Staff Writer

Early - December domestic new-car sales set a record of sorts: They reached a record low for the 1981 calendar year thus far, both in actual numbers and in the daily selling rate.

Dec. 1-10 retail sales totaled 126,234, down 27.82 percent from the year-ago 174,898 and the lowest since 1958 when 93,919 cars were sold.

The daily selling rate was 14,026, down from 19,433 last year.

Prior to this period, the low for 1981 was 128,041 in the first period in January, and its 16,005-daily selling rate had been the worst average.

Year-to-date sales missed the six million mark by 25,000 units and were 4.88 percent behind 1980. Through Dec. 10, the total was 5,974,944 compared with 6,281,730 a year earlier.

All five U. S. auto makers were down for the period, and Cadillac was the only make to report an increase. Standard-size Cadillac was the number-five selling nameplate Dec. 1-10, its first appearance in that lineup this year.

General Motors dropped 26.44 percent, to 79,880 from 108,585 last year. Ford Motor Co. sales of 24,733 were down 37.68 percent from 39,688. Chrysler Corp. slipped 14.62 percent, to 15,826 from 18,535. Volkswagen of America was off 16.12 percent, to 3,095 from 3,690, while estimated sales of American Motors passenger cars were 2,700, down 38.64 percent from 4,400.

• GM's share of the early December market was 63.28 percent, up from 62.08 percent in 1980. Ford sales accounted for 19.59 percent, down from 22.69 percent. Chrysler earned 12.54 percent of the domestic market, up from 10.60 percent. VWoA cornered 2.45 percent, up from 2.11 percent, and AMC stood at 2.14 percent compared with 2.52 percent a year ago.

Cadillac was the only winner in the make sales standings. Cadillac rose 27.25 percent in early December, to 7,192 from 5,652 last year. The other GM makes dropped: Chevrolet was down 36.69 percent, Buick was down 32.50 percent, Pontiac was down 30.27 percent and Oldsmobile was down 9.74 percent.

Ford Division plunged 39.97 percent, Mercury dropped 35.15 percent and Lincoln was down 16.00 percent.

Chrysler missed its year-ago level by just 2.14 percent, Plymouth was down 13.27 percent, Dodge was down 19.21 percent and Imperial plummeted 73.72 percent.

Oldsmobile Cutlass (including Supreme) was the top - selling nameplate in early December, with sales of 8,494 units. It was followed by Chevrolet Chevette at 6,544, Chevrolet Citation at 5,832, standard Chevrolet (Impala - Caprice) at 5,386 and a newcomer, standard Cadillac, at 4,473.

A year ago the top five were: Citation, Ford Fairmont, Chevette, Ford Escort and standard Chevrolet.

Nault to expand shop

MANCHESTER, N. H.—Richard Nault has disclosed plans for construction of a 30-bay addition to the service facility at Nault Ford here.

DOMESTIC SALES

	Dec. 1-10, 1981	Dec. 1-10, 1980
AMERICAN MOTORS	2,700†	4,400†
Chrysler	3,288	3,360
Imperial	72	274
Plymouth	6,246	7,202
Dodge	6,220	7,699
CHRYSLER CORP.	15,826	18,535
Ford	16,918	28,184
Mercury	6,261	9,654
Lincoln	1,554	1,850
FORD MOTOR	24,733	39,688
Buick	16,675	24,666
Cadillac	7,192	5,652
Chevrolet	27,438	43,337
Oldsmobile	18,546	20,547
Pontiac	10,029	14,383
GENERAL MOTORS	79,880	108,585
VOLKSWAGEN	3,095	3,690
INDUSTRY TOTAL	126,234	174,898

†Estimate

For first time since May

Year's auto output falls below 1980

By Patricia Hoffman
Staff Writer

For the first time in almost seven months, year-to-date auto output has slipped below the comparable 1980 total. The last time this happened was the week ended May 23.

So far this year, the makers have assembled 6,225,156 cars, down slightly from 6,244,882 completed at this time in 1980.

The return of six Ford assembly points last week helped boost estimated output up 20.04 percent from 97,589 the previous week to 117,149. The total, however, was 10.65 percent below the 131,110 cars built in the comparable 1980 week.

Breakdown for the week by company is: General Motors, 65.12 percent; Ford, 21.34 percent; Chrysler Corp., 7.85 percent; Volkswagen of America, 3.51 percent and American Motors, 2.18 percent.

Checker Motors' Kalamazoo facility remained idle last week after an early holiday downtime which began Nov. 18. No start-up date has been scheduled yet for the plant.

Chrysler closed two of its assembly points early for the holidays last week. The St. Louis plant will remain idle until Jan. 11, and the Newark facility will be closed until Jan. 18. The extensive downtime at both plants is to control inventories.

Also down for the holidays are General Motors' Leeds and Lordstown facilities. Leeds, which was idled Dec. 7 to convert to the J-car, is slated to return Jan. 11. Lordstown, which closed Nov. 25 due to poor market conditions, is slated to resume production Jan. 4.

GM's Janesville point remains down for a five-month changeover to the J-car. The facility closed Oct. 19.

Volkswagen of America will close the doors for the holidays at its Westmoreland facility at the normal time (Dec. 23). The point will remain idle until Jan. 11, at which time it will cut Rabbit production from 822 units a day, to 749 units a day. Approximately 350 employes will be placed on indefinite layoff.

Ford resumed production last week at its Lorain, Kansas City, Chicago, Dearborn, Wayne and Wixom facilities.

Ford's Metuchen and San Jose points were idle last week for inventory control.

All car assembly points will be closed Wednesday (Dec. 23) for the holidays.

Pittsburgh agency to handle all Rockwell ads

PITTSBURGH.—A hometown incumbent picked up Rockwell International's $10 - $12 million advertising account. Effective in February, Ketchum MacLeod & Grove will handle all of Rockwell's accounting. It previously shared the business with Campbell-Ewald, Warren, Mich.

KMG's "proven high technology capability, particularly on the West Coast where we needed it;" its successful handling of Rockwell accounts it already had and its Pittsburgh location "near our corporate headquarters" were cited by Phil Jacques, Rockwell's corporate ad director, as chief reasons for the selection.

"We lost to the hometown boys," said one adman whose agency had been pitching the account.

"They (Rockwell) gave us a very good briefing," he added. "They were nice people to work with. We have a lot of respect for them. Someday we'll do business. We're disappointed, but we understand the logic of their choice."

Runners-up included Clinton E. Frank, a Campbell-Ewald subsidiary; Kenyon & Eckhardt, Troy, Mich.; Young & Rubicam, New York, and N. W. Ayer, New York.

Gains by Ford boost week's truck production

Production at all of Ford Motor Co.'s assembly plants helped boost truck production substantially last week. The Ford gains overcame losses caused by early holiday downtime at International Harvester's Ft. Wayne and Springfield facilities.

Truck output last week was scheduled at 37,935 units, a gain of 22.74 percent from 30,907 in the previous week. But the total was 7.36 percent below the 40,947 in the comparable 1980 week.

Year-to-date output for the truck manufacturers is 1,601,517, up 2.63 percent from 1,560,513 in the comparable 1980 period.

Four Ford plants returned to work last week, Kansas City, Michigan, San Jose and Kentucky.

International Harvester's Ft. Wayne and Springfield facilities closed last week (Dec. 14) for the holidays. Both points are slated to return Jan. 4.

All truck facilities will halt production Wednesday (Dec. 23) for the holidays.

Volkswagen of America's Westmoreland plant returns Jan. 11, pickup truck production will be cut from 118 units a day to 107 units a day.

Canadian car production declines, but trucks gain

Although Canadian auto production dropped 5.39 percent last week due to downtime at Ford Motor's Oakville facility, the return of General Motors' Scarborough (van) plant helped boost truck output 17.15 percent. The truck total was up despite early holiday closings at International Harvester's assembly points.

Last week, the auto makers scheduled 14,353 units, down from 15,170 the previous week and down 15.66 percent from 17,018 in the comparable 1980 week.

The truck manufacturers slated 10,972 units last week, a gain from 9,366 units the previous week, but down 16.43 percent from 13,129 in the comparable week last year.

So far this year, the auto makers have assembled 785,181 units, down 4.69 percent from 823,790 in the comparable 1980 period.

Year-to-date output for the truck makers is 497,895, down slightly from 500,929 at this time last year.

General Motors' St. Therese car facility remained down last week. It has been idle since Nov. 30 because of poor market conditions. The plant will remain down through the holidays with operations slated to resume Jan. 11.

Ford's Oakville facility was idle last week for inventory adjustment, and Ford's St. Thomas plant returned last week with production of the three-door and five-door Escort and Lynx. St. Thomas was idle the week of Dec. 7.

International Harvester's Vancouver and Chatham facilities closed early for the holidays last week and are expected to return Jan. 4.

Most Canadian assembly points will close Dec. 23 for the holidays.

U. S. CAR PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
AMERICAN MOTORS	2,550*	3,275*	2,550*	5,100*	162,888*	114,772*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,200	3,610	16,302	34,595	614,130	744,660
Plymouth Total	4,500	319	6,817	15,117	281,213	363,957
Horizon	2,400	.....	2,290	6,520	141,735	137,568
Reliant	2,100	.....	4,527	8,597	67,370	216,802
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	160	.....	.....	6,154	2,130
Gran Fury	.....	150	.....	.....	14,219	7,448
Chrysler Total	1,200	2,650	2,759	5,126	80,197	56,771
LeBaron	1,200	1,450	2,759	5,126	60,676	51,909
Chrysler	.....	1,200	.....	.....	19,521	4,862
Dodge Total	3,500	650	6,726	14,352	252,720	323,932
Omni	2,000	.....	2,304	6,125	118,933	123,809
Aspen	.....	.....	.....	.....	36,881	.....
Aries	1,500	.....	3,405	6,434	54,212	170,359
Diplomat	.....	450	.....	.....	29,630	12,644
Dodge 400	.....	.....	1,017	1,793	.....	13,438
St. Regis	.....	200	.....	.....	13,064	3,682
FORD MOTOR	24,998	37,000	3,334	30,938	1,265,206	1,288,626
Ford Division	15,738	25,110	1,334	18,186	900,185	869,333
Escort	4,110	9,432	.....	5,035	101,820	343,088
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,163	2,739	506	3,669	195,710	173,933
Must./Must. II	3,885	3,994	.....	3,885	223,861	146,879
Granada	3,131	3,884	828	3,959	104,162	100,372
T-Bird	1,449	3,375	.....	1,449	117,383	62,575
Ford	.....	1,686	.....	.....	89,070	40,886
EXP	.....	.....	.....	189	.....	1,600
L-M Division	9,260	11,890	2,000	12,752	365,021	419,293
Mercury Total	7,617	10,556	2,000	11,109	314,252	356,869
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,170	3,364	.....	1,427	35,376	114,614
Capri	1,487	1,447	.....	1,487	65,756	48,680
Zephyr	1,425	1,101	250	1,675	65,334	50,580
Cougar	2,079	2,123	446	2,525	24,079	48,744
XR-7	164	1,229	.....	164	57,064	28,332
Mercury	1,292	1,292	1,304	3,642	54,188	64,904
LN7	.....	.....	.....	189	.....	1,015
Lincoln Total	1,643	1,334	.....	1,643	50,769	62,424
Continental ('82)	822	.....	.....	822	.....	11,495
Lincoln	449	664	.....	449	21,814	25,976
Mark VI	372	670	.....	372	27,089	24,953
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	76,289	82,590	71,812	206,882	4,008,616	3,913,160
Buick Division	14,902	18,628	14,903	41,602	758,881	858,713
Skylark	3,562	4,497	3,633	10,222	211,418	258,879
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,030	3,754	1,998	5,539	161,206	101,724
Regal	4,665	5,538	4,665	13,100	199,222	260,216
Buick	3,240	3,814	3,261	9,152	144,230	170,006
Riviera	1,405	1,025	1,346	3,589	42,805	67,888
Cadillac Division	5,320	5,523	5,236	14,408	195,925	256,063
Cimarron	165	.....	161	441	.....	22,282
Seville	390	939	309	818	33,664	23,153
Eldorado	1,235	1,086	1,178	3,143	52,075	57,117
Cadillac	3,600	3,498	3,588	10,006	110,186	153,511
Chevrolet Division	30,255	30,980	26,322	76,968	1,704,966	1,439,921
Chevette	8,640	3,280	7,586	22,290	442,096	351,535
Cavalier	7,885	.....	1,744	4,903	.....	137,084
Celebrity	4,540	.....	3,542	10,798	.....	22,215
Monza ('80)	.....	.....	.....	.....	147,768	.....
Camaro	3,895	2,360	2,175	7,611	114,827	98,902
Citation	4,455	9,415	4,381	12,065	445,277	297,024
Malibu	2,865	6,530	3,044	8,403	262,327	221,711
Monte Carlo	3,110	3,615	2,988	8,417	120,869	137,845
Chevrolet	265	4,800	261	792	128,758	146,218
Corvette	500	980	601	1,689	43,044	27,387
Oldsmobile Division	16,498	18,464	16,201	44,496	789,335	828,869
Omega	2,400	2,554	2,280	5,624	109,236	131,286
Cutlass	4,800	9,860	4,785	13,416	381,726	358,822
Cutlass/Ciera	3,143	.....	2,980	8,359	.....	21,948
Oldsmobile	5,500	5,175	5,547	15,445	225,861	273,260
Toronado	655	875	609	1,652	72,512	43,553
Pontiac Division	9,314	8,995	9,150	29,408	559,509	529,594
Acadiant †	165	140	163	503	18,460	18,218
J2000	.....	.....	.....	3,514	.....	87,193
Sunbird ('80)	.....	.....	.....	.....	145,628	.....
T1000	477	.....	1,562	3,254	.....	87,411
Firebird	1,963	1,720	1,042	3,655	77,318	48,987
Phoenix	1,384	2,735	1,304	3,858	132,379	95,409
Grand Prix	1,640	2,400	1,645	4,678	73,206	96,945
Bonneville ('82)	1,640	.....	1,661	4,715	.....	28,321
A6000	2,045	.....	1,773	5,231	.....	15,019
LeMans	.....	1,500	.....	.....	62,554	42,027
Pontiac	.....	500	.....	.....	49,964	10,064
VOLKSWAGEN	4,112	4,550	3,591	7,703	190,896	161,929
CHECKER	.....	85*	.....	.....	3,146	2,009*
Total Cars, U. S.	117,149	131,110	97,589	285,218	6,244,882	6,225,156

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
CHEVROLET	13,913	13,888	13,334	33,223	475,350	465,207
DODGE	3,300	1,800	3,114	8,713	115,115	95,964
FORD	13,217	14,627	4,877	21,572	577,466	610,074
GMC	3,967	5,317	4,978	12,655	153,589	171,581
INTERNATIONAL	.....	1,730	1,150*	2,065	64,921	65,934
VOLKSWAGEN	588	650	504	1,092	27,212	36,863
MACK	.....	485	.....	.....	22,443	.....
JEEP	1,500*	1,740*	1,500*	3,000*	79,601*	85,388*
AM GENERAL	50*	85*	50*	140*	8,041*	3,586*
MISCELLANEOUS	1,400*	525	1,400*	3,920*	36,775	66,920*
Total Trucks, U. S.	37,935	40,947	30,907	86,380	1,560,513	1,601,517

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
CHRYSLER CORP.	2,000	1,600	2,013	5,693	50,529	84,205
FORD MOTOR	3,130	4,476	3,067	6,437	175,478	135,199
GENERAL MOTORS	5,842	6,718	4,049	14,547	239,122	267,400
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	.....	295	237	427	15,622	11,091
MACK	.....	40	.....	.....	2,051	.....
Total Trucks, Canada	10,972	13,129	9,366	27,104	500,929	497,895
N. American Trucks	48,907	54,076	40,273	113,484	2,061,442	2,099,412

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 19, 1981	Week Ended Dec. 20, 1980	Week Ended Dec. 12, 1981	Dec. to Date	Jan. 1 to Dec. 20, 1980	Jan. 1 to Dec. 19, 1981
AMERICAN MOTORS	960	600	784	1,744	3,109	34,322
CHRYSLER CORP.	2,800	1,800	2,700	7,060	69,314	67,059
FORD MOTOR	1,900	1,472	3,657	8,960	242,956	203,895
GENERAL MOTORS	8,468	12,921	7,804	22,095	498,614	469,670
VOLVO	225	225	225	630	9,797	10,235
Total Cars, Canada	14,353	17,018	15,170	40,489	823,790	785,181
N. American Cars	131,502	148,128	112,759	325,707	7,068,672	7,010,337
N. American Trucks	48,907	54,076	40,273	113,484	2,061,442	2,099,412
North American Cars and Trucks	180,409	202,204	153,032	439,191	9,130,114	9,109,749

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TC 2700-1

Automotive News

Detroit, December 28, 1981

© Entire contents copyright, 1981, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

EPA proposes averaging for 1985 diesels

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — U. S. and foreign makers offering diesel power in passenger cars and light-duty trucks would be offered the option of averaging emissions from these vehicles to meet the diesel particulate standard of .2 grams per mile in 1985 under regulations proposed by EPA.

Were the companies to take advantage of the averaging scheme, they could as a whole save from $188 to $376 million over a five-year period without "any appreciable loss of air quality benefits," EPA says.

The averaging concept had been suggested to the agency by General Motors and Volkswagen of America, two firms deeply committed to diesel technology.

Both firms had offered averaging programs, but EPA decided to reject these on anticompetitive grounds and instead is proposing a limited-scope averaging plan it believes avoids most of the anti-competitive aspects as well as some negative environmental impacts inherent in both the GM and VWoA plans.

• EPA is suggesting that under its proposal a manufacturer could establish individual particulate emissions limits for each engine family included in the averaging program such that when they were weighted by their respective family production and averaged together, the manufacturer's resulting diesel average particulate level would be equal to or below the applicable particulate standard.

In no case, however, would EPA permit a vehicle to emit more than 0.4 grams per mile particulates.

EPA said it was taking that position, even though it recognized this will limit the range of the averaging concept, to deal with the possibility of large numbers of relatively high particulate emitters being sold in one region, for example, a taxi fleet of vehicles emitting near the .4 grams per mile limit for the Manhattan area.

The agency said it is also considering not allowing the selling of vehicles normally counted in an averaging program, in high altitude areas and California.

EPA says it will not get involved in enforcing the particulate standard under the averaging proposal until the end of the calendar year but that for inspection and maintenance purposes will require that each vehicle be labeled with its applicable particulate standard.

Thus, some vehicles will have

Continued on Page 11, Col. 1

Dream showroom

Wright building done right

Mercedes-Benz Manhattan recently reopened its renovated showroom which was designed originally by Frank Lloyd Wright in 1954. One of only three buildings in New York City by the famous architect, the dealership showroom now makes use of one feature in the original design that was not implemented: A mirror built into the ceiling in the shape of a three-pointed star. Through the use of additional mirrors, a customer can see five cars at a time in the relatively limited space (3,600 square feet).

UAW's decision due on early talks at Ford and GM

By Marjorie Sorge
Labor Editor

The UAW will decide early next month whether it will conduct early negotiations with the auto makers.

Members of the union's Ford and General Motors councils will meet separately Jan. 8 in Chicago to weigh the poor economic situation in the auto industry and their own problems against early bargaining.

UAW Vice Presidents Donald Ephlin and Owen Bieber called the meetings of the 225-member Ford Council and the 300-member GM Council after the union's bargaining units had polled the feelings of the rank-and-file. It is now up to the two councils to decide whether there will be early negotiations. The current contracts expire Sept. 15. Ordinarily, bargaining would begin in mid-summer.

The UAW Executive Board voted Dec. 9 to allow the councils to make the decision on early bargaining. It had previously said the union would not begin early negotiations with any company.

"The depression in the auto industry has gone from bad to worse," Ephlin said. "This is the 23rd month in which indefinite layoffs have affected more than 150,000 workers."

He said Ford is in bad shape and something must be done to protect jobs. Ephlin is head of the UAW's Ford Department.

Bieber, head of the GM Department, said, "Indefinite layoffs at GM right now are at their highest level in months and the prospects for the immediate future don't look optimistic."

There are 51,222 U. S. hourly workers indefinitely laid off at Ford and 112,000 off at GM.

While Alfred S. Warren, GM's labor relations vice president, said the move was another positive step by the union, GM Chairman Roger B. Smith said it may be too late to save some jobs.

"We've asked them and asked them to sit down and negotiate with us before it's too late. I'll tell you something — it's too late for somebody today," Smith said in an interview with UPI last week.

He did, however, praise the union's decision to begin early negotiations if the workers approve.

Ford Chairman Philip Caldwell also praised the decision, calling it a "positive move by the UAW." He added, "We hope that this is a step toward negotiation of a new contract for which there is such an urgent need."

Ford is expected to lose between $950 million and $1 billion this year, while GM is expected to show a profit of about $350 million.

• While it is conceivable that one of the two UAW councils could vote not to begin early negotiations, Ephlin said the situation is "very unlikely." He said it is very advantageous to both the companies and the union to keep the present pattern bargaining form.

Earlier, some analysts thought the 1982 negotiations might mark the end of pattern bargaining because of the varying financial situations at, specifically, Ford and GM.

This could result in adding another tier to the auto company wage structure. GM and Ford have already complained that Chrysler Corp. has a cost

Continued on Page 16, Col. 4

Program includes payments to dealers for over-quota orders

New Chrysler rebate: $300-$1,000

By Joseph Bohn
Marketing Editor

Chrysler, as previously reported, (Automotive News, Dec. 21), is beginning the new year the way it ended the old — with a consumer rebate. "Get a car; get a check" is being revived as the advertising theme.

The newest rebate, which starts Jan. 1, goes across the board on all '81 and '82 domestic and imported cars and trucks, except Newport/New Yorker, St. Regis and LeBaron convertibles, with payments to customers of $300 to $1,000.

Chrysler is additionally paying bonuses of $100 to $400 per unit to dealers who order more than their required wholesale allocation, and $300 per unit for vehicles ordered but not sold during the rebate period. Dealers must order their quota of cars to participate in the retail rebate.

The rather complicated program works this way.

The retail rebate portion runs from Jan. 1 to Feb. 28. Chrysler pays all the rebate money (no contribution by dealers) in the following amounts:

1. $300 — All '81 Omni/Horizon, all '82 Omni/Horizon, except Misers; all '81 and '82 TC3 and 024, including Misers; all '81 and '82 import cars; all '81 Aries/Reliant and all '82 Aries/Reliant, except the low-line 2-door $5,995 price leader; all Dodge 400 and LeBaron front-drive models except the LeBaron convertible, and all Miser pickup trucks.

2. $500—All '81 and '82 import trucks; all '81 and '82 vans; all '81 and '82 regular pickup trucks, excluding Misers; all '81 and '82 Diplomats; '82 Gran Fury; '81 LeBaron, and '81 and '82 Cordoba/Mirada.

3. $1,000—All '81 and '82 Ram Wagons (Sportsman); '81 Trail Dusters; '81 and '82 Ramchargers, and the '81 and '82 Imperial.

• In order to participate in the rebates, dealers must order a specified number of vehicles for both January and February. The order allocations are based on the average of the dealer's retail sales during September-October-November of 1981.

A dealer must place his full January allocation order by Jan. 8 and his February allocation by Feb. 5 to participate.

However, retail sales are tied to wholesale order objectives. If a dealer was required to order 100 cars for January, but sold only 75, he can deduct 25 units from his February order allocation. Conversely, if he ordered 100 units for January, but retailed 125, he would be obliged to order an additional 25 for his February allocation.

The replacement feature of the program, which emphasizes sales in order to keep factory lines running, led to Chrysler calling its program "the one for one retail incentive program."

Dealers who voluntarily order 25 percent more units than their

Continued on Page 11, Col. 1

breaking news

Sizing Ford's future fullsizers

DEARBORN. — Ford Motor's next wave of fullsize cars, codenamed "Taurus," will be about the same size as today's Granada. Front-drive LTD and Marquis replacements, due in late '85, will be five-passenger models riding on a 105.7-inch wheelbase, down more than eight inches from current models. Powertrain is said to be Ford's new "Penta" engine, a four-cylinder derivative of the old 200-CID inline six, and a five-speed transmission. The 105.7-inch platform will also be used for the new FWD Lincolns, which bow in mid-1986.

Renault lands on Arab boycott list

PARIS. — Renault has been placed on the Arab boycott list. The move stems from Renault's 46-percent stake in American Motors, which has a manufacturing license to produce Jeeps in Israel.

Nissan creates financing subsidiary

CARSON, Calif. — Nissan U.S.A. has formed a new subsidiary, Nissan Motor Acceptance Corp., to handle wholesale and retail auto financing for Datsun dealers and their custo-

See BREAKING NEWS, Page 4, Col. 1

NEWSPAPER

AN JANB3
MD2081◆CNGLIAO OE 1N09S 92001E
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

NADA, vehicle firms meet in Washington

Expansion of AUTOCAP charted

WASHINGTON.—Auto manufacturers and distributors committed to the AUTOCAP system joined NADA's AUTOCAP Advisory Committee here to develop methods to strengthen the consumer complaint mediation program.

The meeting, first of its kind, resulted in several recommendations to NADA, including suggestions for technical systems to review and monitor AUTOCAPs. Suggestions were also made on ways to recognize outstanding programs and deliver professional training to state and local AUTOCAP staffs.

Richard Wagner, NADA Consumer Affairs Committee Chairman, said NADA has renewed its commitment to AUTOCAP, "financially, as well as philosophically," and is stepping up efforts to expand the program.

Penelope Longbottom, former AUTOCAP director and current NADA media director, has been named NADA director of media and consumer affairs. She will work with the existing staff in an attempt to expand AUTOCAP into a nationwide operation by the end of 1982.

Factory representatives at the meeting promised that their zone offices will contact dealers in non-AUTOCAP regions about the benefits of the third-party arbitration system. They will urge their dealers to press their local dealer groups to add AUTOCAP, Longbottom said.

Central to the day-long meeting were reports from factory representatives detailing experiences with the AUTOCAP partnership established nearly one year ago.

Under that agreement, participating companies agree to honor AUTOCAP panel recommendations for product and warranty questions not satisfactorily resolved through in-house systems. The decisions are not binding on the customer.

Thirty-two AUTOCAPs currently provide this mediation service for American Motors and 16 importers and distributors.

Several auto makers present described stepped-up efforts to promote AUTOCAP to their owners, dealers and zone offices. Volvo of America distributed a 12-page book on the program to all its dealers at new-model introduction.

Toyota Motor Sales and Saab-Scania of America included AUTOCAP in their 1982 owners' manuals. Saab-Scania also incorporated the program into a new-model introduction film for dealers.

Other manufacturers and importers represented at the meeting were AMC, American Honda Motor Co., American Isuzu Motors, DeLorean Motor Co., Fiat Motors of North America, Jaguar-Rover-Triumph, Nissan and Subaru of America.

Duncan Read, industry relations director of the Federation of Automobile Dealer Assns., of Canada, also attended. AUTOCAP is being reviewed by the FADA as it prepares to recommend a third-party dispute resolution program to its 13 member associations.

Representing the Automobile Importers of America were George Nield, president, and Milton Andres, legal counsel.

AUTOCAP Advisory Committee members attending were Richard Wagner, NADA director for Connecticut and chairman of the committee; Mark Herrman, NADA director for Metropolitan New York; Jack Price, NADA director for New Mexico; Gerry Murphy, managing director of the Automotive Trade Assn. of the National Capital Area, and Dick Welte, executive vice president of the Niagara Frontier Automobile Dealers Assn.

Older imports to get eased tailpipe rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An EPA rule that requires individuals importing a vehicle not certified to U. S. tailpipe standards to have that vehicle modified before it can be driven is being revised by the agency, on an interim basis, to ease this requirement for older vehicles.

According to EPA officials, individuals importing a vehicle more than five years old, and who have never imported a vehicle before, will not be required to have the vehicle modified to meet U. S. tailpipe standards. This will be allowed one time only, the officials said, and does not apply to commercial importers.

They said individuals still must bond the vehicle, as has been the practice, because the NHTSA is not participating in the action.

Nontheless, the officials said, there should be a reduction in both time and expense for people bringing in an older vehicle and for the EPA, too. Indeed there should be, because some vehicles are very costly to modify.

They said the EPA adopted the new policy on an interim basis to see what the results would be and as part of its rulemaking procedure regarding a rule it has proposed allowing individual exemptions from the import regulations altogether.

The officials said they believed this proposal will be dropped for one similar to the interim policy except that the final rule might also eliminate the bonding requirement.

Manufacturers and importers for resale had objected to the proposed rule on the grounds that it would lead to a tidal wave of non-certified vehicles entering the country, leave the makers holding the bag when parts for such vehicles are not available and leave them at a distinct competitive disadvantage.

AOT luncheon in Atlanta slates GM's McDonald

MIDLAND, Mich. — F. James McDonald, president and chief operating officer of General Motors, will be the featured speaker at AOT's 43rd annual luncheon in Atlanta on Feb. 21.

The luncheon will be held in connection with the NADA Convention and Exposition.

Recipients of AOT's 1982 Distinguished Service Awards will be honored at the luncheon. AOT Chairman Drex Minshall will announce the new Hall of Fame electees and the New York Times/Automotive Hall of Fame Automotive Industry Leader of the Year award.

Fire hits Olds point

MILFORD, Conn.—Fire caused damage estimated at over $500,000 at Enterprise Oldsmobile.

index

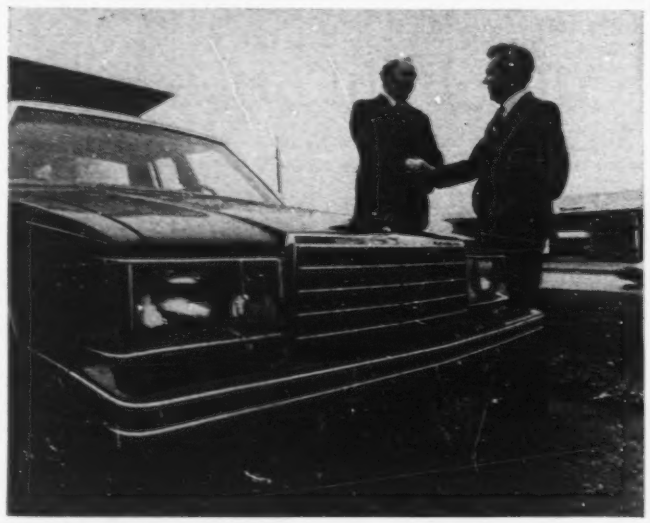
Auction reports	16
Automotive World News	6
Classified advertising	17
Editorial page	10
Engineering	13
Production by makes	23
Registrations, car, truck	14, 15
Truck highlights	14

57th year — No. 4895

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Orchestrating factory-dealer program

AUTOCAP Advisory Committee Chairman Richard Wagner, center, addresses dealers and factory representatives during a meeting on the NADA complaint mediation system. Kelly Cullins, assistant AUTOCAP director, and George Nield, Automobile Importers of America president, look on.



The fleet's in

Frank Hennessy, left, president of Handleman Co., receives keys to a Plymouth Reliant Custom from Fran Hazelroth, director of fleet programs for Chrysler Corp. Handleman is taking delivery of 362 Chrysler Corp. K-cars.

Chrysler fleet sales reported up 28 pct.

DETROIT. — Chrysler Corp.'s fleet sales are running 28 percent ahead of last year for the first two months of the model year, said Francis G. Hazelroth, director-fleet programs.

Chrysler K-cars, particularly, are responsible for the big increase, said Hazelroth, announcing the latest sale of a fleet of 362 cars to Handleman Co., which produces and markets phonograph records.

Hazelroth reported October-November fleet sales of 30,957 cars, compared with 24,265 for the corresponding period a year ago. Truck sales increased 32 percent with 4,311 units sold in the first two months of the 1982 model year compared with early 1981-model sales of 3,275 units.

Plymouth Reliant and Dodge Aries K-car sales increased 127 percent in this period with 21,795 units sold, compared with 9,594 in October-November, 1980.

K-cars were the choice of Handleman, which said that 70 percent of its total fleet would be Reliant and Aries models. Deliveries to Handleman are expected to be completed this month.

Selection of the cars followed a year of extensive testing in Handleman branch offices in Baltimore, Denver, and Los Angeles, said Dan F. Whitt, Director of Traffic/Transportation for Handleman. He cited economy of operation and dependability recorded during the test program as key reasons for the purchase.

The cars will be custom models, equipped with Chrysler's high-mileage "Trans-4" 2.2-liter engines and automatic transmissions.

The cars are being used in Handleman's lease-car program for sales representatives throughout the U. S. and Canada.

Japan's makers vow to fight to end against tougher quota

TOKYO.—Japanese auto makers are "prepared to fight to the bitter end" against any attempts to further reduce their exports to the U. S., the Japan Economic Journal reported.

The reaction followed suggestions by U. S. Administration officials that the Japanese may be asked to cut their auto exports below the 1.68-million limit imposed by "voluntary" restraints.

Terms of the agreement negotiated last May called for a 1.68-million unit cap on Japanese car shipments in the April 1, 1981-March 31, 1982 period.

In the second year of the agreement, the Japanese makers are allowed 1.68 million cars plus 16.5 percent of anticipated growth in the U. S. market. A third year of unspecified restraints was also possible under the accord.

The problem is that there has been no growth in the U. S. market. To the contrary, even with Japanese exports cut 7.7 percent below 1980 levels under the quota, they are expected to take a larger share of the shrunken market during the first year under the import quotas.

The Japanese makers point to projections of 9.5 million sales in 1982. Under the system negotiated, their share should be 1.81 million exports—not something less than 1.68 million, they said.

The financial newspaper quoted one Japanese industry leader as saying, "It's nonsense. When an accord was reached between the two countries last spring, I heard nothing from our government about the possibility of shipments in the second year being set smaller than in the first year."

The Japanese also pointed to projections made by U. S. Transportation Secretary Drew Lewis that an upturn in demand will begin in the second half of 1982.

Voluntary curbs in Europe and a depressed domestic market have made the U. S. even more important to the Japanese auto industry. The U. S. is its largest export market.

Fuel heater aids starting, Peterbilt says

NEWARK, Calif. — Peterbilt Motors Co. has announced the availability of a new in-line fuel heater which eliminates diesel fuel-flow problems due to frozen or clogged lines or jelled fuel.

The in-line heater—called the "HOTLINE" — melts the wax which can build up in diesel fuel during cold-weather operation, a spokesman said, permitting trucks to start easily at low temperatures, to be fast-idled to warm the engine without stalling, and to operate without the power loss or stalling caused by wax buildup in filters and lines under cold-weather operating conditions.

The HOTLINE heater is available as an option on all new Peterbilts or can be purchased from Peterbilt dealers for installation on any Class 6, 7 or 8 diesel-powered vehicle.

The new heater also is available at all Peterbilt parts outlets in the U. S. and Canada.

The HOTLINE is a self-contained, self-regulating, 12-volt direct-current heating device installed inside the fuel line between the fuel tank and the primary fuel filter.

Installation involves replacement of the existing fuel line

Continued on Page 22, Col. 4

S-10 start is best ever for Chevrolet trucks

DETROIT.—Chevrolet's all-new, domestic compact pickup truck — the S-10 — is the best-selling new vehicle in the division's 65 years of producing trucks, according to M. H. (Mike) Erdman, national truck sales manager.

The S-10 was introduced officially in dealer showrooms early in November, and through the first 10 days of December, 11,006 units had been retailed. Erdman said Chevrolet has a backlog of about 28,500 retail orders.

Veteran truck dealer honored by GMC

T. E. Dickerson, left, Dickerson GMC, Inc., Roanoke, Va., was honored recently for his more than 25 years of GMC truck sales and service. Presenting him a plaque is John Rako, GMC's Washington zone manager. Looking on is Tommy Dickerson, the dealer's son.

Subaru restyles BRAT, its first since '78 intro

PENNSAUKEN, N. J. — Subaru's 1982 open-bed BRAT (Bi-Drive Recreational All-Terrain Transporter) has undergone its first restyling since the 1978 introduction, with the emphasis on aerodynamics and new creature comforts.

A new exterior feature is the standard Halo Twin roof, a two-piece combination of T-top and sunroof which can be opened or removed entirely. In its open position, it gives the vehicle a gull-wing look.

When the panels are removed, they can be stored in specially designed protective areas behind the interior seats.

New interior creature comforts of the 4x4 BRAT include a tilt steering wheel and a driver's seat with adjustable lumbar support.

BRAT's new body includes a recessed kick-step imprinted with a "4WD" logo. Subaru said the kick-step provides easy access to the vehicle's two bed-mounted, rear-facing jump seats.

The new GL model features halogen headlights and a halogen off-road running light in the center of the new black grille. An all-new instrument panel with greater visibility is standard on the GL.

• A monitor display on the panel lets the driver know when a door's ajar or the parking brake is engaged, a first for the BRAT. It also informs the driver about fluid levels, defroster use and other functions.

Another standard feature on GL models is the dual-range

Continued on Page 22, Col. 2

'82 BRAT features Halo Twin roof

Standard on Subaru's '82 BRAT models is the Halo Twin roof, a two-piece combination of T-top and sunroof. In the open position, it gives the 4x4 vehicle a gull-wing look.

Truck calendar

1982

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

March 10-13 — International Trucking Show (West), George Moscone Convention Center, San Francisco.

April 3-6 — NADA American Truck Dealers Division, 19th annual convention & exposition, Marriott Hotel, New Orleans.

May 19-21 — International Trucking Show (East), Dallas Convention Center, Dallas.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

truck industry news

Total dips after September upturn

October registrations go into retreat again

After a one-month increase in September over a year ago, registrations of new trucks of all types in the U. S. in October fell back into the pattern which has prevailed in the industry most of the time since early 1979.

During the month, according to R. L. Polk & Co. statistics, there were 170,584 new-truck tallies, a decline of 8 percent from the previous year's 185,434 units.

September registrations were almost 3 percent higher than the total in 1980.

The 10-month count was down 12.4 percent from last year, 1,836,260 versus 2,095,919, with declines exceeding 10 percent in all three market segments.

Lone bright spots in both the 10-month and October reports were the increases in registrations of Group 3 trucks and non-captive imported light trucks.

Group 3 registrations through October were up 79.5 percent to 10,489, compared with 5,843 a year ago. During the month, 1,041 units were tallied, a gain of 102.5 percent over the year-ago 514.

Ten-month registrations of the non-captive imports showed an increase of 3.4 percent, from 256,007 units in 1980 to 264,689 this year. In October, the count was 29,678, an increase of 25.3 percent over last year's 23,677 units.

Light-truck registrations through October were off 11.8 percent from a year ago, 1,656,180 versus 1,878,176. Mediums totaled 46,339, a dip of 14.7 percent, while heavies were down 18.2 percent, from 163,437 in 1980 to 133,741 this year.

Because of the improvement in sales of the non-captive imports during the year, registrations in Group 1—into which almost all of the imports fall—suffered the smallest decline in the 10-month totals.

Through October, the Group 1 count was 921,740, a drop of 3.8 percent from last year's 958,116. Group 2 tallies were down 20.8 percent, from 914,217 units in 1980 to 723,951.

Registrations in Group 6, the

Continued on Page 22, Col. 5

HD registrations for 10 months off 18 pct. from '80

Ten-month registrations of new heavy trucks in the U. S. were down 18.2 percent from last year and almost 26 percent below the alltime January-October high achieved in 1979.

Through October, according to R. L. Polk & Co. statistics, 133,741 new Groups 7 and 8 trucks were registered, compared with 163,437 a year ago and 181,053 in the like period two years ago.

During the month, there were

Continued on Page 22, Col. 3

U. S. TRUCK REGISTRATIONS

10 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	10 mos., 1981	Percent Share of '81 market	10 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	596,269	32.47	659,289	31.46	+ 1.01
Chevrolet	543,942	29.62	619,896	29.58	+ 0.04
Dodge	136,865	7.45	196,507	9.38	— 1.93
GMC	133,293	7.26	155,201	7.40	— 0.14
International	52,880	2.88	60,271	2.88	.....
Jeep	47,886	2.61	68,153	3.25	— 0.64
Mack	15,827	0.86	18,000	0.86	.....
Plymouth*	12,684	0.69	24,764	1.18	— 0.49
Kenworth	8,786	0.48	9,662	0.46	+ 0.02
Freightliner	7,311	0.40	9,148	0.44	— 0.04
Peterbilt	5,250	0.29	6,019	0.29	.....
White	2,340	0.13	4,303	0.20	— 0.07
Volvo	1,398	0.08	745	0.04	+ 0.04
Autocar	998	0.05	1,293	0.06	— 0.01
Western Star	669	0.04	933	0.04	.....
Diamond Reo	77	.....	89	.....	.....
Misc.**	269,785	14.69	261,646	12.48	+ 2.21
TOTALS	1,836,260	100.00	2,095,919	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980; Kentucky, October, 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes Imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

10 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	10 mos., 1981	Percent Share of '81 market	10 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	34,441	25.75	32,340	19.79	+ 5.96
Ford	28,203	21.09	39,276	24.03	— 2.94
GMC	18,216	13.62	25,444	15.57	— 1.95
Mack	14,581	10.90	17,510	10.71	+ 0.19
Chevrolet	8,872	6.63	13,750	8.41	— 1.78
Kenworth	8,786	6.57	9,662	5.91	+ 0.66
Freightliner	7,311	5.47	9,148	5.60	— 0.13
Peterbilt	5,250	3.93	6,019	3.68	+ 0.25
White	2,340	1.75	4,303	2.63	— 0.88
Volvo	1,383	1.03	743	0.46	+ 0.57
Autocar	998	0.75	1,293	0.79	— 0.04
Western Star	669	0.50	933	0.57	— 0.07
Diamond Reo	77	0.06	89	0.06	.....
Misc.	2,614	1.95	2,927	1.79	+ 0.16
TOTALS	133,741	100.00	163,437	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980; Kentucky, October, 1980.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

10 MONTHS, 1981 VS. 1980★

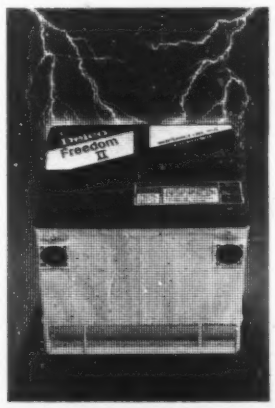
		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Oct. '81	.....	.....	.....	.....	.....	.....	.....	133	133
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	111	111
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	998	998
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,293	1,293
BROCKWAY	Oct. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	Oct. '81	25,703	19,130	736	.....	37	584	703	106	46,999
	Oct. '80	27,553	21,363	273	.....	82	980	947	211	51,409
	Year to date '81	29,459	224,171	9,655	.....	657	7,128	7,889	983	543,942
	Year to date '80	304,596	288,143	1,101	.....	1,241	11,065	11,123	2,627	619,896
(Memo Units) #	Oct. '81	9,391	6,580	.....	.....	.....	.....	.....	.....	15,971
	Oct. '80	12,743	6,069	.....	.....	.....	.....	.....	.....	18,812
	Year to date '81	111,968	69,987	.....	.....	.....	.....	.....	.....	181,955
	Year to date '80	138,972	83,935	.....	.....	.....	.....	.....	.....	222,907
DIAMOND REO	Oct. '81	.....	.....	.....	.....	.....	.....	.....	2	2
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	6	6
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	77	77
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	89	89
DODGE	Oct. '81	6,869	4,853	24	.....	.....	.....	.....	.....	11,746
	Oct. '80	9,022	7,423	211	.....	.....	.....	.....	.....	16,656
	Year to date '81	78,704	57,756	402	3	.....	.....	.....	.....	136,865
	Year to date '80	86,102	105,995	4,220	190	.....	.....	.....	.....	196,507
(Memo Units) #	Oct. '81	3,844	3,097	1	.....	.....	.....	.....	.....	6,942
	Oct. '80	6,098	4,436	141	.....	.....	.....	.....	.....	10,675
	Year to date '81	46,154	33,523	26	.....	.....	.....	.....	.....	79,703
	Year to date '80	57,682	67,146	1,861	.....	.....	.....	.....	.....	126,689
FORD	Oct. '81	17,114	32,858	.....	.....	.....	976	1,846	812	53,606
	Oct. '80	20,512	33,055	30	.....	.....	1,335	1,853	692	57,477
	Year to date '81	200,540	354,941	.....	.....	.....	12,585	20,814	7,389	596,269
	Year to date '80	208,421	394,118	504	.....	.....	16,970	27,396	11,880	659,289
(Memo Units) #	Oct. '81	6,535	11,750	.....	.....	.....	.....	.....	.....	18,285
	Oct. '80	8,171	10,318	.....	.....	.....	.....	.....	.....	18,489
	Year to date '81	71,776	116,764	.....	.....	.....	.....	.....	.....	188,540
	Year to date '80	85,838	129,605	.....	.....	.....	.....	.....	.....	215,443
FREIGHTLINER	Oct. '81	.....	.....	.....	.....	.....	.....	.....	742	742
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	733	733
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	7,311	7,311
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	9,148	9,148
VOLVO	Oct. '81	.....	.....	.....	.....	.....	.....	104	31	135
	Oct. '80	.....	.....	.....	.....	.....	.....	72	18	90
	Year to date '81	.....	.....	.....	.....	2	13	783	600	1,398
	Year to date '80	.....	.....	.....	.....	.....	2	580	163	745
GMC	Oct. '81	4,321	5,149	281	.....	86	524	1,033	803	12,199
	Oct. '80	4,152	5,713	.....	.....	213	972	1,083	1,408	13,541
	Year to date '81	48,273	60,459	430	.....	903	5,012	9,254	8,962	133,293
	Year to date '80	44,014	76,776	6	.....	704	8,257	11,561	13,883	155,201
(Memo Units) #	Oct. '81	573	1,667	.....	.....	.....	.....	.....	.....	2,240
	Oct. '80	655	1,517	.....	.....	.....	.....	.....	.....	2,172
	Year to date '81	7,225	17,741	.....	.....	.....	.....	.....	.....	24,966
	Year to date '80	7,731	21,087	.....	.....	.....	.....	.....	.....	28,818
INTERNATIONAL	Oct. '81	.....	116	.....	.....	.....	1,843	1,331	2,299	5,589
	Oct. '80	.....	2,150	.....	.....	.....	1,872	2,119	2,410	8,551
	Year to date '81	.....	2,126	.....	.....	.....	16,313	15,652	18,789	52,880
	Year to date '80	.....	15,142	.....	.....	.....	12,789	14,622	17,718	60,271
(Memo Units) #	Oct. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Oct. '81	2,998	1,977	.....	.....	.....	.....	.....	.....	4,975
	Oct. '80	3,870	3,041	.....	.....	.....	.....	.....	.....	6,911
	Year to date '81	30,324	17,562	.....	.....	.....	.....	.....	.....	47,886
	Year to date '80	41,943	26,210	.....	.....	.....	.....	.....	.....	68,153
(Memo Units) #	Oct. '81	2,998	1,517	.....	.....	.....	.....	.....	.....	4,515
	Oct. '80	3,870	2,037	.....	.....	.....	.....	.....	.....	5,907
	Year to date '81	30,324	12,832	.....	.....	.....	.....	.....	.....	43,156
	Year to date '80	41,943	19,048	.....	.....	.....	.....	.....	.....	60,991
KENWORTH	Oct. '81	.....	.....	.....	.....	.....	.....	.....	889	889
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	679	679
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	8,786	8,786
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	9,662	9,662
MACK	Oct. '81	.....	.....	.....	.....	.....	162	66	1,302	1,530
	Oct. '80	.....	.....	.....	.....	.....	84	.....	1,652	1,736
	Year to date '81	.....	.....	.....	.....	.....	1,246	284	14,297	15,827
	Year to date '80	.....	.....	.....	.....	.....	490	.....	17,510	18,000
PETERBILT	Oct. '81	.....	.....	.....	.....	.....	.....	.....	595	595
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	504	504
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	5,250	5,250
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	6,019	6,019
PLYMOUTH	Oct. '81	676	218	.....	.....	.....	.....	.....	.....	894
	Oct. '80	1,613	583	.....	.....	.....	.....	.....	.....	2,196
	Year to date '81	9,350	3,334	.....	.....	.....	.....	.....	.....	12,684
	Year to date '80	17,053	7,711	.....	.....	.....	.....	.....	.....	24,764
WESTERN STAR	Oct. '81	.....	.....	.....	.....	.....	.....	.....	78	78
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	101	101
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	669	669
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	933	933
WHITE	Oct. '81	.....	.....	.....	.....	.....	.....	.....	353	353
	Oct. '80	.....	.....	.....	.....	.....	.....	.....	372	372
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	2,340	2,340
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	4,303	4,303
MISCELLANEOUS*	Oct. '81	29,474	205	.....	.....	2	201	140	97	30,119
	Oct. '80	23,676	111	.....	.....	1	301	121	151	24,361
	Year to date '81	281,090	3,602	2	6	11	2,458	1,363	1,251	289,785
	Year to date '80	255,987	122	12	9	21	2,568	1,278	1,649	261,646
TOTALS	Oct. '81	87,165	84,586	1,041	.....	127	4,290	5,223	8,242	170,584
	Oct. '80	90,398	73,439	514	.....	296	5,544	6,195	9,048	185,434
	Year to date '81	921,740	723,951	10,489	11	1,573	44,755	56,702	77,702	1,836,260
	Year to date '80	958,116	914,217	5,843	199	1,966	52,141	66,560	96,877	2,095,919

★—No Oklahoma registrations 1981 and 1980; Kentucky, October, 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes Imports, Diveo, Henrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

A NEW DEFINITION OF POWER.



Delco Remy's introduction of the maintenance-free Delco Freedom Battery in 1970 gave new meaning to the word "power." Today, we've taken another step forward. Announcing the newest Freedom Battery—The Delco Freedom II.

Freedom II combines our best maintenance-free technology with the construction features proven in our heavy-duty truck batteries. The result is a battery with increased reliability and more efficient starting power than the original Freedom.

The energy-efficient, maintenance-free Delco Freedom II Battery.

Delco Remy

The leader under the hood

NEW CONVERTIBLES FOR FORD/LM DEALERS
Built the way convertibles should be built

- Mustangs
- Cougars
- T-Birds
- Mark VIs (Coming soon)

TRAFFIC BUILDERS WITH A PROFIT PUNCH
Magnificent craftsmanship • Full Structural reinforcement • Excellent visibility.

Coach Builders Ltd. 305/485-6460
Creatively Engineered Convertibles
3130 N.W. 17th Street, Ft. Lauderdale, FL 33311

People who need people use Automotive News classified ads.

GENERAL SALES MANAGER
33 Replies

BUSINESS MGR./ CONTROLLER
Looking for person with in depth GM experience. Will pay $25,000 bonus based on dealership to be right h[e]lp. Will pay all relocation expenses. All
55 Replies

Because our classified ads in Automotive News bring tremendous response. For good reason. Automotive News Classifieds reach some 225,000 readers in all branches of the automotive industry. To place your want ad, call Marie Hingst, Classified Advertising Manager, at (313) 567-9520. Call by 5 p.m. Monday to see your ad the following Monday. Or send the order blank in our classified section to Automotive News, 965 E. Jefferson Ave., Detroit, MI 48207.

Automotive News

CRUISE CONTROL
The New 'Escort' Electronic Unit
• Fits All Cars • Easy Installation
• Good Profit Margin • 12 Month Warranty
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687 In Ohio (513) 222-1491
AN-3

Cuts are similar to those at Ford

GM slashes white-collar benefits

By Marjorie Sorge
Labor Editor

DETROIT. — General Motors has cut the benefit package of its salaried workers. The cuts begin to take effect in January.

In a notice to its 19,000 white-collar workers worldwide, GM said the cuts were taken "in light of many difficult challenges facing the corporation."

Some observers say the cuts in the salaried benefits are to gear the blue-collar workers toward cuts in the union contract which expires next year. Negotiations on that pact could begin as early as next month.

UAW officials have said the auto companies must show an equality of sacrifice if they expect any concessions from the union.

Ford Motor Co. made similar changes earlier this month.

Changes in the GM salaried package include:

1. Discontinuing the nine days supplemental time off (STO) and one "floating" holiday for classified workers. Unclassified workers will lose five days vacation they were granted in lieu of the STO days and floating holiday. Those days are the white-collar equivalents of the hourly paid personal holidays (PPH). "Unclassified" employes are GM's top management, those in the bonus group.

2. Cost-of-living-adjustments (COLA) will now be paid only for time worked. Previously COLA calculations included time not worked such as vacations, holidays, sick times and other absences. For bonus-eligible employes, an amount equivalent to COLA will be deducted from their base salary for time not worked.

3. Effective immediately, vacations will temporarily be cut in half. Workers normally get between three and five weeks vacation. It is not certain how long GM will keep this cut in effect.

4. In the major medical portion of the health care program, the annual deductibles will be raised from $50 to $125 for individuals and from $100 to $250 for families. Also, the program will pay 80 percent of the first $5,000 of covered expenses after the deductible is paid and 100 percent after. The program had paid 80 percent of the first $2,500 and 100 percent thereafter.

The monthly contribution will be increased Feb. 1, 1982 from 45 cents to $2.20 for single coverage; from $1.10 to $4.70 for two-party coverage and from $1.30 to $7.70 for family coverage. Also, $3 co-payments for prescription and non-prescription drugs will not be covered.

Cuts will also be made in the amount reimbursable for nursing care, and medical charges judged unreasonable will not be covered.

• GM has also changed the savings-stock purchase program, subject to rulings by the Internal Revenue Service.

The earn-out period will be reduced from three years to 2½ years making it possible to receive two distributions in 1982.

The 6 percent penalty on withdrawals of GM contributions and earnings from matured classes is eliminated. This means workers can leave their funds in the tax-sheltered trust beyond maturity and still have access to them without paying a penalty.

GM matches the first 10 percent of savings deducted from employes' salaries. Savings above that amount are not matched. Now, under the new program, earnings on savings above the 10 percent of eligible salary can be withdrawn along with the savings before maturity.

In the spring of 1982, GM will introduce a new personal retirement income plan allowing employes to participate in the Individual Retirement Accounts (IRAs). Specifics of this plan are not available but it will allow employes to contribute up to $2,000 annually (deductible from taxable income).

In an Automotive News interview (Oct. 12), Kenneth E. Olthoff, GM's general manager, worldwide employe benefits, said hourly workers might be eligible for IRA benefits in the future depending on what is negotiated in the new agreement.

GM has already begun to lay off 13,000 salaried workers. GM posted a $468 million net loss in the third quarter, but is expected to show a profit for the year.

Jones in for Jones

COLUMBIA, S. C. — Sam Jones Jr. has taken over Hampton Pontiac here from his father, Sam Jones Sr., who is retiring.

factories list auction dates

American Motors
1982

Jan. 5—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Jan. 6 — Minneapolis Auto Auction, Minneapolis, Minn.

Jan. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

Jan. 12—Aptco Auto Auction, Taylor, Mich.

Jan. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.

Jan. 14—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

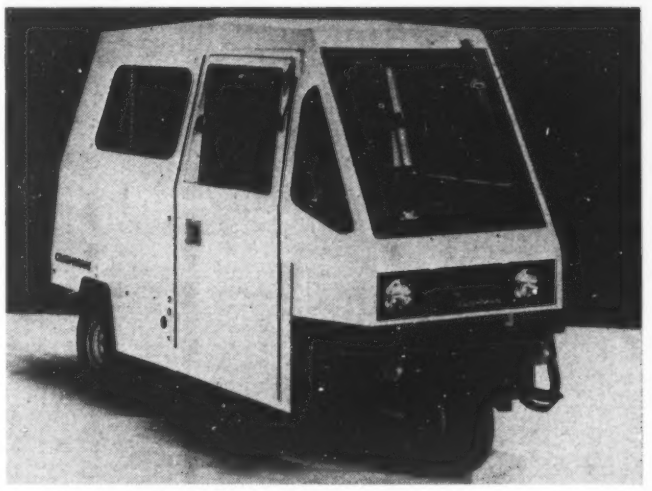
Model breakdown
Auction Averages

	DECEMBER	NOVEMBER*	OCTOBER
1981	$6,424	$6,689	$7,074
1980	5,363	5,454	5,697
1979	4,321	4,657	4,922
1978	3,475	3,782	3,731
1977	2,590	2,733	2,927
1976	2,026	2,099	2,140
1975	1,361	1,562	1,628
1974	1,130	1,166	1,258
Overall Average	$4,117	$4,315	$4,364

*revised

Used car sales
Auction Averages

December	$4,117
Month ago	$4,315
Year ago	$3,589



Cushman's little workhorse

The 1982 Cushman Delivery Vehicle features a restyled, more spacious cab with larger windows, wider doors and an improved flow-through ventilation system with optional roof vent accessory for increased driver comfort. The vehicle has a turning radius of less than 17 feet and a top speed of 39 MPH. Payload for the 60-cubic-feet carrier is rated at 1,000 pounds. OMC Lincoln-Cushman, Lincoln, Neb., is the manufacturer.

UAW decision due on opening negotiations at GM and Ford

Continued from Page 1

advantage because of the concessions granted by the UAW to help Chrysler get the federal loan guarantees. UAW President Douglas A. Fraser has said he doesn't like the present two-tiered wage structure and does not want to add another layer.

The Big Two have also said they have an $8 an hour labor cost disadvantage with the Japanese and want it all back in the next contract. The UAW has said there is a cost difference but it is not as high as $8.

When the contracts are being negotiated, both sides will hang tough. The union wants job security and the auto companies want concessions.

According to Ephlin, one major demand on the union's side will be that every job exported by a U. S. auto company be replaced by a job imported from one of its overseas subsidiaries.

The Ford and GM councils are not the only ones faced with possible bargaining. Both American Motors and International Harvester Co. have asked the union for changes in the current contracts.

The AMC Council met earlier this month and authorized a fact-finding mission on the company's proposed employe investment plan. That plan calls for workers to lend the company 10 percent of their raises for 22 months. Workers would be paid back with 10 percent annual interest.

Before the UAW Executive Board's decision, the AMC Council vetoed the plan. The Canadian segment of the council has also been opposed to the proposal but is willing to participate in the fact-finding operation, according to Buzz Hargrove, UAW administrative assistant.

That plan could generate as much as $150 million for AMC.

IH has asked the union for $100 million in concessions by next October.

The IH contract expires Oct. 1, 1982. The AMC contract expires in September, 1983.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-6100
4 Lane Selling Every Tuesday

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

TEXAS

TRI-STATE *AUTO AUCTION*
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

Want Quick Action and Good Results? Use Automotive News Want Ads! — Use Automotive News Want Ads for Quick Action and Good Results —

Total is up a fraction from 1980

Year's auto production: 6,295,205

By Patricia Hoffman
Staff Writer

While estimated U. S. auto production for 1981 showed a slight gain from that of 1980, the 1982 January and first quarter forecast is anything but favorable.

The makers wound up 1981 with output planned at 6,295,205 units, up a fraction from 6,246,749 in 1980.

For January, auto production is slated at 373,361 units, down 13.63 percent from 432,284 in the comparable 1981 month, and the outlook for first quarter is 1.4 million, down 7.03 percent from 1,539,978 in the first three months of 1981.

In the shortened holiday week last week, the makers targeted output at 72,782 units, down 36.39 percent from 114,416 the previous week, but a gain of 53.93 percent from 47,283 in the comparable 1980 week.

Breakdown for the week by company is: General Motors, 63.25 percent; Ford Motor, 26.52 percent; Chrysler Corp., 4.74 percent; Volkswagen of America, 3.39 percent, and American Motors, 2.10 percent.

Checker Motor's Kalamazoo plant remained idle last week after closing Nov. 18 for changeover. No date has been given for resumption of production.

Downtime was scheduled last week at three GM facilities. The Lordstown point was idled Dec. 4 and is slated to return Jan. 4. GM's Leeds point, also idled Dec. 4, will remain down after the holidays for conversion to the J-car. The facility is slated to return Jan. 11.

GM's Janesville point, down Oct. 19, continues a five-month shutdown to convert to the J-car.

Chrysler's St. Louis and Newark facilities were both closed Dec. 14 for early holiday downtime. St. Louis is slated to return Jan. 11, and Newark Jan. 18.

Also at Chrysler, the Jefferson point was idled last week to adjust inventories.

Volkswagen of America has extended the holiday downtime at it's Westmoreland facility. The point will resume operations Jan. 11.

All other car facilities closed last Wednesday (Dec. 23) for the holidays.

Year's car output in Canada slips 3.9 pct. below 1980

Canadian auto production for the 1981 calendar year, when the final count is in, is expected to drop 3.96 percent below the 1980 total, and truck output is scheduled to fall just a fraction below last year's mark.

Auto makers wound up 1981 with production of 797,710 units, down from 830,624 in 1980.

Truck production for the year was targeted at 505,945 units, down slightly from last year's build of 506,093.

Because of the shortened holiday week last week, auto production was scheduled at 11,078 units, down 29.90 percent from the previous week, but up a substantial 73.26 percent from 6,394 units in the comparable 1980 shortened week.

Last week's truck output was slated at 6,480 units, down 48.33 percent from 12,542 in the previous week, but a gain of 26.66 percent from 5,116 in the comparable 1980 week.

With the exception of two car and two truck facilities, all Canadian production was halted last week (Dec. 23) for the holidays.

American Motors' Brampton car facility was idled early on Dec. 18 and is slated to return Jan. 4.

General Motors' St. Therese car point closed Nov. 30. Operations are expected to resume Jan. 11.

International Harvester's Vancouver and Halifax truck points were idled for the holidays Dec. 14 and are expected to return Jan. 4.

Extended holiday downtime has been scheduled at GM's Oshawa (lines 1 and 2), and at Ford's Oakville car facilities. Both points are slated to return Jan. 18.

Ford's St. Thomas car facility will remain idle until Jan. 25.

Truck production will be halted at GM's Oshawa and Chrysler's Windsor facilities until Jan. 11.

Ford's Ontario truck plant will be idle until Jan. 18.

All other car and truck points are slated to return Jan. 4.

Yancy honored

Albert H. Yancy, left, owner of Yancy Chevrolet, Ashland, Ill., receives his silver anniversary award from Robert F. Svendsen, Peoria, Ill., assistant zone manager.

Truck production for 1981 tops 1980 by 3 pct.

The domestic truck makers expect to wind up 1981 with production slightly ahead of 1980, but the January forecast shows a sluggish start for 1982.

The estimated truck production for 1981 was 1,624,305 units, a gain of 2.94 percent over 1,577,979 in 1980.

For January, the makers forecast 114,671 units, down 18.43 percent from 140,584 in the comparable 1981 month, but the outlook for first quarter production is 443,903 units, up from 425,469 in the comparable 1981 period.

During the shortened holiday week last week, the makers targeted production at 22,094 units, down 42.80 percent from 38,629 in the previous week, but up 39.38 percent from 15,852 in the comparable period last year.

International Harvester's Ft. Wayne and Springfield facilities remained idle last week after closing early for the holidays Dec. 14. Both plants are slated to return Jan. 4.

All other truck facilities closed last Wednesday (Dec. 23) for the holidays.

Extended holiday downtime has been scheduled for Volkswagen of America's Westmoreland plant. The point will be down until Jan. 11.

3 in dealership scheme convicted of bank fraud

SPRINGFIELD, Mass.—Three men whose scheme to salvage the former United Chevrolet in Worcester forced shutdown of the Mohawk Bank & Trust Co., Greenfield, have been convicted of bank fraud by a jury in U. S. District Court.

Nunziato Fusaro, 86-year-old Worcester lawyer; Richard Robidoux, who owned the dealership, and Richard Saccone, who was president of the bank, were convicted on charges of misappropriation of bank funds, falsification of records and unauthorized bank check signing.

U. S. CAR PRODUCTION

	Week Ended Dec. 26, 1981	Week Ended Dec. 27, 1980	Week Ended Dec. 19, 1981	Dec. Est.	Jan. 1 to Dec. 27, 1980	Jan. 1 to Dec. 26, 1981
AMERICAN MOTORS	1,530*	1,473*	2,550*	6,630*	164,361*	116,302*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	3,450*	1,224*	9,127	37,972	615,465	748,037
Plymouth Total	1,912*	73*	4,408	16,937	281,354	365,777
Horizon	1,912*	.....	2,219	8,251	141,735	139,299
Reliant	.....	.....	2,189	8,686	67,370	216,891
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	44*	.....	.....	6,179	2,139
Gran Fury	.....	29*	.....	.....	14,335	7,448
Chrysler Total	.....	797*	1,260	5,186	80,872	56,831
LeBaron	.....	607*	1,260	5,186	61,234	51,969
Chrysler	.....	190*	.....	.....	19,638	4,862
Dodge Total	1,538*	354*	3,459	15,849	253,239	325,429
Omni	1,538*	.....	2,032	7,695	118,933	125,379
Aspen	.....	.....	.....	.....	36,881	.....
Aries	.....	.....	1,427	6,361	54,212	170,286
Diplomat	.....	291*	.....	.....	30,050	12,644
Dodge 400	.....	.....	.....	1,793	.....	13,438
St. Regis	.....	63*	.....	.....	13,163	3,682
FORD MOTOR	19,302	11,354*	25,113	50,355	1,268,934	1,308,043
Ford Division	13,527	7,494*	16,179	32,154	902,244	883,301
Escort	5,064	3,198*	4,106	10,095	103,584*	348,148
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	1,683	1,010*	3,162	5,351	196,506	175,615
Must./Must. II	2,613	.....	4,051	6,664	219,867	149,658
Granada	2,298	1,854*	3,389	6,515	107,697	102,928
T-Bird	1,728	626*	1,471	3,199	116,203	64,325
Ford	.....	806*	.....	.....	90,208	40,886
EXP	141	.....	.....	330	.....	1,741
L-M Division	5,775	3,860*	8,934	18,201	366,690	424,742
Mercury Total	4,770	3,112*	7,291	15,553	314,637	361,313
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,311	1,138*	1,174	2,742	35,995*	115,929
Capri	642	.....	1,355	1,997	64,319	49,190
Zephyr	1,062	496*	1,449	2,761	65,969	51,666
Cougar	825	98*	1,840	3,111	22,348	49,330
XR-7	231	854*	162	393	58,824	28,561
Mercury	687	526*	1,311	4,348	54,737	65,610
LN7	12	.....	.....	12	.....	1,027
Lincoln Total	1,005	748*	1,643	2,648	52,053	63,429
Continental ('82)	501	.....	822	1,323	.....	11,996
Lincoln	243	386*	481	724	22,501	26,251
Mark VI	261	362*	340	601	27,686	25,182
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	46,033	32,322	73,434	250,060	4,002,974	3,956,338
Buick Division	8,943	6,537	14,578	50,221	763,955	867,332
Skylark	2,139	1,599	3,261	12,060	213,040	260,717
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	1,218	1,271	2,102	6,829	161,853	103,014
Regal	2,799	1,905	4,751	15,985	200,418	263,101
Buick	1,944	1,352	3,065	10,921	145,172	171,775
Riviera	843	410	1,399	4,426	43,472	68,725
Cadillac Division	3,192	2,396	5,250	17,530	199,082	259,185
Cimarron	99	.....	124	499	.....	22,340
Seville	192	208	322	1,012	33,674	23,347
Eldorado	741	502	1,237	3,886	52,987	57,860
Cadillac	2,160	1,686	3,567	12,133	112,421	155,638
Chevrolet Division	18,255	11,860	28,073	93,041	1,716,094	1,455,994
Chevette	5,080	1,420	8,529	27,259	443,764	356,504
Cavalier	1,135	.....	1,901	6,054	.....	138,235
Celebrity	2,810	.....	3,902	12,970	.....	24,387
Monza ('80)	.....	.....	.....	.....	147,768	.....
Camaro	2,450	945	2,479	8,645	115,755	99,936
Citation	2,675	3,430	4,434	14,719	448,516	299,678
Malibu	1,635	2,435	2,777	9,950	264,412	223,258
Monte Carlo	1,950	1,390	3,191	10,448	122,000	139,876
Chevrolet	160	1,920	256	943	130,695	146,369
Corvette	360	320	604	2,053	43,184	27,751
Oldsmobile Division	9,897	7,564	17,185	55,080	761,421	839,453
Omega	1,440	971	3,060	7,724	110,456	133,386
Cutlass	2,880	4,149	4,753	16,249	385,022	361,655
Cutlass/Ciera	1,900	.....	3,210	10,326	.....	23,915
Oldsmobile	3,284	2,092	5,520	18,749	228,022	276,564
Toronado	393	352	642	2,032	37,921	43,933
Pontiac Division	5,746	3,965	8,348	34,188	562,422	534,374
Acadiant †	205	50	331	874	18,520	18,589
J2000	.....	.....	.....	3,514	.....	87,193
Sunbird ('80)	.....	.....	.....	.....	145,628	.....
T1000	285	.....	500	3,562	.....	87,719
Firebird	1,232	688	1,199	4,123	77,907	49,455
Phoenix	829	965	1,159	4,462	133,343	96,013
Grand Prix	984	1,544	1,659	5,681	74,698	97,948
Bonneville ('82)	984	.....	1,626	5,685	.....	16,075
A6000	1,227	.....	1,874	6,287	.....	16,075
LeMans	.....	600	.....	.....	62,296	42,027
Pontiac	.....	.....	.....	.....	.....	.....
VOLKSWAGEN	2,467	910	4,192	10,250	191,954	164,476
CHECKER	.....	.....	.....	.....	3,061	2,009*
Total Cars, U. S.	72,782	47,283	114,416	355,267	6,246,749	6,295,205

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 26, 1981	Week Ended Dec. 27, 1980	Week Ended Dec. 19, 1981	Dec. Est.	Jan. 1 to Dec. 27, 1980	Jan. 1 to Dec. 26, 1981
CHEVROLET	7,980	5,385	13,703	40,993	481,132	472,977
DODGE	1,200	472*	3,456	10,069	115,582	97,320
FORD	7,992	6,394*	13,293	29,640	585,218*	618,142
GMC	2,799	1,705	4,633	16,120	154,935	175,046
INTERNATIONAL	.....	562*	.....	2,065	65,159	65,934
VOLKSWAGEN	353	130	594	1,451	27,481	37,222
MACK	.....	180*	.....	.....	22,796	.....
JEEP	900*	788*	1,500*	3,900*	80,619*	86,288*
AM GENERAL	30*	36*	50*	170*	8,082*	3,616*
MISCELLANEOUS	840*	200*	1,400*	4,760*	36,975	67,760*
Total Trucks, U. S.	22,094	15,852	38,629	109,168	1,577,979	1,624,305

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 26, 1981	Week Ended Dec. 27, 1980	Week Ended Dec. 19, 1981	Dec. Est.	Jan. 1 to Dec. 27, 1980	Jan. 1 to Dec. 26, 1981
CHRYSLER CORP.	1,200	640	1,943	6,836	51,286	85,348
FORD MOTOR	1,680	1,728	3,215	8,202	176,989	136,964
GENERAL MOTORS	3,600	2,620	7,384	19,689	241,869	272,542
AMERICAN MOTORS	.....	.....	.....	.....	18,127	.....
INTERNATIONAL	.....	118	.....	427	15,745	11,091
MACK	.....	10*	.....	.....	2,077	.....
Total Trucks, Canada	6,480	5,116	12,542	35,154	506,093	505,945
N. American Trucks	28,574	20,968	51,171	144,322	2,084,072	2,130,250

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 26, 1981	Week Ended Dec. 27, 1980	Week Ended Dec. 19, 1981	Dec. Est.	Jan. 1 to Dec. 27, 1980	Jan. 1 to Dec. 26, 1981
AMERICAN MOTORS	.....	.....	1,173	1,957	3,092	34,535
CHRYSLER CORP.	1,848	720	3,071	9,179	70,032	69,178
FORD MOTOR	3,827	560	1,950	12,837	243,507	207,772
GENERAL MOTORS	5,268	5,024	9,385	28,280	504,106	475,855
VOLVO	135	90	225	765	9,887	10,370
Total Cars, Canada	11,078	6,394	15,804	53,018	830,624	797,710
N. American Cars	83,860	74,283	130,220	408,285	7,053,521	7,092,915
N. American Trucks	28,574	20,968	51,171	144,322	2,084,072	2,130,250
North American Cars and Trucks	112,434	68,251	181,391	552,607	9,137,593	9,223,165

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

The company with no 'employes'

By Marjorie Sorge

BRIDGMAN, Mich. — Weldun International has no "employes," but its president plans to almost double sales in the next two years.

The company's 450 workers are "Weldun people" who Merlin Hanson, Weldun president and sole owner, expects to work with him to expand their business of manufacturing and testing tools and special machines. To hike sales from $40 million to $75 million in two years, he plans to diversify, augmenting automotive - related operations with defense, data processing and aerospace. At the same time, the number of "Weldun people" is expected to grow to 600.

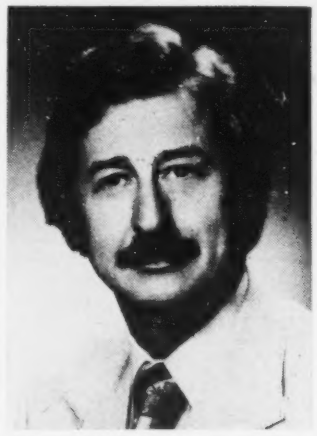
The road to success, Hanson maintains, lies in "interpersonal relationships" of the people at Weldun. In creating a cohesive "family feeling" Hanson has banned the word "employe," saying bluntly that "it stinks, is degrading and dehumanizing — they're all Weldun people" of equal importance.

Being a Weldun person means pitching in wherever and whenever needed, and the "people" seem to thrive on it.

But Hanson takes the philosophy a step further, decorating every office and hallway in the corporate headquarters with paintings and sculptures—Picassos, Dalis, Miros, Rockwells and others. Hanson's office itself is literally an art gallery.

The art seems to bring the people closer together. They all seem to take pride in it, rattling off tales about the backgrounds of the art displayed in their offices.

It is the philosophy of togetherness and diversification that Hanson hopes to parlay into sales growth.



Merlin Hanson: Creating a 'family feeling.'

Automotive operations currently include two of Weldun's four divisions—Special Machine and Mold. The others are Precision Machine, located in nearby Buchanan, and General Tool.

Currently, some 70 to 85 percent of the Special Machine and 95 percent of Mold Division sales are automotive. Of the company's $40 million sales this year the flagship division, Special Machine, accounted for $27 to $28 million, and Mold $5.5 million.

Of the automotive business, General Motors accounts for about 70 percent, Ford Motor Co. 20 percent and Chrysler and American Motors the rest.

Hanson expects that, as the company diversifies, the automotive mix may drop to 65 to 70 percent of sales in the two divisions.

But he quickly points out that there also is room for automotive diversification. For instance, GM's Delco Electronics and Delco-Remy Divisions could be attractive customers for Weldun's new data processing capability.

Machinery making and testing businesses like Weldun's are profiting from Detroit's scramble to downsize vehicles and meet foreign competition. The catch is U. S. manufacturers erroneously think the Japanese are better, Hanson says.

"It's attitude. We only *think* Japanese cars are quality. If we don't watch it, we'll position our companies second to them. I refuse to do that because it's not true.

"It gets down to the ability of management to say 'thank you' for something accomplished."

• Hanson expects Detroit's front - wheel - drive business to "settle" in the next few years, with downsizing programs completed. So the company is steering in new directions.

Weldun built a data processing facility for its entry into the computer market.

"What we're talking about is manufacture of assembly machines for putting things in that world together," Hanson says.

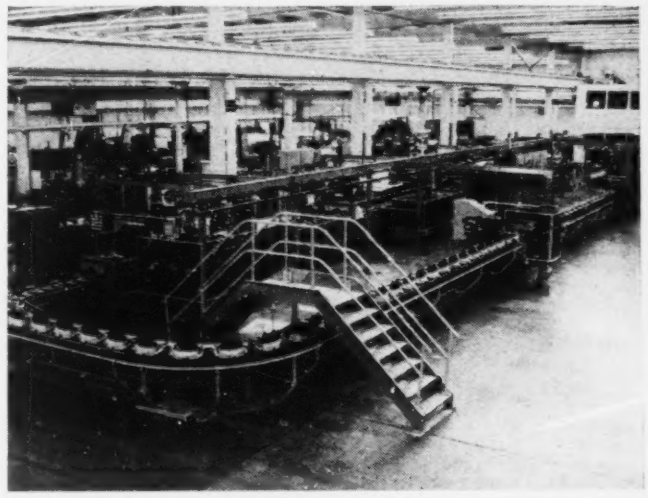
He predicts data processing has "great growth potential within the next five years, much of it in the automotive business," and Weldun wants a piece. Other growth prospects include home personal computers and industrial electronics.

Hanson also envisions the company taking part in Reagan Administration defense programs such as the B-1 bomber and cruise missile. Weldun's major thrust would be jigs, fixtures, precision machining and transfer lines.

Aerospace and energy, especially gas and oil, are possible diversification areas in which Weldun could offer precision machining of parts and valves.

"Even with diversification, automotive will stay the heart of our business," he says. "Some say there's going to be 10 years of continued downsizing; or if safety becomes a big issue again, it might lead to another generation of design and equipment. There's also continual automation."

The company is interested in robotization and "flex systems," the latest automotive buzzword for equipment flexibility. Projects are on the Weldun drawing boards relative to assembly equipment, possibly machines that simultaneously handle several types of engine blocks moving down a line.



Part of Weldun's $40 million annual sales comes from producing synchronous transfer systems such as this front-wheel axle assembly and test unit.

"The auto industry demands a flex system," Hanson says. "It's an evolutionary area where we are going to try to position ourselves to offer it to the automotive and other industries."

Weldun also plans to expand overseas by licensing agreements or building plants, Hanson says, with Mexico and other South American countries likely prospects."

• Is it a disadvantage for a high-technology enterprise to be located in Bridgman, some 250 miles from Detroit?

"Twenty years ago it was necessary to be in a metropolitan area," Hanson contends, especially with a business like Weldun's. Now, he says, that position is diametrically reversed, making the small, out-of-the-way community the ideal spot to run a business.

"The dedication level is higher, company allegiance is excellent, the retention of people is greater," he says. "We have no desire to expand into the big cities."

Although being removed from the mainstream may separate people from top educational facilities, Hanson is trying to overcome that by creating "the GMI (General Motors Institute) of Weldun." The company has invested some $350,000 in facilities at Bridgman to train tool makers, mold makers and machinists and, in the future, Hanson hopes, engineers, electronic specialists and designers.

Weldun has no union because of what Hanson terms "the people-oriented attitude" of the company.

"We (management) hold the people in high regard and spend a great deal of time looking out for their needs," Hanson says. "That doesn't mean we're a gift house and don't have discipline here—we do.

"We 're very close to our people and have many ways of communicating," Hanson says. "We don't need another party to interject. The first step is respect for each other; we maintain that for all our people and our history proves the way we are going is correct."

Weldun's history covers almost 30 years. The company was formed in 1953 by Hanson's former partner, Dan Hillegas, as a suport arm for Wells Aluminum Co. in West Liberty, Ind., to build jigs and fixtures. It also produced Johnson's Wax products and food choppers.

Hanson joined the firm in 1961 and became sole owner when Hillegas retired.

It has been in the automotive business over 20 years, starting in jigs, fixtures and stamping dies.

In 1963 the company entered the general tooling business for automotive and other industries, and in 1967 got into injection molding and, as Hanson puts it, "also got serious about special machine building."

And it's all happened without workers, just "Weldun people."

Weldun's main complex is in Bridgman, Mich.

Supplier Profile: Weldun International

Headquarters: 9850 Red Arrow Hwy.
Bridgman, Mich. 49106
(616) 465-6986

Automotive related products: Injection molding; special machine assembly; assembly testing; transfer lines; assembly and test transfer lines, syncronous and nonsyncronous.

Other business: Aerospace; data processing; precision machining (for off-road vehicles); molds; automation; general tool (for off-road equipment including farm implements and construction vehicles).

Percent of business automotive: Special Machine Division, 70 to 85 percent; Mold Division, 90 percent.

1981 sales forecast: $40 million.

1980 sales: $29 million.

Number of employes: 450

Founded: 1953 as part of Wells Aluminum Co., West Liberty, Ind.

Automotive consumes 10 percent of Canada's plastics production

The rising cost of energy is a problem. But it's also an opportunity for the plastics business, according to The Society of the Plastics Industry of Canada.

The Society reports that more than $3.5 billion is earmarked over a four-year period to build petrochemical plants in Canada. Many of the petrochemicals will be used by the plastics industry.

The Canadian automotive industry currently consumes an estimated 10 percent of all plastic resins consumed in the country.

The table below shows the latest annual figures for Canadian consumption of major plastics resins and materials. There were 57 resin producing plants in Canada in 1980.

1980 Canadian consumption of major plastics resins & materials

(thousands of tonne)

Material	Canadian Production	Plus Canadian Imports	Less Canadian Exports	Total Canadian Consumption	% Change From 1979
Low density polyethylene	439	26	110	319*	— 3.0%
High density polyethylene	203	37	65	162*	— 12.0%
Polypropylene	106	18	28	96	+ 12.9%
ABS	37	4	1	40	— 20.0%
Polystyrene & styrene copolymers	110	34	10	134	— 2.2%
Polyvinyl chloride	190	29	31	188	— 2.6%
Polyester, unsaturated	27	2	2	24	— 20.0%
TOTAL	1,112	150	247	963*	— 4.0%
ESTIMATED TOTAL (ALL RESINS)	1,355	344	258	1,387	— 4.7%

* Difference due to an inventory increase of 96 tonnes for LDPE and 13 tonnes for HDPE in 1980.

Source: Statistics Canada and industry estimates compiled by The Society of the Plastics Industry of Canada.

Automotive News

January 4, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

C 2700-1

Deepening auto recession is Story of Year for 1981

By John K. Teahen Jr.
Managing Editor

At long last, 1981 has ended. And not a moment too soon, as far as the domestic auto industry is concerned.

It was an awful year. *Another* awful year, because 1980 certainly was no prize either.

The unhappy state of affairs dominated the AUTOMOTIVE NEWS editorial staff's 29th annual Story of the Year poll. Just about every story mentioned was related to the troubles of the U. S. makers.

Voted Story of the Year for 1981 was the continuing recession/depression in the domestic auto industry.

In second place was the early campaign by General Motors and Ford Motor Co. to reduce labor costs in the 1982 contract with the UAW. It's something that wouldn't have happened in days of prosperity.

Third place went to the voluntary agreement by the Japanese makers to limit auto exports to the U. S. Once more, an event triggered by Detroit's troubles.

The fourth-place story was "sticker shock" — the buyer rebellion against the high, and ever-increasing prices of new domestic autos.

In fifth place was the era of deregulation that has begun under the Reagan Administration. Would there be deregulation if the industry were healthy?

• Looking at vehicle sales and the financial results of the U. S. auto firms, it's extremely difficult to find anything good to say about 1981. "Recession" is a mild term for what happened. "Depression" describes it better.

Domestic new-car sales were very poor, the worst since 1961. The year's total was about 6,240,000, down some 5 percent from 1980's 6,578,309. And 1980, itself was a disaster.

Of last year's 35 10-day sales periods through Dec. 20, 13 were ahead of 1980 and 22 were down. But the 13 "ups" don't mean much; they're a comparison of two rotten years. The 22 "downs" are a more telling statistic.

Five of the first 11 months (March, May, June, August, September) were better than in 1980, but, again, it's a comparison of weakness vs. weakness. August, fueled by rebates and GM's reduced interest rates, showed a 24-percent gain; the other improvements were 7 percent or less.

Only one 10-day sales record was set in 1981. That was in mid-March when GM's $500 and $700 rebates were at their peak. But the cost of that record was prohibitive. AUTOMOTIVE NEWS estimated that GM's sales for March 11-20 cost $85 million — $50 million for the corporation's share of the rebates and $35 million for its dealers' share.

The auto companies and their dealers poured hundreds of millions of dollars into rebates and incentives during the year. All that cash didn't boost the industry's sales, but maybe it kept things from getting even worse.

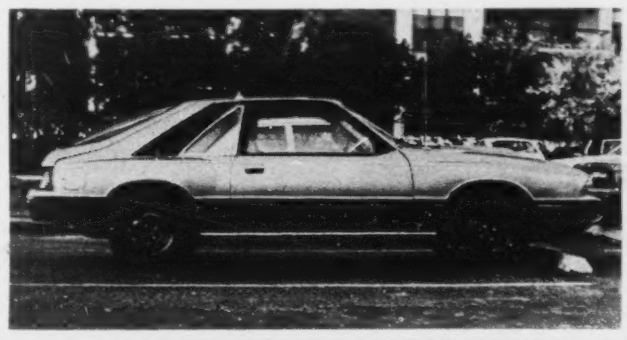
Chrysler Corp. ran counter to the industry trend, showing a 14-percent rise in car sales for the first 11 months. But, alas, it wasn't enough to keep the com-

Continued on Page 15, Col. 1

New faces at Ford

Mustang, Capri restyled for '83

Ford Mustang and Mercury Capri will receive a facelift and tail lamp change for the 1983 model year, as shown in these unofficial photos. The new Mustang nose is shown above. In addition, the Capri hatchback gets a bubble-back rear window, a la Mercury LN7. It is the first styling change for those cars since their introduction as all-new models in the '79 model year.



GM's McDonald to be keynoter for NADA

F. James McDonald, president of General Motors, will be the keynote speaker when the 65th annual NADA Convention & Exposition opens Feb. 20 in Atlanta.

The convention will run through Tuesday, Feb. 23, at the Georgia World Congress Center.

At the opening session on Saturday, Wendell H. Miller, 1981 president of NADA, will report on his term of office.

At the general session on Tuesday afternoon, Feb. 23, the incoming president, George W. Lyles, a Chevrolet and Rolls-Royce dealer in High Point, N. C., will accept the NADA gavel for 1982.

Also speaking at the Tuesday afternoon session will be Senator Paul Laxalt, Nevada Republican, and Paul Harvey, the commentator.

Time Magazine Quality Dealer Awards will be presented at the opening session on Saturday.

• On Tuesday, Feb. 23, at 7 p.m., NADA will host a Diamond Dinner and Reception in the Atlanta Hilton Grand Ballroom for DEAC contributors.

The Diamond Dinner and Reception will feature two musical aggregations, Tex Beneke and his Orchestra and Danny Davis and the Nashville Brass.

Although the convention does not officially open until Feb. 20, early registrations will begin at 1:30 p.m. on Feb. 19.

Registration desks also will be open from 8:30 a.m. until 6 p.m. on Saturday (Feb. 20); from 9 a.m. until 5 p.m. on Sunday and Monday and from 9 a.m. until 12:30 p.m. on Tuesday.

Workshops and make meetings will be held on Sunday, Monday and Tuesday. Workshops this year are organized into four areas of interest. They are Sales/Rental, Service/Parts/Body, Personnel/Management and Business/Money.

The workshop sessions will zero in on such areas as finding used vehicles, advertising tips, vehicle inventory control, starting a leasing company, developing service professionals, estate planning, preventing embezzlement, training sales personnel, computer talk, controlling expenses and corporate cash management.

Also, used-vehicle pricing, profits in daily rental, the AUTOCAP answer, daily operating control, understanding body language, dealership acquisition, hot legal topics, NADA Sales Trak, NADA service systems and analysis, financial statement analysis and LIFO implementation.

• The equipment exposition will be open from 8:30 a.m. until 2:45 p.m. on Saturday; from 11:30 a.m. until 5 p.m. on Sunday; 9 a.m. until 5 p.m. on Monday, and 9 a.m. until noon on Tuesday.

The Life Style Center will be open in the World Congress Center each day of the convention, with special attractions for women. Theme of the Life Style Center will be Springtime in Atlanta and the center will feature a sidewalk cafe, fortune tellers, artists, crafts and sports professionals.

At 3:30 p.m. Monday, Actress Polly Bergen will talk on "The Psychology of Being a Woman." Earlier that day, at 10 a.m., there will be a fashion show.

NEWSPAPER

AN
DC20014CNGLIAC CEA FMJT M
ACC EDITOR
CONGRESSIONAL INFO SERV
SUITE R00
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Service Index charts year's 2nd-biggest gain

By Francis J. Gawronski
Service Editor

With all indicators reporting in on the plus side, new-car service and parts business in November scored its second biggest increase of the year.

As measured by the Automotive News Service Index, service and parts volume in November amounted to 110.6 percent of the business recorded in the same month of 1980.

November's showing in the shops was the best since June when the Service Index was 116.6 percent of the volume recorded in the same month the year before.

November also marked the ninth consecutive month in which shop business bettered the volume done in the year-earlier month.

The leading indicator in November was gross profit on all labor, parts and P&A sales — the most important indicator from the dealers' viewpoint. It was up 17.8 percent for its best showing since June when profits were up 21.2 percent. In October, this indicator was up 8.5 percent.

Sales of all parts and P&A were up 12.1 percent in November, followed by shop parts sales (those used in customer-paid and warranty repairs), up 11.7 percent.

Total labor sales (customer-paid and warranty) were up 10.7 percent, while repair orders written were up 0.2 percent.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealers.

Service and parts business in

Continued on Page 2, Col. 3

breaking news

Pontiac eyes high-performance 1.8-liter

PONTIAC.—Pontiac is toying with a fuel-injected and turbocharged version of the Brazilian-built 1.8-liter overhead-cam four-cylinder engine that it will offer in the J2000 model —sans the extra performance hardware—this spring. The engine is strictly experimental, a Pontiac source said, but could show up in 1984-model J2000s if okayed by GM.

McCurry to head Toyota L.A. region

TORRANCE, Calif. — Robert B. McCurry has joined Toyota as general manager of the Los Angeles region, a new position. McCurry recently resigned as general manager of Mid-Atlantic Toyota, an independent distributorship that handles Toyota products in a five-state area. Before that, McCurry had served 28 years with Chrysler Corp. He took a voluntary retirement from Chrysler in 1978 as group vice president in charge of North American sales, parts and service.

See BREAKING NEWS, Page 2 Col. 1

Auto setback is less severe in Canada, report on pact says

WASHINGTON. — Auto production, sales and employment were down to a much greater extent in the U. S. than in Canada during calendar 1980, according to the just-issued 15th annual report to Congress on the working of the 1965 Auto Products Trade Act.

Under the 1965 agreement to rationalize auto production and trade between the U. S. and Canada, the U. S. gave duty-free treatment to certain vehicles and original-equipment parts for auto companies operating in Canada—the Big Four U. S. companies that had agreed to increase Canadian content in their production.

Total North American production in 1980 fell 28 percent from the 1979 level. U. S. production declined 30 percent and Canadian production only 16 percent. U. S. car production dropped 24 percent. U. S. truck production fell 46 percent. Canadian car production fell 14 percent. Canadian truck production fell 18 percent.

In the U. S., sales of overseas imports rose 3 percent to a record of 2.39 million. In Canada, sales of overseas imports rose 37 percent to 191,000.

The truck market was affected more severely than the car market. In the U. S., sales of North American trucks fell 33 percent in 1980 while sales of imports rose 4 percent. In Canada, sales of North American trucks dropped 19 percent while sales of imported trucks rose 75 percent.

The Big Four auto makers in 1980 spent $5.951 billion for new plant and equipment—up 7 percent from 1979. The Canadian share was a record $827 million, up 139 percent from 1979. Investment in the U. S. was $5.124 billion, down slightly from the 1979 peak of $5.203 billion.

In both countries, prices — both wholesale and retail—continued to rise. In the U. S. during 1980, the producer price index rose 8.4 percent from year-earlier levels for cars, 10.0 percent for trucks and 11.9 percent for parts.

In Canada, the industrial selling price index rose 12.4 percent for cars, 11.1 percent for trucks and 10.5 percent for parts.

In the U. S., the consumer price index for cars rose 8.0 percent, compared with a 7.9-percent rise recorded in 1979. In Canada, the consumer price index rose 11.8 percent compared with 12.1 percent in 1979.

In 1980, combined employment in both countrise dropped 22 percent below the 1979 level. The drop was much sharper in the U. S., whose share of total employment was 90 percent.

Vehicles and parts trade between the countries also reflected the state of the industry, dropping 12 percent from 1979 to $19.4 billion.

During 1980, U. S. auto products exports to Canada fell 14 percent, while corresponding Canadian exports to the U. S. declined 9 percent. The U. S. trade surplus was $1.75 billion, substantially below the $2.56 billion surplus of 1979. The U. S. surplus in duty-free auto products declined to $1.818 billion from $2.432 billion in 1979. The surplus in dutiable auto products dropped to $45 million in 1980 from $127 million in 1979.

Despite the sharp decline in total auto-products trade between the countries, the Canadian surplus in assembled vehicles rose $900 million. This was because U. S. vehicle exports to Canada dropped 18-percent while the value of U. S.-vehicle imports remained at the 1979 level.

Although the total parts trade for the U. S. and Canada declined 16 percent, the U. S. surplus in parts remained at almost the 1979 level.

U. S. shipments of auto products to Canada declined 14 percent; Canadian shipments declined 9 percent.

Ford's Hawaiian punch

Ford Dealers in Northern California, Southern Oregon and Western Nevada are running a "25 Fabulous Trips for 2" January promotion. On location in Hawaii for the commercial shoot are, from left, Bob Roat, account supervisor, J. Walter Thompson; John Allen, actor; Don Vaughn, JWT art director; Hugh Trenkamp, JWT management supervisor on the dealer account, and Madeline Press, actress. TV, radio, newspaper and point-of-purchase are included in the promotion.

Industry shuts down 29 plants this week

The Big Three U. S. auto makers are further juggling their January production schedules in response to continued sluggish new-car sales and bulging inventories.

As of today (Jan. 4), the Big Three will have 29 assembly plants closed. All but one of Ford Motor's 17 vehicle assembly plants and all five Chrysler Corp. car plants are closed this week to trim inventories.

Only Ford Wixom (Mich.) which builds Lincoln and Mark VI, will be open this week. St. Louis and the Lorain (O.) and Michigan (Wayne, Mich.) truck plants will resume operations Jan. 11. Other Ford car and truck points will remain down until Jan. 18, a Ford official said.

General Motors reported eight of its 32 vehicle assembly plants completely or partially closed this week. Down are Flint (Buick G-body line only) and GMAD Framingham, Lakewood, Linden, Tarrytown, Wilmington, Arlington and Janesville.

All except Janesville are closed for adjustment of new-car stocks. Janesville will be down for most of January for model changeover.

Arlington, Linden and Flint will reopen Jan. 11, but at that time GM will close its Baltimore, Fremont and South Gate plants. Baltimore and South Gate will reopen Jan. 18; Fremont will remain down that week. In addition, GM will close Lordstown (O.), beginning Jan. 18, for inventory adjustment.

Although all Chrysler Corp. assembly plants are closed this week, all but Newark (N. J.) will reopen next Monday (Jan. 11). Newark will remain down until Jan. 18.

Daihatsu to sell Innocenti in Common Market countries

TOKYO. — Daihatsu Motors, the Toyota affiliate, is to market Italian Innocenti cars in the European Common Market, the company has announced.

Daihatsu has already agreed to supply its three-cylinder 1-liter engine and transaxle to replace the much heavier BL A Series unit used previously in the Innocenti range of subcompact front-wheel-drive sedans.

Daihatsu started shipping engine/transaxles to Innocenti in Italy in September at the rate of about 4,000 units a month. Approximately 60 percent of the cars built with Daihatsu engines will be sold by Daihatsu dealers, the remainder going through the Innocenti network.

Since the Innocenti cars look completely different from the Daihatsu Charade, they are considered to be complementary to the Charade and Cuore models. The Innocenti Mini is based on the mechanical units and floorpan of the BL Mini, the new body having been designed when BL was manufacturing in Italy.

Now Innocenti is moving away from BL, and the implications are that in future, the links between the Italian and Japanese company will be much closer.

For example, at the Tokyo Motor Show, Daihatsu showed a 'de Tomaso Turbo' version of the Charade, de Tomaso being the man who owns the Innocenti operation.

With a turbocharger and sporty bolt-on parts, this show special was intended to help give Daihatsu a more sporty image.

SERVICE INDEX
110.6*

	Nov., '81 vs. Nov., '80	11 mos., '81 vs. 11 mos., '80
Gross Profit on All Labor and P&A Sales	+17.8%	+ 9.7%
Repair Orders Written	+ 0.2%	— 3.3%
Total Labor Sales (Customer & Warranty)	+10.7%	+ 3.5%
Shop Parts Sales (Customer & Warranty)	+11.7%	+ 6.4%
Sales of All P&A	+12.1%	+ 8.6%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1981, was 110.6 percent of business in Nov., 1980. Service business in the three months of 1981 was 105.4 percent of business in the corresponding period in 1980.

Service Index charts year's 2nd biggest gain

Continued from Page 1

the first 11 months of 1981 amounted to 105.4 percent of the volume recorded in the same period a year ago. Shop business in the 10-month period was up 105.0 percent.

Gross profit was the leading indicator in the January-November period, up 9.7 percent, followed by sales of all parts and P&A, up 8.6 percent, and shop parts sales, up 6.4 percent.

Labor sales were up 3.5 percent for the period, while repair orders written dipped 3.3 percent.

Mid-month car sales scantiest since 1959

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-December remained at basement levels, further widening the year-to-date gap between 1981 and 1980 and scoring the worst daily sales average of the year.

Dec. 11-20 sales totaled 104,754, down 31.23 percent from 152,316 a year ago. It was lowest for the pre-holiday period since the 99,869 recorded back in 1959. The mid-December record is 256,981 in 1972.

The year-to-date figure finally pushed over the 6-million mark, to 6,079,698, 5.51 percent below the 6,434,081 tallied through Dec. 20, 1980.

The daily sales rate for the eight days in the period was just 13,094, lowest for the year to date and down 22.63 percent from 16,924 for nine days a year earlier.

All five major U. S. auto makers were down in the period, both on year-to-year comparisons and on a daily-rate scale. General Motors was down 24.01 percent, to 64,718 from 85,162 in 1980 (down 14.50 percent daily rate). Ford Motor Co. reported sales of 20,942 units, down 48.14 percent from 40,380 (down 41.65 percent daily rate).

Chrysler Corp. sales of 14,309 were down 26.73 percent from 19,529 a year earlier (down 17.55 percent daily rate). Volkswagen of America slipped 24.96 percent, to 2,585 from 3,445 (down 15.61 percent daily rate), and estimated American Motors sales of 2,200 new passenger cars were down 42.11 percent from 3,800 (down 34.89 percent daily rate).

DOMESTIC SALES

	Dec. 11-20, 1981	Dec. 11-20, 1980
AMERICAN MOTORS	2,200	3,800
Chrysler	2,704	3,863
Imperial	72	199
Plymouth	5,700	7,821
Dodge	5,833	7,646
CHRYSLER CORP.	14,309	19,529
Ford	14,259	27,356
Mercury	5,367	11,082
Lincoln	1,316	1,942
FORD MOTOR	20,942	40,380
Buick	13,654	12,023
Cadillac	5,064	5,964
Chevrolet	22,940	36,108
Oldsmobile	14,189	18,048
Pontiac	7,871	13,019
GENERAL MOTORS	64,718	85,162
VOLKSWAGEN	2,585	3,445
INDUSTRY TOTAL	104,754	152,316

†Estimate

• GM earned 61.78 percent of the mid-month market, up from 55.91 percent a year earlier. Ford dropped down to 19.99 percent from 26.51 percent. Chrysler inched to 13.66 percent from 12.82 percent, VWoA cornered 2.47 percent compared with 2.26 percent and AMC slipped to 2.10 percent from 2.50 percent.

Buick and Cadillac were the only U. S. makes to sell more cars than in the year-ago period. Buick was up 13.57 percent, to 13,654 from 12,023, and Cadillac was up 1.68 percent, to 6,064 from 5,964.

GM's other makes fared poorly: Pontiac was down 39.54 percent, Chevrolet was down 36.47 percent and Oldsmobile was down 21.94 percent.

Chrysler was down 30.00 percent, Imperial was down 63.82 percent, Plymouth was down 27.12 percent and Dodge was down 23.71 percent.

Ford sales dropped 47.88 percent, Mercury was down 51.57 percent and Lincoln was down 32.23 percent.

The number-one selling nameplate for the period was Oldsmobile Cutlass (including Supreme) at 5,885 units.

Georgia dealers spurn Hawaii

ATLANTA.—The Georgia Automobile Dealers Assn. has withdrawn from the five-state dealer convention scheduled March 15-22 in Hawaii.

Instead, tentative plans have been arranged for the convention to be held at Innisbrook, Tarpon Springs, Fla., March 28-April 1.

The other states scheduled for the Hawaiian affair are Kentucky, Missouri, Illinois and New Mexico.

State capitol roundup

'Legislative attention' centers on vehicles

By Mary E. Jones
Special Correspondent

In 1981, over 20 perecnt of the 100,000 bills which were introduced in state legislatures related to the motor vehicle industry.

The percentage is even higher if workers compensation, unemployment compensation and insurance bills are added to the list.

According to Donald J. Hill, assistant vice president of Commerce Clearing House, Inc., bills affecting motor vehicles have traditionally been one of the most consistent areas of legislative review over the past few decades. Other areas of intense legislative scrutiny by volume include the insurance industry and all types of taxation.

Motor-vehicle-related areas which are expected to receive legislative attention in 1982 include the following: Manufacturer/dealer franchise relationship, provisions of warranty contracts, mandatory use of child restraints and seat belts, liberalization of truck size and weight limits and mandatory equipment found on the vehicle.

Other areas are: Emissions of pollutants from motor vehicles, mandatory emissions and safety inspection, transportation of hazardous waste, motor fuel and motor vehicle taxes, increased registration fees and effect of plant closing on local economy.

Forty-three states are scheduled to meet in 1982. Only Arkansas, Montana, Nevada, New Hampshire, North Dakota, Oregon and Texas are not currently scheduled to meet. Twenty-two of these states will carry over pending 1981 legislation for reconsideration in 1982.

Factors such as a state's economic condition and political balance have an immense relationship to a bill's potential for passage. Industry observers are also watching to see what influence the Reagan Administration's attitude on reduced government regulation of business will have on proposed state legislation.

It is also unknown how proposed cutbacks in federal government spending, a traditional source of revenue for the states, will affect various state programs.

Students of legislative history observe that most issues addressed by federal law were first considered at the state level. These include laws on such issues as fuel economy, air pollution and consumer protection.

Third generation signs

John Poppel Jr., seated, has been appointed a Toyota dealer in Columbia, Mo. He is pictured with his grandfather, Tyson Poppel, chairman of Tyson Buick, Fort Worth, and his father, John Poppel Sr., president of Wellesley Toyota, Wellesley, Mass.

Strategy behind Mitsubishi deal

Hyundai eyes an expanding market

By John Hartley
Staff Correspondent

TOKYO. — In a bid to survive by gaining economy of scale, Hyundai Motors, Seoul, Korea, has negotiated a technology transfer deal with Mitsubishi Motors Corp. (MMC) of Japan.

The plan is to build a factory capable of producing 300,000 front-wheel-drive cars a year in the mid-to-late 1980s.

This will treble Hyundai's capacity, and will give MMC more influence in Korea — one more leg in the Japanese company's ambitious plan to dominate Southeast Asia in terms of motor manufacture.

After rapid growth in the mid-1970s, Korea's auto industry went into a real slump, sales falling by about 30 percent from the peak of 200,000 in 1979.

The slump resulted from high inflation and taxes which reduced domestic demand before the autos were good enough for widespread exports.

The biggest auto company is Hyundai, built from nothing under the guidance of George Turnbull, former BL executive, and now chief of Talbot UK.

Hyundai, part of one of the biggest Korean industrial groups, commissioned Ital Design to design the body of the Pony small car, and bought a license from MMC for engine and transmission designs — the engines are 74 and 85 cubic inches.

Based on a 92-inch wheelbase, the Pony is 156 inches long, and is produced in four-door sedan, hatchback and station wagon form. There is also a small pickup truck.

Hyundai started producing the Pony in 1975, and also makes trucks under license from MMC. Total vehicle production capacity is 140,000 units, the main factory at Ulsan having a capacity of 116,000 passenger cars.

In 1979, some 75,000 passenger cars and 35,000 trucks and buses were produced, but this fell to 62,000 units in 1980.

It is anticipated that 1981 output will be finalized at 78,000— 62,000 passenger cars, and 16,000 trucks and buses. Exports account for about 25,000 cars.

Hyundai's competitors are Saehan Motors, half-owned by GM, and Kia, which has a licensing deal with Toyo Kogyo. Last year, the Korean Government tried to merge Hyundai and Saehan but this proved unsuccessful. Saehan has capacity for 73,000 cars — Isuzu's version of the GM T-car, the Gemini, and the Opel Rekord — and 37,000 trucks and buses of Isuzu design.

Saehan is integrated to some extent into GM's world strategy, and is scheduled to supply GM Australia with diesel engines, these being the Opel units.

It is also expected to build the GM J-car in due course, but at present is working well below capacity, as is Kia, which builds the Mazda GLC of two models ago — a very old-fashioned design.

All the Korean companies are keen to modernize and improve the level of their technology, and Hyundai has chosen MMC as its partner, presumably because it had previous experience of working with the Japanese company.

Under the deal, MMC will supply technical help in manufacture and design of engines and transaxles for front-wheel-drive cars and also exhaust emission equipment.

It has not been confirmed

Continued on Page 35, Col. 3

Hatchback from Hyundai

Hyundai Pony boasts a hatchback body styled by Ital Design and an engine and transmission built under license from Mitsubishi. The main factory has an annual capacity of 116,000 passenger cars, but the company hopes to hike this to 300,000 in the mid-to-late 1980s.

Longbottom, Neal Paxson named to NADA posts

McLEAN, Va. — NADA has announced three staff appointments.

Penelope Longbottom has been named director of media and consumer affairs; David S. Paxson has been appointed director of the NADA American Truck Dealers Division, and Jack C. Neal has been named head of the NADA Publications Policy Board.

Longbottom has been with NADA since 1977, most recently as press secretary. Before that, she headed the Automotive Consumer Action Program (AUTOCAP). In her new post, she will again be responsible for AUTOCAP expansion and development.

Paxson formerly was manager of the competitive analysis section of the Assn. of American Railroads. At NADA, he will be responsible for expansion of the 1,500 - truck - member division. Under his direction, ATD will analyze economic events affecting the sales and demand for medium and heavy-duty trucks.

Neal has been with NADA since 1970. In addition to his new duties, he will continue as executive director of the Automobility Foundation, a nonprofit organization supported by auto dealers and manufacturers to promote personal mobility by motor vehicle.

Illinois to sell bonds to help Chrysler survive

SPRINGFIELD, Ill. — Bonds amounting to $20 million are to be offered for sale so that the amount pledged to Chrysler Corp. by the State of Illinois can be paid to the corporation.

Gov. James R. Thompson and State Treasurer Jerome Cosentino said the pledge was made when Chrysler put together its loan guarantee package. The State legislature passed an appropriation for $20 million, but the governor never signed the papers. The approval by the General Assembly lapsed on June 30.

Now bonds will be sold by the Industrial Development Authority. Thompson explained that his action was planned to assure that the Belvidere (Ill.) Chrysler plant continues to operate.

Thompson said the loan would earn more interest than the state would get by putting the money in banks. Chrysler eventually will have to pay $1.32 million in interest over the life of the loan, it has been estimated.

The Chrysler plant, worth $50 million, is being put up as collateral. The minimum interest rate on the loan will be 15¾ percent, but it could rise if the prime rate does.

SBA backing of dealer loans rises for year

WASHINGTON.—Times were tough a year ago and the Carter Administration took time to hold an auto summit.

All kinds of specific proposals were made, but Congress never enacted them.

What did happen, however, was important to dealers.

During fiscal 1980, the Small Business Administration backed 1,136 dealer loans worth $223.3 million. During fiscal 1981, 1,303 loans worth $261.5 million were backed by SBA, and there is some evidence that the government backing helped loosen bank credit for dealers.

index

Advertising news	12
Auction reports	22
Classified advertising	24
Editorial page	10
Letterbox	10
Truck highlights	14

57th year — No. 4896

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Dowdy opens

AMBRIDGE, Pa. — James L. Dowdy has opened Jim Dowdy Oldsmobile-Cadillac here.

Particulate standard not warranted now, Academy study says

Go slow on diesel rule, EPA told

By Jake Kelderman
Washington Bureau Staff

WASHINGTON.—A new study by the National Academy of Sciences suggests the EPA might take a new approach to regulating particulate emissions from diesels.

The academy, which had been asked to look into the problems of dieselization in the U. S., suggests in a study to be sent to EPA, the White House Office of Science and Technology Policy, and the Departments of Transportation and Energy that EPA postpone the 1985 diesel particulate standard for light - duty vehicles pending further developments in diesel technology and that it give serious consideration to controlling particulate emissions from heavy-duty diesels imposing stricter nitrogen oxide controls on gasoline-powered vehicles and setting minimum specifications for diesel fuels.

The academy report says the 1985 particulate standard of 0.2 grams per mile is not warranted now because it is not cost-effective. "Only a relatively small number of diesel-powered cars will be made and sold in the

Continued on Page 29, Col. 1

U. S. Circuit Court rules against state

Leasing industry wins tax battle in California

By Francis J. Gawronski

The Ninth U. S. Circuit Court in San Francisco has ruled against the State of California and in favor of the vehicle leasing industry in a long-standing controversy on the application of sales taxes.

The California Franchise Tax Board has long irritated leasing company executives by its insistence that a lease of "tangible personal property" to a federal government agency was subject to the state's sales tax and that dealers who enter into such leases should be audited as well as taxed.

The federal court, however, has now ruled that the incidence of the tax is on the U. S. and is in violation of the immunity from state taxation which the U. S. Constitution grants to the federal government.

Stephen F. Snow, executive vice president, Northern California Motor Car Dealers Assn., is now urging members and lessors who have paid the tax, under protest, to file claims for refunds.

"Such claims," Snow said, "generally must be filed within three years from the due date of the return on which the tax was paid or six months from the due date of any deficiency assessed by the tax board.

"However," Snow said, "if the state appeals this court decision, dealers filing claims should also consider asking that the tax board hold their claims in abeyance pending the outcome of such an appeal."

Elsewhere in the leasing industry, Associates Leasing, Inc., Rolling Meadows, Ill., a division of Associates Commercial Corp., has purchased the corporate fleet leasing accounts of Dobbs Fleet Leasing, Inc., Memphis.

The acquisition brings the total number of cars under lease with Associates to more than 10,000 nationwide, and the number of trucks to more than 3,000 units.

Dobbs Leasing, which maintained four regional offices in the Midwest, Southwest and West, will continue its fleet operations in Memphis on a regional basis. Associates Leasing operates five regional offices nationwide, in addition to its Chicago-area headquarters.

The California Vehicle Leasing Assn., Los Angeles, has changed its name to Western Vehicle Leasing Assn. (WVLA).

"The change signifies the dramatic growth which is occuring in the leasing industry at present," said Bruce Williams of Snider Leasing, Sacramento, and WVLA president.

"We, as a group, feel that the association should grow and change with the times and that dealers, independents, brokers and bankers can all share the benefits of belonging."

Tom Halpin has been named director of fleet management services at Wheels, Inc., Chicago.

With nearly nine years' experience at Wheels, Halpin has assumed responsibility for supervision and coordination of programs for maintenance management, reimbursement and statistical reporting.

The following personnel changes have occurred within the Truck Rental and Leasing Division, Lend Lease, Minneapolis:

Edward Priest has joined the company as business manager in Miami; Royal Myers has been named rental manager in Sacramento; Charlie Allen has been appointed assistant manager in Orlando, Fla., and Sandra Huffman has been promoted to rental manager in Baltimore.

factories list auction dates

American Motors

Jan. 5—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Jan. 6 — Minneapolis Auto Auction, Minneapolis, Minn.

Jan. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

Jan. 13—Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.

Jan. 14—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Model breakdown

Auction Averages

	DECEMBER	NOVEMBER*	OCTOBER
1981	$6,424	$6,689	$7,074
1980	5,363	5,454	5,697
1979	4,321	4,657	4,922
1978	3,475	3,782	3,731
1977	2,590	2,733	2,927
1976	2,026	2,099	2,140
1975	1,361	1,562	1,628
1974	1,130	1,166	1,258
Overall Average	$4,117	$4,315	$4,364

*revised

Used car sales

Auction Averages

Decembe[illegible]	$4,117
Month ago	$4,315
Year ago	$3,589

Ford steel mill to get relief on pollution rule

WASHINGTON. — Ford Motor Co. will be among the first of the nation's steel companies to get relief from air pollution control requirements under legislation passed by Congress.

EPA Administrator Anne Gorsuch said recently the firm's Rouge River steel plant will be given until 1985 to meet air-pollution requirements that will force the company to spend some $10.5 million in modernizing the plant's No. 2 Tandem Mill and its pickle lines. The original compliance deadline was 1982.

The stretchout for compliance was authorized by Congress in recognition of the steel industry's precarious financial condition and its need to become competitive with foreign producers.

Threads to treads

Former haberdashery salesman William McCormick, right, Al Schwartz Pontiac, West Mifflin, Pa., has been named Master Salesman of the Year for 1980 in Pontiac's Pittsburgh zone. He receives an award from Charles G. Lloyd, zone business manager. The award is presented to a single new-car salesperson once each calendar year.

GM purchasing posts for Vickery, Kraemer

DETROIT.—Sharlene A. Vickery has been given responsibility for General Motors Corporate Staff purchasing. She has been with GM since 1967, most recently as a staff administrator for the Materials Management Staff.

Robert W. Kraemer has been named to head regional development and expansion activities for indirect material procurement. He has been with GM since 1950, most recently serving in Detroit Regional Purchasing Activities.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

DOUBLE HEADER
TUESDAY, JANUARY 12, 1982
10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A
CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-6100
4 Lane Selling Every Tuesday

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
• Our 29th Year
• Buy and Sell with Complete confidence
• New Expanded Facilities
• Guaranteed Titles
• Auction Checks
• Cab fare paid from Airport
• Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

DATSUN "200 SX" CONVERTIBLES
"Newest and Fastest Selling Roadster"

"3rd Successful Year in Production"

American Custom Coachworks, Ltd. builds these sporty convertibles for Datsun Dealers. They have proven to be a successful and profitable answer to the Mercedes SL Roadster—the finest quality convertible for "1982" sales. This showroom traffic builder is superbly engineered and styled. Base units can be drop shipped to American Custom Coachworks, Ltd. plants or there are some open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 or (213) 278-0643
FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN 15

STOP thief
DEALER PRICE $11.27
20% off for 50

HUB CAP SECURITY
WIRE WHEEL COVER LOCK KITS

LOCK KIT INCLUDES:
- TAMPER PROOF HEAD NON CORROSIVE, SELF THREADING SCREWS
- SIMPLE INSTRUCTION SHEET
- SPECIAL INSTALLATION WRENCH

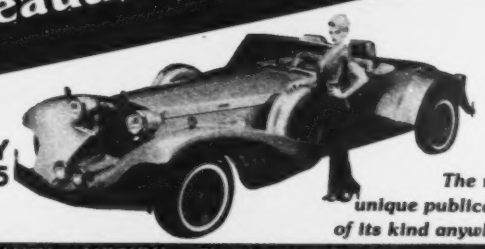
A 1 HOUR INSTALLATION CHARGE IS SUGGESTED

81-GM CENTER LOCK KIT 24.00

(Special Lock Kit for Cadillac Wire Wheel Covers at $24.00)
ORDERS DELIVERED U.P.S.—OPEN ACCOUNT PLUS POSTAGE

NEW CAR DEALERS ONLY!
CADILOK
HUB-CAP THEFT DETERRENT SYSTEMS
8352 RANCHITO AVENUE
PANORAMA CITY, CALIFORNIA 91402
TELEPHONE: 213/894-7614

NOW for the first time ever!
Exotic Cars and Beautiful Women together in



ONLY $9.95

The most unique publication of its kind anywhere!

BEAUTY IN MOTION — The Magazine For Men
Beautiful women photographed *NUDE* with the most expensive and exotic automobiles in the world in *FULL COLOR!*
Each picture a collectors item suitable for framing

ORDER TODAY

BEAUTY IN MOTION
P.O. Box 549,
Simi Valley, CA 93062
Dept. 158

Please send _____ copies of BEAUTY IN MOTION Magazine. I enclose $9.95 check or money order for each BEAUTY IN MOTION Magazine.

☐ VISA ☐ Mastercard Acct. No.

sig. _____ exp. date _____
name _____
address _____
city _____ state _____ zip _____

Speed controls also gain favor on '81 models

Buyers tilting toward tilt wheels

By Joseph Bohn
Marketing Editor

Tilt wheel, tilt and telescope and speed control options continued to gain popularity on '81 domestic cars, according to an AUTOMOTIVE NEWS survey.

Some observers feel that tilt wheel is well suited to smaller cars because it facilitates driver entry and exit, and that it will continue gaining acceptance on those autos.

The combination tilt and telescope, however, appears to have a limited future, being confined mainly to higher-priced or larger cars. General Motors is the only company still offering this combination.

Speed controls improved their penetration, and the slow, albeit steady, growth which has characterized them.

Industrywide, there were 2,806,567 tilt and tilt and telescope options installed in '81 models, up from 2,493,126 in '80. Penetration increased to 41.53 percent from 34.89 percent in '80.

• A breakdown shows that tilt wheel alone went into 2,486,775 cars, equal to 36.80 percent of production. It was up at Ford Motor and General Motors, down at Chrysler and American Motors. Volkswagen doesn't offer tilt wheel.

No exact breakdown of tilt wheel versus tilt and telescope was made in previous years. However, AMC, Ford and Chrysler offered only tilt wheel in '80 and '81.

And year-to-year comparison indicate that AMC's installations dropped to 30.30 percent of output, equal to 41,584 units. That was down from 31.31 percent, or 61,947 in '80.

Chrysler's installations dropped to 97,765, or 13.33 percent of output. That was off from 112,908, or 14.75 percent in '80.

Ford Motor's installations jumped to 376,421, or 25.03 percent of company output. That was up from 283,886, or 20.67 percent.

General Motors installed tilt wheel on 1,971,041 cars, equal to 46.88 percent of its production. Additionally, it installed tilt and telescope on 319,792 cars, or 7.61 percent of output.

The combined GM installations of 2,290,833, or 54.49 percent, compared with 2,034,385 adjustable steering columns, equal to 44.37 percent of GM output, installed in '80 models.

• Speed controls, or Cruise Control, ended up on 37.27 percent of the '81 domestic cars, or 2,518,705 vehicles. That was up from 31.99 percent, or 2,286,091 in '80.

GM's penetration climbed to 43.79 percent from 36.67 percent in '80. GM made the option available on its J-series (Cavalier / J-200 / Cimarron) which helped boost the '81 total.

(The cars, officially on sale as '82s, were late '81 model production entries.)

Altogether, GM installed Cruise Control in 1,841,018 cars, up from 1,681,497 in '80.

Ford Motor installed the speed control device in 34.13 percent of its cars, equal to 513,225 vehicles. That was up from a 29.44 percent penetration, or 404,439 vehicles in '80.

Ford, too, made the option newly available on Escort, Lynx, EXP, LN7 and Capri.

Chrysler installed the option in 20.04 percent of its cars, equal to 146,971 units. That was down from 22.28 percent, or 171,261 in '80.

AMC installed the item in 12.76 percent of its cars, equal to 17,491 units. That was off from 14.60 percent, or 28,894 in '80.

Volkswagen doesn't offer the option.

1980 traffic deaths steady at 45,000

WASHINGTON. — Traffic fatalities in 1980 totaled 45,271 — virtually unchanged from the 45,212 recorded in 1979, DOT reported in a new release. Pedestrian deaths (15.8 percent of the '80 total) and motorcycle deaths (10.0 percent) were included in the total.

The fatality rate per mile rose 1.2 percent over the 1979 level, to 3.38 deaths per 100 million miles. Of the total, 27,433 deaths were occupants of cars. The autos involved in these deaths broke down as follows: Two-seaters, 4 percent; subcompact, 26 percent; compacts, 22 percent; midsize, 21 percent; fullsize, 25 percent, and unknown/other, 2 percent.

Steering Wheel, Speed Control Options on 1981 U. S. Models

	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output	Speed Control	Percent of Output
AMERICAN MOTORS	41,548	30.30	.....	.....	17,491	12.76
Spirit	6,854	15.40	.....	.....	831	1.90
Concord	17,004	30.90	.....	.....	9,538	17.30
Eagle	9,816	67.80	.....	.....	5,939	41.00
SX/4	7,874	34.30	.....	.....	1,183	5.20
CHRYSLER CORP.	97,765	13.33	.....	.....	146,971	20.04
C-P Total	62,656	14.86	.....	.....	93,167	22.10
Horizon	.....	.....	.....	.....	5,777	6.60
Reliant	29,074	14.20	.....	.....	45,454	22.20
TC-3	.....	.....	.....	.....	3,710	7.10
Gran Fury	1,425	18.40	.....	.....	790	10.20
Cordoba	13,190	65.00	.....	.....	13,190	65.00
LeBaron	10,937	28.50	.....	.....	14,967	39.00
Chrysler	8,030	75.90	.....	.....	9,279	87.70
Dodge Total	35,109	11.25	.....	.....	53,804	17.25
Omni	.....	.....	.....	.....	4,488	6.90
D24	.....	.....	.....	.....	3,537	7.10
Aries	21,999	13.90	.....	.....	33,236	21.00
Diplomat	6,049	28.20	.....	.....	4,311	20.10
Mirada	5,509	46.30	.....	.....	6,592	55.40
St. Regis	1,552	28.10	.....	.....	1,640	29.70
FORD MOTOR	376,421	25.03	.....	.....	513,225	34.13
Ford Division	187,048	18.30	.....	.....	282,290	27.62
Escort	.....	.....	.....	.....	41,053	12.80
EXP	.....	.....	.....	.....	15,436	21.60
Fairmont	15,922	9.90	.....	.....	33,935	21.10
Must./Must II	17,709	9.70	.....	.....	21,542	11.80
Granada	52,055	42.90	.....	.....	49,143	40.50
T-Bird	57,911	66.80	.....	.....	62,246	71.80
Ford	43,451	55.60	.....	.....	58,925	75.40
L-M Division	189,373	39.29	.....	.....	230,935	47.91
Lynx	.....	.....	.....	.....	15,229	13.60
Capri	7,191	12.20	.....	.....	8,724	14.80
Zephyr	8,779	13.20	.....	.....	21,748	32.70
Cougar	24,841	46.30	.....	.....	27,095	50.50
XR-7	27,285	73.20	.....	.....	27,360	73.40
Mercury	52,824	85.70	.....	.....	57,570	93.40
LN7	.....	.....	.....	.....	4,493	20.00
Lincoln	31,755	96.70	.....	.....	32,018	97.50
Mark VI	36,698	100.00	.....	.....	36,696	100.00
GENERAL MOTORS	1,971,041	46.88	319,792	7.61	1,841,018	43.79
Buick Division	537,899	62.77	25,864	3.02	473,803	55.29
Skylark	109,667	42.10	.....	.....	90,882	34.90
LeSabre	67,670	75.90	3,143	3.50	69,365	77.80
Century	82,623	57.30	.....	.....	78,600	54.50
Regal	165,200	68.80	.....	.....	119,030	49.60
Electra	68,983	100.00	16,443	23.80	66,330	96.20
Riviera	43,756	84.10	6,278	12.10	49,596	95.40
Cadillac Division	14,986	5.94	227,512	90.19	70,403	27.91
Cimarron	14,986	92.40	.....	.....	4,652	28.70
Seville	.....	.....	28,606	100.00	8,884	31.10
Eldorado	.....	.....	59,122	97.60	16,184	26.70
Cadillac	.....	.....	139,784	93.80	40,683	27.30
Chevrolet Division	505,181	30.19	45,631	2.73	426,312	25.48
Chevette	39,950	8.80	.....	.....	.....	.....
Cavalier	20,516	31.50	.....	.....	2,345	3.60
Camaro	75,392	59.80	.....	.....	40,919	32.40
Citation	98,534	23.80	.....	.....	76,566	18.50
Malibu	68,472	30.20	.....	.....	71,646	31.60
Monte Carlo	90,027	57.30	.....	.....	77,301	49.20
Chevrolet	112,290	60.70	.....	.....	120,985	65.40
Corvette	.....	.....	45,631	100.00	36,550	80.10
Oldsmobile Division	607,645	64.60	20,785	2.21	619,830	65.89
Omega	52,235	35.30	.....	.....	45,523	30.70
Cutlass	109,974	56.10	.....	.....	123,050	62.80
Cutlass Supreme	193,366	67.60	.....	.....	171,293	59.90
Oldsmobile	217,788	81.00	14,372	5.30	238,722	88.80
Toronado	34,282	80.40	6,413	15.00	41,242	96.80
Pontiac Division	305,330	63.47	.....	.....	250,670	52.11
Firebird	52,251	73.70	.....	.....	32,021	45.20
Phoenix	50,924	39.80	.....	.....	31,202	24.40
Grand Prix	81,150	74.90	.....	.....	71,832	66.30
LeMans	36,190	50.30	.....	.....	31,441	43.70
Pontiac	84,815	83.10	.....	.....	84,174	82.50
VOLKSWAGEN	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	2,486,775	36.80	319,792	4.73	2,518,705	37.27

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba-Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

p. 1-3, 7, 28, 18, 45-46.

Automotive News

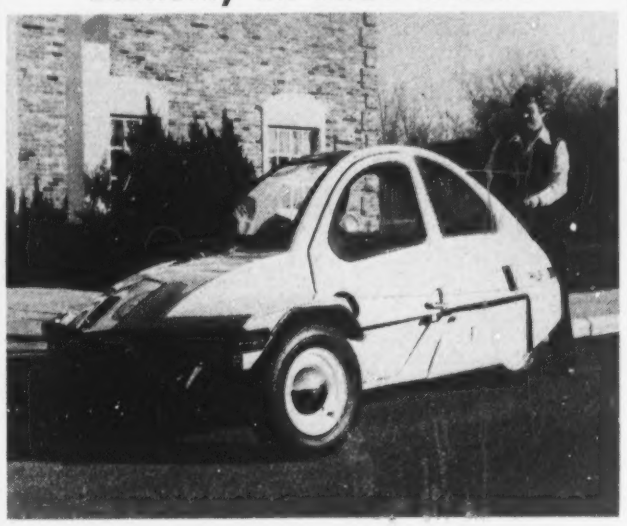
C 2700-1

January 11, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Economy on three wheels



100-MPG commuter from Minnesota

H-M Vehicles, Burnsville, Minn., claims 100 MPG for its Free-Way III powered with a 345-cc single-cylinder engine. Classified as a motorcycle, the Free-Way has automatic transmission, fiberglass body, heater, tubular steel frame around the vehicle at normal bumper height, three-point belts and a cargo area big enough for a temporary passenger. Top speed is said to be 65 MPH. A 453-cc gasoline engine, diesel engine and electric powerplant also are offered. Prices start at $3,695, FOB Minneapolis.

Early Ford contract talks scheduled to begin today

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. are scheduled to begin early contract talks today (Jan. 11), according to sources.

Last week, the UAW made reservations at the Fairlane Inn in Dearborn for its out-of-town negotiators beginning yesterday (Jan. 10) and running indefinitely, according to the Detroit News. The reservations were made before the 250-member UAW national Ford Council officially voted to begin early negotiations.

The current contracts with Ford and General Motors expire Sept. 14, 1982. At presstime, both the union's Ford and GM councils were scheduled to vote on early talks at separate meetings in Chicago last Friday (Jan. 8). The union's bargaining committees have already recommended early bargaining based on the economic situation in the auto industry.

No information was available on when talks with GM might begin if the council gives its OK.

• Most observers feel the Ford Council will vote to begin early bargaining. Four UAW Ford locals have already voted to accept work rule concessions to be more competitive in bidding for Ford jobs. This may have softened the feelings of the union's Ford membership.

The GM Council's reaction, however, is questionable. Last week worker's at Oldsmobile's main production facility in Lansing voted 95 percent against granting contract concessions and told their union leaders to fight reopening current contracts.

But, according to Gary Watson, president of Local 652, the membership is not against early negotiations, only against reopening the current contract and giving concessions. That local represents 14,000 UAW members and 4,000 voted.

Other GM locals also have indicated they are against reopening the agreement and giving concessions and some are against early negotiations. One union insider said the rank-and-file are upset because the union's Collective Bargaining Convention has not been held and they have not had a chance to submit resolutions for negotiating guidelines. That convention is scheduled in early March.

• While it is possible either the Ford or GM Council could reject early bargaining, Donald Ephlin, vice president and director of the union's Ford Department, has said it is unlikely the two councils would split on whether to open talks early. He said it is advantageous to both the companies and the union to keep the timing of the Ford and GM contracts together.

One union insider said it is believed the early bargaining plan will "squeak through" the GM council.

When negotiations begin, job security will be the UAW's Number One demand. According to Ephlin, one way to insure jobs is to demand a labor-content plan. He said that every job exported by a U. S. auto company must be replaced by an imported job from one of that firm's overseas subsidiaries.

The UAW also wants a commitment for no layoffs in the auto industry, Ephlin has said. To accomplish this, the union might consider hiring two types of workers — temporary employes who would be laid off in the event of a slump and permanent workers who would always be assured of a job, Ephlin said.

Such a plan would require less stringent lines of demarcation and seniority programs. But, Ephlin said, the promise of

Continued on Page 6, Col. 3

EPA's staff cut viewed as threat to its survival

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The number of people working in Washing for the EPA, approximately 5,298 when President Reagan took office, could be as low as 2,085 by June of this year under a reorganization planned by EPA Administrator Anne Gorsuch.

That would represent a slash of more than 60 percent.

An organization known as "Save EPA" says that action will effectively cripple the agency's efforts to fight pollution.

"This means the end of the agency," said William Drayton, EPA's chief budget officer during the Carter Administration.

EPA has been a major target of the Reagan Administration's anti-regulatory effort since the President took office, it has been at the center of the controversy over the Administration's perceived anti-environment stance.

Environmentalists and Congressmen have decried the appointment of numerous persons to positions they had formerly been regulated by and the ready willingness of the new administration to listen to and do as industry wants.

This change in attitude has already caused 913 headquarters personnel to quit the agency, Drayton said.

"They have set out to tear the EPA apart in order to get it off the backs of business," Drayton said, adding that it is a backdoor way of getting rid of the environmental regulations.

• By cutting the EPA budget by almost 50 percent and the staff by an even greater percentage just as the agency's workload is doubling because Congress has required it to control environmental toxics as well as traditional pollutants, the administration has de facto nullified "the clean air, clean water, toxic substance, hazardous wastes, pesticides, safe drinking water and other environmental laws Congress has enacted with overwhelming bipartisan support over a decade," Drayton said.

"The Administration's actions make a mockery of Congressional debate over these laws," he added.

EPA officials said Drayton's figures were inflated, but did not deny that Gorsuch is reorganizing the agency.

Others, who asked not to be identified, said 700 to 800 people in the Washington office, which

Continued on Page 6, Col. 5

breaking news

New Nissan named Sentra for U. S.

LOS ANGELES. — Nissan's replacement for the Datsun 210 in the U. S. market will be called Nissan Sentra. It was introduced in Japan as the Sunny. The Sentra is expected to be launched in the U. S. about May 1.

Chrysler boosts some prices $230 to $498

DETROIT.—Chrysler Corp. has raised sticker prices $230 to $498 on some of its subcompact and compact models. The base Aries/Reliant four-door sedan now is $6,629, up $498, and the Omni/Horizon Custom four-door sedan is $6,311, up $384. These are among the models on which Chrysler held the price line when the '82s were introduced. The Plymouth TC3 Turismo hatchback coupe and Dodge Charger 2.2 hatchback coupe have been hiked $230 and now are $7,345. They are new models for '82.

DeLorean postpones holding company stock issue

WASHINGTON.—DeLorean Motor Co. and its lead underwriter Bache Halsey Stuart have postponed the initial offering of one million stock-plus-warrant units which would have created DeLorean Motors Holding Co. A DMC spokes-

See BREAKING NEWS, Page 8, Col. 1

To take advantage of production in U. S.

Honda expanding dealer network

By John A. Russell
New York Staff Writer

NEW YORK. — As American Honda's plant in Marysville, O., takes shape, the company is slowly expanding its dealer network to 1,000 dealers from approximately 800 to take advantage of production in the U. S.

The plant will open in the fall and will supply a maximum of 50,000 units in the U. S. market when fully operational. The dealer network is being expanded to take advantage of the added product of the plant but not at the expense of the current dealer body, Honda said.

Honda's progress on the plant is on schedule, according to Tetsuo Chino, president and general manager of American Honda. And while the auto industry in general in the U. S. is undergoing cataclysmic changes, Honda is weathering the storm without impact, he said.

The major issues confronting the U. S. auto industry, besides sales — quality and productivity — are not of concern to Honda, he said. He said much has been written comparing Japanese workers with American workers with various studies indicating the Japanese worker is better, yet he and his colleagues do not accept these conclusions.

"We avoid stereotype concepts," Chino said, adding that there is no master key to productivity and quality control, but only an accumulation of daily details. Those are "small minor details" that let people realize how important quality control and teamwork are in the overall picture of the company.

He stressed that the key is labor and management understanding each other and that Honda attempts to close the understanding gap.

Honda's concept of the marketplace has been more worldwide in scope than that of its competitors. This stems from a philosophy advocated when the

Continued on Page 6, Col. 5

NEWSPAPER

M
AN
DC20014CNGLIAO QEA FMJT
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE B00
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Dismal '81: U.S. sales lowest in 20 years; import share up

By Jenny L. King
Staff Writer

New-car sales in the U. S. in 1981 fell for the third consecutive year despite increasing numbers of front-drive, fuel efficient cars from the anxious domestic auto makers, wave after wave of rebates, credit assistance programs and incentives to buy and restrictions accepted by the Japanese competitors.

The domestic industry posted its lowest calendar-year total since 1961. Import sales were off from the 1980 level, but scooped a record 27.25 percent of the total market.

The combined total was 8,531,531, down 4.92 percent from 8,973,345 in 1980.

The five major U. S. auto makers sold 6,206,296 units, down 5.65 percent from the year-ago 6,578,275. It was the lowest total since 6,142,402 back in 1961. Best year for the domestics was 1973 when 9,669,689 new cars were retailed.

The daily selling rate for 1981 was 20,216, down 5.35 percent from 21,358 in 1980. There were 307 selling days in '81 compared with 308 in 1980.

Imported-car sales totaled 2,325,235 for the year, down 2.92 percent from the record 2,395,070 sold in 1980. Import penetration was 27.25 percent, smashing the 1980 record of 26.69 percent. The import segment of the market has climbed steadily, from 17.69 percent in 1978, and 21.85 percent in 1979.

Chrysler Corp. was the only U. S. auto maker to report a sales increase for the year. The rebounding company was up 10.58 percent in 1981, its sales totaling 729,873 compared with 660,017 a year earlier.

General Motors sales dropped 7.77 percent, to 3,796,696 from 4,116,482. Ford Motor Co. was down 6.41 percent, to 1,380,600 from 1,475,232. American Motors was down 8.54 percent, to 136,682 from 149,438, and Volkswagen of America retailed 162,445 U. S.-built Rabbits, down 8.28 percent from 177,106.

GM slipped to 61.17 percent of the domestic market from 62.58 percent in 1980. Ford stood at 22.25 percent, compared with 22.43 percent the preceding year. Chrysler gained 1.73 percentage points, climbing to 11.76 percent from 10.03 percent. AMC earned 2.20 percent of the domestic market, down from 2.27 percent, and VWoA cornered 2.62 percent, down from 2.69 percent.

Chrysler Corp.'s Plymouth and Dodge makes both reported substantial gains in 1981, Ford's Mercury was up, and three of GM's divisions—Cadillac, Oldsmobile and Buick—improved their lot during a dreary sales year. Chrysler's Imperial was up 86.18 percent, but this compared 12 months in 1981 with three months on the market in 1980.

Plymouth sales were up 29.56 percent, to 325,598 from 251,312 in 1980. Dodge was up 14.75 percent, to 305,757 from 266,460. Mercury dealers sold 339,550 units, up 2.63 percent over 330,853.

Cadillac sales were up 8.29 percent, to 230,665 from 213,002. Oldsmobile was up 3.42 percent, to 848,739 from 820,681, and Buick squeaked by its 1980 total by 0.31 percent, to 722,617 from 720,368.

On the minus side for the year: Chrysler was down 32.83 percent; Ford was down 9.07 percent; Lincoln was down 8.43 percent; Chevrolet was down 17.37 percent, and Pontiac was down 10.16 percent.

• Two new import companies entered the U. S. automotive marathon in 1981: Isuzu from Japan and DeLorean from Ireland. Of the 26 imported makes on the chart for 1980 and 1981, 13 were up in comparative sales, and several reported records as well.

Import leader Toyota, second-place Datsun and third-place Honda showed signs of feeling the Japanese import restrictions. Toyota sales were down 0.98 percent, Datsun was off 10.08 percent and Honda slipped back 1.25 percent.

Fourth-place Mazda was up 2.77 percent in 1981, and number-five Subaru was up 6.36 percent with record sales of 152,062.

Peugeot reported the greatest sales increase of any import for 1981: Up 30.99 percent to 16,937 from 12,930. Audi sales were up

Continued on Page 45, Col. 1

The industry at a glance

Production

	1981	1980
Cars	6,275,721	6,416,885
Trucks	1,670,488	1,593,489

Sales

	1981	1980
Total cars	8,531,531	8,973,345
Total trucks	2,255,166	2,487,236
U.S. cars	6,206,296	6,578,275
U.S. trucks	1,786,974	2,002,638
Import cars	2,325,235	2,395,070
Import trucks	468,192	484,598
Imports' pct. cars	27.25	26.69
Imports' pct. trucks	20.75	19.48

*Truck figures for 1981 are preliminary

A Brazilian offering

This Ventura SLE, made in Sao Bernardo do Campo, Brazil, features a fiberglass body and Volkswagen mechanicals. It is available with either the air-cooled or water-cooled 1.6-liter VW engine. Several other Brazilian-built specials are based on VW running gear.

The older the car, the higher the payment

AMC to pay $300-$500 for tradeins

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors' latest promotion is expected to round up quite a few used cars for its dealers as well as selling off new ones on their lots.

Essentially, AMC is paying tradein "bonuses," tantamount to rebates on used cars. The older the car, the bigger the payment.

The program, which runs from Jan. 14 to March 31, pays direct-from-the-factory or use-it-as-a-downpayment bonuses of $300 for any '77 or '78 model, $400 on a '75 or '76 model and $500 on a '74 or older model traded in purchase of a new Concord, Spirit or Eagle. The factory pays the full amount.

The program is being pitched to consumers on the basis that by unloading their old, older or oldest car, they save money on maintenance and gasoline costs and get more for their tradein to boot.

Dealers get the extra benefit of tradeins during a period when people are hanging onto their cars and clean used cars are hard to come by.

AMC has "accelerated" its promotional spending in the first quarter, with heavier network TV, magazine, newspaper and direct mail, to support the effort, said David J. Van Peursem, general marketing manager.

Eagle will continue to be advertised in straight product commercials, but Spirit and Concord advertising will shift completely to the new spots during the program's time frame.

Van Peursem did not anticipate having any new incentives on Renault products, which he said were priced and positioned right.

The Jeep line still remains a question mark, he added.

• AMC is introducing its latest promotion via 1,200-line newspaper ads, breaking in the top 100 markets Jan. 13 and 14.

Another newspaper campaign of like size will follow approximately a week later.

Single page, black and white magazine ads break in news weeklies during the promotion.

AMC has also made a fairly heavy network TV scatter buy. It will be running about four times as much network as spot, which is a reversal of what it has been doing the past couple of quarters.

TV and magazine ads have a humorous flavor. They feature a caricatured gas attendant filling up a fin-tailed guzzler with lines like, "If your car was built when gas cost 60 cents, you're in trouble" and it's only a race for "which will give out first—your old car or your money."

AMC is supplying dealers with direct-mail pieces for their prospective customers. The direct mail is devised so a customer can figure his own tradein bonus, yearly gasoline and maintenance savings, etc.—and present it filled out for a ready deal at dealerships.

AMC is sharing half the cost of the direct-mail pieces, expected to number several hundred thousand, with its dealers.

Van Puersem anticipated about 95 percent dealer participation in the promotion.

Both AMC agencies, Compton Advertising, which handles Eagle, and Grey Advirtising, which handles Concord and Spirit, participated in the campaign.

Ford told to account for funds that dealers never got

FDA wants floor-plan disclosure

By John A. Russell
New York Staff Writer

HACKENSACK, N. J. — The Ford Dealers Alliance is demanding a full accounting of funds not returned to dealers under the floor-plan assistance program which took effect last October, calling the program, which since has been revised, more of a money-making scheme for the company than a true assistance program.

Ford Motor Co. has announced a new program will take effect Jan. 18. It will have an option of a full reimbursement of the 35-day finance charge. But it is the old program, which runs until that date, which has many dealers, including FDA President Ed Mullane, up in arms.

Mullane said that when the current program took effect, dealers were under the impression that the finance charge, which was tagged onto the dealer price for the car, would be returned in full. Now, as these credits are being returned, dealers are finding this is not the case.

After the program was announced and put into place, Ford attempted to set the record straight, but it was not enough. On Dec. 2, FDA sent out a survey form to all Ford and Lincoln-Mercury dealers.

This survey asked dealers whether they understood the program, wanted to see it continued, wanted to see it discontinued or wanted to see it reconstructed to give the dealers back the full money immediately.

To date, the FDA has received 794 responses. Seventy percent said they did not understand the program and 84 percent wanted it reconstructed. Only six responding dealers liked the program, according to the FDA.

In announcing the 1982 pro-

Continued on Page 6, Col. 1

U. S. beefs up position on safety exemptions

WASHINGTON. — One of the final 1981 actions taken by NHTSA Chief Raymond A. Peck was to strengthen and clarify the federal government's position on federal preemption and pre-sale state enforcement of safety standards.

The interpretation, issued at the request of the Truck Equipment Safety Institute and the Safety Helmet Council of America, impacts directly a Louisiana law that was set to become effective at the start of 1982.

The immediate issue that Peck addressed was the approval requirement for motorcycle helmets. The Louisiana law says that in 1982, a helmet may not be made, sold, or distributed within the state unless it is approved by Louisiana's Department of Public Safety — regardless of whether it meets the federal safety standard (218) covering helmets.

Under the Louisiana law, helmets must first be approved by the American Assn. of Motor vehicle Administrators (AAMVA). This involves a fee, a test report from an AAMVA-approved lab and sometimes product samples or test photographs. (Although the NHTSA interpretation does not say so, the money is believed to go to the pension fund of the vehicle administrators.)

Peck's interpretation is that states are preempted from such activities having to do with presale enforcement of state standards that are identical to federal ones when they "involve procedures or impose burdens" that differ in any significant way from those of the federal regulatory scheme.

NHTSA in the 1970s had won litigation on a federal preemption case involving the Truck Safety Equipment Institute and the State of Pennsylvania.

NHTSA says it believes Congressional intent was to preempt state pre-sale enforcement of identical standards and thereupon cites chapter and verse. Moreover, says Peck, such state action also interferes with NHTSA's ability to assess practicability of potential new federal standards and to assure a proper relationship between benefits and compliance and other costs.

In fact, in some cases, state fees might frustrate the federal effort and have a controlling effect on what level of requirement has costs that are practicable, especially for small equipment makers.

10,000 to 15,000 due in 1983

Mustang convertible to bow next summer

By Al Fleming
Industry Editor

The Mustang's top is coming down next summer.

A convertible version of the sporty Ford compact will show up, it's expected, in July or August. The exact timing isn't certain yet.

The ragtop will be introduced as a 1982 model, but will be marketed only briefly under that designation. Some 300 to 500 units will be produced.

Ford Division plans to step up output at the start of the 1983 model year in late summer. The current program calls for 10,000 to 15,000 softtops to pour into the marketplace during the '83 model year.

The convertible conversion will be done by Cars & Concepts Inc., Brighton, Mich., a special vehicle manufacturer that also is creating the ragtop version of Chrysler Corp.'s LeBaron, which goes into pilot production Jan. 15.

"I think the '82 (Mustang convertible) will be a collector's piece, because of its limited volume," Edsel B. Ford II, marketing plans manager for Ford Division, told AUTOMOTIVE NEWS.

He said he expected the Mustang softtop would be priced "comparably to the LeBaron."

• Explaining the company's rationale for entering the small-volume convertible field — vacated by Detroit auto makers since the end of the 1976 model period — Ford said, "We want to bring some fun back to the market. I'm 33 (years old), I want to have fun while I can. I think a lot of others feel the same. That's my personal opinion.

"But I can say that our company wants to build quality cars and trucks, and have some fun doing it," he added.

Ford credited company President Donald E. Petersen with "really starting all of this." He said Petersen has been pushing for development of new products and concepts that fit the needs of new emerging markets of the '80s.

The Mustang convertible — Ford's first since it dropped the body style at the end of the '73 model year — will be built off the Mustang's two-door notchback body. The four-seater will be based on the Mustang GT series, a cleanly styled package with a bevy of options.

Ford said the Mustang was the "logical choice" for the company's return to the softtop market because "Mustang was the great American convertible in the '60s and '70s," the glory days for the car.

• Asked to compare the concept and strategy of Chrysler's LeBaron convertible with that of the Mustang, Ford said that in his opinion "the LeBaron is a very serious car.

"My tastes run more toward the (Dodge) 024," he said.

He envisions the Mustang softtop as being "my kind of convertible, aimed at the 'wind in the hair' car buyer. I really believe there's a generic convertible buyer."

But that isn't going to keep the company from going after the carriage trade, according to Ford, who declared, "We'd like to get some of the women in Beverly Hills (California) that are now driving Mercedes convertibles."

Although Cars & Concepts will do the convertible adaption from Mustang bodies delivered from Ford's Dearborn assembly plant, Ford Division is studying the possibility of bringing the project in-house.

"We're traditionally an in-house manufacturer," Ford said. "But first we want to test the water to see how big the (convertible) market is."

Historically, the U. S. market for convertibles peaked in the 1963-'65 model years, when the annual rate approximated 500,000 units.

It fell to some 200,000 units by 1966 and below 100,000 by 1971, a victim of the popularity of hardtop body styling, air conditioning options, hard-to-meet government safety regulations and high manufacturing costs.

The last softtop rolled off a Detroit assembly line at the end of the '76 model year when Cadillac built the much-heralded "last convertible." Some 14,000 Eldorado softtops were sold that year.

Ford sold 16,000 Mustang softtops in its final year of production, 1973. However, at least five aftermarket Mustang conversion models currently are being offered in the U.S.

1982 Indy pace car

This Chevrolet Z28 Camaro will pace the 66th Indianapolis 500 race May 30. The special silver and blue Z28 will be powered by a 5-liter fuel-injected V-8 engine similar to the stock Cross-Fire V-8 available in production Z28s. A limited number of the special Z28s will be available for sale by Chevrolet dealers.

He predicts a sales upturn for Chevy

Lund defends '82 pricing approach

By Jim Plegue
Staff Writer

DETROIT. — Chevrolet is expecting many happy returns on a $3 billion investment it has made in four all-new product lines for 1982.

Specifically, the division is forecasting sales of 2.5-million new cars and trucks during calendar 1982, up from 2.1 million last year, according to Robert D. Lund, Chevrolet general manager.

Lund gave his assessment of Chevrolet's future at a New Year's press conference in Detroit last week.

Lund called 1982 a "milestone year" for Chevrolet, which completed a product overhaul that began with the '77 downsized B-body (Impala, Caprice) and culminates with the debut of four all-new 1982 models—the front-drive Cavalier and Celebrity, the new Camaro and the new compact S-10 pickup truck.

• Cavalier actually debuted last May as an '82 model. The S-10 pickup truck was introduced Nov. 12 and public introduction day for the Celebrity and the new Camaro is Jan. 14. Combined, those four products — representing an investment of over $3 billion — are expected to account for 25 percent of 1982 sales, Lund said.

The last time Chevrolet held a New Year's press conference was to celebrate record-snapping 1978 sales figures. The mood was different this time, but Lund was, as usual, the perennial optimist.

"I believe this business is going to be fun again," he said, and listed a number of reasons for a sales upturn this year. Lund said 1982 sales will approach 1980 levels, "given an improved economy, including a lower, more stable interest rate."

With continued economic improvement, Lund said 1983 sales could approach 1979 levels. Lund's reason for optimism: Chevy's complete product line, interest rates are down, disposable income is up, inflation is dropping and average car age today is 6½ years.

• The conference was not all rosy forecasts, however. Lund and Paul J. King, director of engineering for Chevrolet, were grilled on "sticker shock," the structure of the Chevy product lineup and the rationale behind Chevrolet's opproach to marketing the J-body Cavalier.

Originallly, Cavalier was advertised as "the complete car from A to Z," with plenty of standard equipment and a higher price tag. The strategy was aimed at import buyers.

But Chevrolet executives acknowledge that some buyers may have been soured by the high Cavalier prices. Lund announced that Chevrolet is introducing two new price-leader versions of the Cavalier sedan and wagon, called the Cadet. Both models have reduced equipment levels and prices. Additionally, Chevrolet has resurrected the Citation slantback coupe as the price leader in that series.

Still, Lund defended the original marketing approach used with the Cavalier. He said that, of about 11,500 Cavaliers sold in November, about half of those sales were on the East and West coasts, traditionally strong import areas. He added that those sales were predominantly the high-line Cavalier.

• The Cavalier Cadet sedan is priced at $6,432.76, a reduction of $754 in price. The Cadet wagon will cost $6,703.76, a cut of $700. Equipment pulled from those models includes trip odometer, color-keyed instrument panel/console/steering wheel, cigaret lighter, automatic decklid release and AM radio/clock. The price leaders are available in only four colors.

The Citation slantback coupe is priced at $6,297.27, which is $457 below the current two-door Citation hatchback model. Equipment cut from that model includes AM radio, cigaret lighter, decklid and quarter panel striping and some moldings.

Continued on Page 6, Col. 1

SAE meeting looms as international event

DETROIT. — The 1982 SAE Congress and Exposition here Feb. 22-26 is shaping into one of the most internationalized to date. It also will include the largest number of products and services ever displayed at an SAE event.

The show until recently was international in designation every four years. Now it is international every year, according to Louis R. Ross, general chairman.

Ross is executive vice president, car product development group, North American Automotive Operations, Ford Motor Co.

Participation by overseas exhibitors has about doubled since 1978, Ross said. Three countries, Austria, the Netherlands and Luxembourg are new exhibitors this year, he said.

Theme of the 1982 event is: Technology and Mobility: Twin Needs in Tomorrow's World.

More than 80,000 square feet of exhibit space has been contracted for.

There will be a record number of technical sessions this year. They total about 155 for the Cobo Hall show.

Attendees are offered a choice of at least 15 different sessions each morning and afternoon. More than a third of the technical presentations will be international in subject matter or author participation, Ross said.

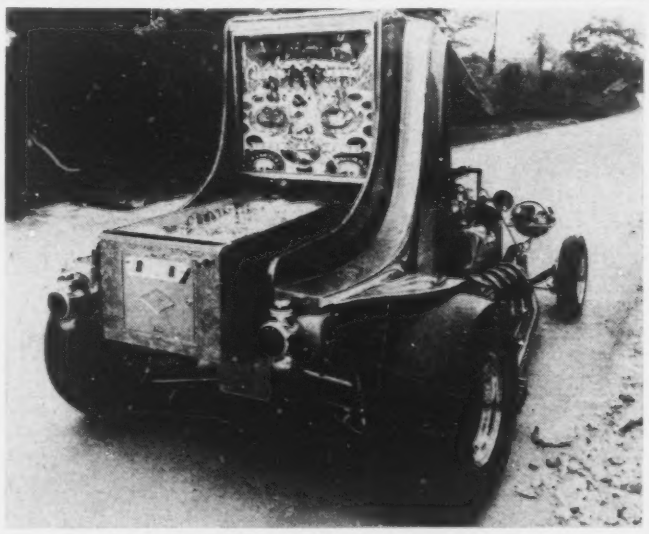
The annual SAE banquet on Thursday of show week historically has been an event of significance. Speaker this year is Transportation Secretary Drew Lewis.

Some 4,000 SAE members and guests are expected to attend the banquet.

Mitsubishi names 2 in U. S. operation

LOS ANGELES. — Mitsubishi Motor Sales of America (MMSA), the newly formed U. S. marketing arm of Mitsubishi Motors Corp., has named Richard L. Norris director of information systems and Peter L. Harbin personnel manager.

Norris joins MMSA after 14 years with IBM Corp., and Harbin has been with Chrysler Corp. for eight years. MMSA will begin selling cars and trucks in the U. S through its own dealer organization in October, 1982.



Pinball Wizard highlights Autorama

This rather unusual vehicle, reasonably called Pinball Wizard, is a driveable street rod that features a gold pinball machine designed into the rear of the vehicle. It was one of more than 400 handcrafted custom cars at the 30th annual Autorama at Cobo Hall in Detroit.

index

Auction reports	34
Classified advertising	35
Edtiorial page	10
Production by makes	46
Registrations, car	7, 28
Truck highlights	14

57th year — No. 4897

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Total slides to 654,330

October registrations sink to a 20-year low

By Jenny L. King
Staff Writer

New-car registrations dropped to their lowest level in 20 years last October, according to registration figures compiled and reported by R. L. Polk & Co. The October total was down from September and second worst to January in the 10 months of 1981.

New-car registrations in October numbered 654,330, down 14.22 percent from 762,792 the preceding month, and down 12.42 percent from 747,080 in October of 1980. It was the most

Table on Page 28.

modest October since 1961 when 549,137 new cars were registered. January, 1981, registrations numbered 636,488, making it the softest month of the calendar year.

The record registration total for October is 955,555, set in 1969.

Domestic new-car registrations totaled 471,920, down 14.72 percent from September's 533,362, and down 14.35 percent from 550,973 the preceding October.

Registrations of new imported cars in October totaled 182,410, down 6.98 percent from 196,107 a year earlier.

For the first 10 months of 1981, new-car registrations totaled 7,218,659, down 1.39 percent from 7,320,397 in 1980. The 10-month domestic total of 5,140,488 was down 1.63 percent from 5,225,831 a year earlier.

Year-to-date import registrations numbered 2,078,171, down 0.78 percent from 2,094,566 in 1980.

• Chrysler Corp. and Ford Motor Co. increased their shares of the total market in October, and imports and miscellaneous domestics also were up. General Motors and American Motors yielded ground. For the 10 months, only Chrysler and the imports improved, and GM gave up the most.

In October, Chrysler gained 1.15 percentage points, climbing to 8.11 percent from 6.96 percent of the total market. Ford was up 1.11 percentage points, to 16.69 percent from 15.58 percent. Combined imports were up 1.63 percentage points, to 27.88 percent from 26.25 percent, while miscellaneous domestics were up to 0.06 percent from 0.05 percent.

AMC dropped to 1.47 percent from 1.85 percent in October, and GM dropped 3.52 percentage points, to 45.79 percent from 49.31 percent.

Excluding imports, October registrations were divided as follows: GM, 63.49 percent; Ford Motor Co., 23.14 percent; Chrysler Corp., 11.25 percent; AMC, 2.04 percent, and miscellaneous domestics, 0.08 percent.

October, 1980, domestic registrations in shares of the market were: GM, 66.86 percent; Ford, 21.13 percent; Chrysler, 9.44 percent; AMC, 2.51 percent, and miscellaneous, 0.06 percent.

• Intermediates represented the largest market class segment among domestics in October. The breakdown was: Intermediates, 28.69 percent; compacts, 26.35 percent; subcompacts, 22.31 percent; standards, 14.63 percent, and luxury models, 8.02 percent.

Of the total market in October, imports accounted for the largest share, at 27.88 percent. They were followed by intermediates at 20.70 percent; compacts at 19.00 percent; subcompacts at 16.09 percent; standards at 10.55 percent, and luxury models at 5.78 percent.

A year earlier the total market spectrum was as follows: Imports, 26.25 percent; intermediates, 23.61 percent; compacts, 20.24 percent; subcompacts, 14.52 percent; standards, 10.62 percent, and luxuries, 4.76 percent.

TOP CARS

U. S. Registrations for the first 10 months of 1981. Registrations not available for Oklahoma.

1981 Pos.		Make	1980	Pos.
1—	1,238,641	Chevrolet	1,454,980	— 1
2—	840,175	Ford	872,484	— 2
3—	708,141	Oldsmobile	667,858	— 3
4—	607,286	Buick	582,113	— 4
5—	490,647	Toyota	480,285	— 6
6—	474,784	Pontiac	511,030	— 5
7—	383,797	Datsun	436,056	— 7
8—	315,304	Honda	292,138	— 8
9—	291,661	Plymouth	190,623	—12
10—	290,131	Mercury	265,366	— 9
11—	266,285	Dodge	203,966	—11
12—	198,094	VW	215,889	—10
13—	182,055	Cadillac	173,759	—13
14—	146,832	Mazda	128,556	—14
15—	120,377	Subaru	104,110	—17
16—	114,570	AMC	125,994	—15
17—	73,957	Chrysler	114,316	—16
18—	54,520	Volvo	45,046	—21
19—	49,926	Lincoln	60,195	—18
20—	48,724	Mercedes	.....	
21—	40,158	Audi	.....	
22—	36,025	Colt	44,549	—22
		Fiesta	57,961	—19
		Arrow/Chmp	48,791	—20
	243,693	Other Imports	241,255	
	2,876	Misc. Dom.	3,147	
	7,218,659	Total	7,320,397	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1982, Automotive News

New Dodge dealer chairman

John B. Naughton, left, executive vice president-sales and marketing, Chrysler Corp., congratulates Herbert G. Yardley, owner of Massey-Yardley Dodge, Fort Lauderdale, Fla., on taking office as new national chairman of the Dodge Dealer Advisory Conference. The conference represents more than 1,750 Dodge dealers at quarterly meetings with Chrysler Corp. officials.

White Motor Corp. reports net loss of $301 million

CLEVELAND. — White Motor Corp. has announced that unaudited financial statements filed with the Securities and Exchange Commission disclosed that the corporation lost approximately $146 million in connection with discontinued truck and farm equipment operations, and approximately $165 million on the sale of these operations during the 15-month period ended March 31, 1981.

Net loss for the period was $301 million after extraordinary credits of approximately $11 million.

White, former manufacturer of heavy trucks and farm equipment, filed a petition under Chapter 11 of the U. S. Bankruptcy Code in 1980 after unsuccessful attempts to renew financial agreements with lenders.

White sold substantially all its heavy-truck assets last August to Volvo White Truck Corp., U. S. subsidiary of AB Volvo of Sweden. The farm-equipment business and Canadian and Australian operations were sold earlier.

White Motor's current assets consist primarily of the proceeds from the sales of various businesses, the capital stock of its finance subsidiary — White Motor Credit Corp., which is also in Chapter 11 proceedings — and several properties, including its plant and office facilities in Cleveland and Farmington Hills, Mich.

• Both White Motor and White Motor Credit Corp. filed reorganization plans last August.

The White Credit plan was approved by the Bankruptcy Court in December. It contemplates payment in full to the creditors of White Credit and the possible sale of such finance operations during 1982.

Wallace B. Askins, White Motor chairman, said, "we believe that the confirmed credit plan represents a fair treatment of all interests, including those of the sole stockholder, White Motor Corp."

Negotiations are continuing with creditors on White Motor's reorganization plan.

Askins said the final form of such a plan and the ultimate timing and amount of payment to creditors and other parties are dependent on several factors, including final determination of the price to be received for assets sold to Volvo White and the future of White Motor Credit.

White Motor also said the net loss incurred during the 15-month period, including disposition losses, resulted in a negative net worth of approximately $69.4 million as of March 31, 1981. The reported negative net worth could be further adversely affected by the outcome of a number of uncertainties set forth in its filing, Askins said.

NEW-CAR MARKET SHARES IN U. S.

	OCTOBER Regis., Oct., 1981	Percent Share of Market	Regis., Oct., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	TEN MONTHS Regis., 10 mos., 1981	Percent Share of Market	Regis., 10 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	108,126	16.52	149,486	20.01	— 3.49	1,238,641	17.16	1,454,980	19.88	— 2.72
Ford	76,496	11.69	82,839	11.09	+ 0.60	840,175	11.64	872,484	11.92	— 0.28
Oldsmobile	66,039	10.09	74,419	9.96	+ 0.13	708,141	9.81	667,858	9.13	+ 0.68
Buick	59,118	9.04	69,204	9.27	— 0.23	607,286	8.41	582,113	7.95	+ 0.46
Pontiac	43,569	6.66	56,273	7.53	— 0.87	474,784	6.58	511,030	6.98	— 0.40
Mercury	27,485	4.20	27,663	3.70	+ 0.50	290,131	4.02	265,366	3.63	+ 0.39
Plymouth	25,155	3.84	19,024	2.54	+ 1.30	266,285	3.69	203,966	2.79	+ 0.90
Dodge	22,972	3.51	20,899	2.80	+ 0.71	291,661	4.04	190,623	2.60	+ 1.44
Cadillac	22,765	3.48	18,974	2.54	+ 0.94	182,055	2.52	173,759	2.37	+ 0.15
AMC	9,649	1.47	13,812	1.85	— 0.38	114,570	1.59	125,994	1.72	— 0.13
Lincoln	5,215	0.80	5,908	0.79	+ 0.01	49,926	0.69	60,195	0.82	— 0.13
Chrysler	4,946	0.76	12,117	1.62	— 0.86	73,957	1.02	114,316	1.56	— 0.54
GENERAL MOTORS	299,617	45.79	368,356	49.31	— 3.52	3,210,907	44.48	3,389,740	46.31	— 1.83
FORD MOTOR CO.	109,196	16.69	116,410	15.58	+ 1.11	1,180,232	16.35	1,198,045	16.37	— 0.02
CHRYSLER CORP.	53,073	8.11	52,040	6.96	+ 1.15	631,903	8.75	508,905	6.95	+ 1.80
AMERICAN MOTORS	9,649	1.47	13,812	1.85	— 0.38	114,570	1.59	125,994	1.72	— 0.13
IMPORTS	182,410	27.88	196,107	26.25	+ 1.63	2,078,171	28.79	2,094,566	28.61	+ 0.18
MISCELLANEOUS	385	0.06	355	0.05	+ 0.01	2,876	0.04	3,147	0.04	.....
TOTAL	654,330		747,080			7,218,659		7,320,397		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

London FX4 cabs to be replaced in '84 after long run

LONDON.—This city's world-famed taxicab, known to tourists for its box-like appearance, passenger and luggage capacity and ability to turn around in London's narrow streets, will be succeeded by an entirely new taxi in 1984.

Carbodies, Ltd., Coventry, which manufactures the current FX4 London cab, plans to introduce a new model, the CR6. It will share body components of the Range Rover and be powered by a modified 2.5-liter Land Rover diesel engine instead of the present 2.5-liter Austin motor.

Other features of the new cab, according to Grant Lockhart of Carbodies, will include a five-speed gearbox, power steering and servo-assisted brakes on rear as well as front wheels, improved insulation, more efficient heater and better driver's seat.

Before being placed in use here, the new taxi must meet the exacting standards of the London Public Carriage Office which controls the city's 12,000 licensed taxicabs and 17,000 cab drivers.

The rugged FX4 taxi now in use was introduced in 1958 and more than half of the 41,000 cabs produced since that date are still operating today.

Beaulieu Chevy opens

SPRINGFIELD, Mass. — Timothy Beaulieu Chevrolet has opened here.

From pipefitting to used cars to the 'Big Two'

Quirk, 30, heads Chevy, Ford deals

By Marc Stern
Staff Correspondent

BRAINTREE, Mass. — Danny Quirk has come a long way.

Eight years ago, he was a 22-year-old pipefitter, who sold an occasional used car on the side. He found he liked selling cars better than pipefitting, so he decided to take a fling at selling used cars full time.

Using funds he generated by building and selling some houses, he took the plunge into used-car sales in Lowell, north of Boston.

Having no background in auto sales, Quirk relied on hard work to learn the ropes. And learn them he did. Within a year, his used-car lot was turning over 1,500 cars a year.

In 1977, Quirk, then 26, bought Clark and Taber Chevrolet here and set out to make the already successful Chevrolet store even more profitable. At the same time, he sold his used-car deal.

He relied heavily on price advertising, and he considers it the most important key to his success. The other key, he believes, is hard work.

His dealership, Quirk Chevrolet, annually delivers 3,000 new and used vehicles. This makes his store one of the largest-volume outlets in New England, and it also makes him attractive to other auto manufacturers.

Ford Motor Co. has enthusiastically welcomed him into its fold of dealers as the owner of Quirk Ford in nearby Quincy. So, at 30, he heads dealerships

Continued on Page 42, Col. 1

Statistics firm marks anniversary

Polk keeping track of industry 60 years

DETROIT. — Statistics relating to America's young automobile industry were a jumble when R. L. Polk & Co. began "keeping the record straight." The statistical firm celebrated its 60th anniversary in 1981.

In 1921, Alfred P. Sloan Jr., who later became president of General Motors, called the information problem to the attention of Ralph Lane Polk.

Sloan asked Polk, whose company had been publishing city directories since 1870, to take over the task of impartially tabulating and publishing key statistical information about the nation's numerous makes of cars.

Polk began compiling and publishing regular reports on new-car registrations and an annual report of all cars registered in the U. S.

Polk listed 58 makes of cars on America's highways 60 years ago, ranging from the Allen to the Winston. Only seven of the original names are still used today — Buick, Cadillac, Chevrolet, Dodge, Ford, Lincoln and Oldsmobile. Several others produced until recent years: Hudson, Nash, Packard and Studebaker.

But others would ring bells only with oldtimers or antique-car buffs — Apperson, Dixie, Lafayette, Moon and Saxon, for a sampling. And yes, there was Jack Benny's Maxwell—268,164 of them on the roads in 1921.

The first report had a category for electrics (18,184 on the road), but none for imports. The first Polk report listed a total of 9,175,814 passenger cars. Ford was by far the most popular make, with 4,209,928. Buick was a distant second, with 622,375 registered.

Sixty-one years later, Polk automotive reports are massive, detailing not only the total cars registered (some 104 million) by make but broken down by models, certain types of equipment and by state and county.

A major use of Polk's data is to locate car owners for recall notices. Owners are usually found through a computer search of the voluminous data maintained by the company's Cincinnati Division.

"In 60 years, the number of manufacturers has dropped considerably while the number of cars on the highway has increased more than 10-fold," said Ralph L. Polk Jr., company president and the fourth R. L. Polk to head the firm. It was his grandfather who was approached by Sloan.

The Polk company remains a major directory publisher — 1,300 a year, covering 6,500 communities throughout the U. S. and Canada. The firm also publishes a U. S. and an international bank directory and is one of the nation's leaders in direct marketing services.

New-car sales climb 18 pct. in oil-boom town

SAN ANGELO, Tex. — Nationwide car sales may be at their lowest level in 22 years, but in parts of West Texas where the oilfield activity is at record highs, new-car sales are higher than in 1980.

Here in San Angelo, new-car dealers report an 18 percent sales increase for the first 11 months of 1981 as compared to the corresponding period in 1980.

New-car sales for this city of 75,000 jumped from 7,969 between January and November, 1980, to 9,405 for the similar 1981 period.

Sales were up more than 18 percent at Jerry Frederick Mercury-Lincoln-Dodge, according to Jerry Frederick. He said about 10 percent of the buyers were paying cash. Part of the increase in sales can be attributed to interest rates edging downward, he said.

Wendell Underwood, general manager for Mustang Chevrolet, reported a similar increase in new-car sales, with credit sales leading cash sales until December, when they were about even. He said large models were moving better than smaller models.

Tom Randall, owner of Randall Motors, said Cadillac and Oldsmobile had been about 18 percent higher than last year, with December being a very good month.

25 for Clark

Joe H. Kemna, left, Kemna Motor Co., Bancroft, Ia., receives a plaque marking his 25 years as a Chevrolet dealer from Chevrolet Assistant Zone Manager T. J. Clark.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
October '81 vs. October '80

	1981 October	1981 Yr.	1980 October	1980 Yr.
AMC Spirit	2,170	30,574	4,187	43,999
Concord	3,277	37,743	4,703	43,222
Concord SW	924	12,823	1,781	14,106
Eagle 4WD	521	5,484	1,280	10,366
Eagle 4WD SW	1,480	13,063	1,146	13,356
Eagle SX4 4WD	1,277	15,083	715	923
TOTAL AMC	9,649	114,570	13,812	125,994
Chrysler LeBaron '81	1,228	31,157	5,130	45,493
LeBaron '81 SW	118	5,104	707	6,941
LeBaron '82 FWD	686	686		
LeBaron '82 SW FWD	1	1		
Cordoba	1,524	21,909	3,896	36,653
Newport	52	4,050	1,055	10,853
New Yorker '81	123	5,535	962	14,007
New Yorker '82	941	1,185		
Imperial	273	4,330	367	369
Total	4,946	73,957	12,117	114,316
Horizon FWD	8,789	114,718	10,840	109,926
Reliant FWD	12,162	116,993	2,085	2,307
Reliant SW FWD	3,665	44,921	649	671
Volare	76	6,646	4,093	54,035
Volare SW	14	1,384	999	12,803
Gran Fury '81	168	6,640	358	10,881
Gran Fury '82	281	359		
Total	25,155	291,661	19,024	190,623
Omni FWD	8,501	94,557	8,186	88,436
Aries FWD	8,995	89,573	1,488	1,591
Aries SW FWD	2,811	33,733	448	465
Dodge 400 FWD	225	225		
Aspen	59	5,617	3,555	41,659
Aspen SW	5	1,276	816	9,651
Diplomat	1,267	21,174	2,530	22,120
Diplomat SW	52	2,536	335	3,677
Mirada	875	12,715	2,377	22,337
St. Regis	182	4,879	1,164	14,030
Total	22,972	266,285	20,899	203,966
Total Chrysler Corp.	53,073	631,903	52,040	508,905
Escort FWD	15,416	146,744	5,161	5,479
Escort SW FWD	7,181	97,816	2,983	3,150
EXP FWD	5,491	42,225		
Pinto	85	9,269	8,725	103,093
Pinto SW	24	2,742	2,850	28,900
Fairmont	11,623	124,747	14,209	171,818
Fairmont SW	2,094	42,661	4,683	61,409
Granada	8,305	85,002	8,575	68,167
Granada SW	1,424	1,676		
LTD II			65	3,111
LTD	2,997	44,197	5,585	77,021
LTD Crn. Victoria	3,475	32,709	3,142	22,113
Ford SW	1,282	16,195	1,404	21,018
Mustang	12,091	133,404	16,795	193,663
Thunderbird	5,008	60,788	8,662	113,542
Total	76,496	840,175	82,839	872,484
Lincoln Town Car	2,181	23,890	2,619	25,644
Mark VI	2,307	25,235	3,089	30,199
Versailles			200	4,352
Continental	727	801		
Total	5,215	49,926	5,908	60,195
Mercury Lynx FWD	5,298	51,245	1,396	1,496
Lynx SW FWD	2,176	28,343	540	567
LN7 FWD	1,615	14,065	1	1
Bobcat	21	2,107	1,779	21,073
Bobcat SW	2	483	338	4,386
Zephyr	2,950	37,168	6,165	53,124
Zephyr SW	535	10,586	1,463	15,779
Cougar	3,618	36,155	2,816	24,072
Cougar SW	781	896		
Marquis	642	6,561	1,124	11,897
Marquis Brougham	1,095	10,270	1,175	10,208
Grand Marquis	2,346	19,262	1,588	15,272
Marquis SW	587	5,687	509	5,997
XR7	2,304	25,259	3,752	47,772
Capri	3,515	42,044	5,017	53,722
Total	27,485	290,131	27,663	265,366

	1981 October	1981 Yr.	1980 October	1980 Yr.
Linc. Merc. Div. Total	32,700	340,057	33,571	325,561
Total Ford Motor Co.	109,196	1,180,232	116,410	1,196,045
Buick Skyhawk			162	5,687
Skylark FWD	14,594	168,167	17,026	142,774
Century '82 FWD	1	7		
Regal/Century	26,075	274,912	33,188	262,568
Regal/Century SW	861	13,109	1,353	14,042
LeSabre	2,181	18,907	3,179	25,415
LeSabre Limited	4,341	38,553	4,061	41,530
Electra	5,891	45,743	5,813	48,481
Buick SW	841	8,802	497	7,865
Riviera FWD	4,333	39,086	3,925	33,751
Total	59,118	607,286	69,204	582,113
Cadillac deVille	9,293	82,067	8,250	81,520
Cimarron FWD	2,661	9,045		
Fleetwood & Chas.	3,249	28,660	2,384	22,853
Eldorado FWD	5,509	43,309	5,149	40,745
Seville FWD	2,053	18,974	3,191	28,641
Total	22,765	182,055	18,974	173,759
Chevrolet Chevette	20,595	310,879	33,614	315,169
Camaro	5,147	87,706	9,135	101 343
Monza	79	15,992	14,649	125,907
Cavalier FWD	108,880	37,742		
Cavalier SW FWD	3,066	12,317		
Citation FWD	19,760	255,165	29,596	313,435
Malibu	10,993	134,780	18,861	164,393
Malibu SW	3,839	48,675	5,041	52,312
Celebrity FWD				
Monte Carlo	13,833	138,268	15,887	133,383
Impala	4,775	51,996	6,384	72,491
Caprice	9,827	81,056	9,728	99,110
Chevrolet SW	3,235	37,761	3,350	47,032
Corvette	2,097	26,304	3,241	30,405
Total	108,126	1,238,641	149,486	1,454,980
Oldsmobile Starfire			118	5,457
Omega FWD	8,857	93,580	8,156	71,807
Cutlass Ciera FWD		15		
Cutlass Salon '81	10,883	133,906	17,096	141,890
Cutlass Sup./Calais '81	22,174	228,299	24,226	215,677
Cutlass Sup./Calais '82				
Cutlass SW	1,866	26,567	2,333	25,957
Delta 88	918	10,116	1,576	16,643
Delta Royale	9,343	106,508	9,759	92,083
98	7,596	63,788	7,231	54,771
Oldsmobile SW	1,247	14,437	806	13,843
Toronado FWD	3,155	30,925	3,118	29,730
Total	66,039	708,141	14,419	667,858
Pontiac T1000	5,600	44,039		
Firebird	2,711	47,974	6,069	73,568
Sunbird	120	28,091	12,979	108,188
J2000 FWD	6,986	30,485		
J2000 SW FWD	1,206	5,403		
Phoenix FWD	5,200	70,684	9,147	82,007
LeMans/Bonn. '82	4,208	42,027	5,309	44,384
LeMans Bonn. '82 SW	1,600	19,963	1,713	20,392
6000 FWD		2		
Grand Prix	10,724	110,047	12,499	94,842
Catalina	371	5,630	1,128	11,342
Bonneville '81	2,450	35,611	4,080	40,006
Bonneville Brougham	1,976	27,504	2,633	26,710
Pontiac SW	417	7,304	716	9,591
Total	43,569	474,784	56,273	511,030
TOTAL GM CORP.	299,617	3,210,907	368,356	3,389,740
(Checker)	342	2,378	330	2,892
Misc. Domestic	385	2,876	355	3,147
Domestic Station Wagon Total	43,334	516,084	37,466	394,333
Domestic Grand Total	471,920	5,140,488	550,973	5,225,831
Import Total	182,410	2,078,171	196,107	2,094,566
Grand Total All Registrations	654,330	7,218,659	747,080	7,320,397

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Bucket, bench and split bench

Checking out '81 seating choices

By Joseph Bohn
Marketing Editor

Where or how passengers sit in a car wouldn't seem to be of paramount importance, but variations of available seats seem to grow yearly.

A bench seat, for example, can have separate fold-down backs, or be separated into a "60/40 configuration," or be just slightly separated so that technically it falls into the category of a bucket seat.

Then there are conventional bucket seats, or those in which only the driver's side is electric-powered, such as in the new Cimarron; or those that recline.

A survey of three basic types indicates that while bucket seats continued to gain popularity, as small-car production increased in '81, close to one-third of buyers chose a split seat ("60/40" type), while nearly one-third chose conventional bench seats (including those where rear backs fold down).

Bucket-type seats went into 37.78 percent, or 2,553,393, of the domestically-built cars in the '81 model year, up from 36.89 percent, or 2,635,904 in '80.

At General Motors, bucket seats accounted for 25.21 percent, or 1,059,622 cars. That was off from 29.44 percent, or 1,349,957 in '80.

GM's total — and the industry's — would have been higher with the inclusion of the '82 J2000, which came in as a mid-year entry. Pontiac did not report it as part of the '81 run. However, Chevrolet and Cadillac did report their Cavalier and Cimarron J-cars in the '81 model run.

The J-cars, including this year's new entries by Buick and Oldsmobile, have bucket seats, and should send the total of bucket seats up sharply for '82.

At Ford, bucket seats accounted for 55.85 percent of production, or 839,949 cars. That was up sharply from 43.16 percent, of 592,714 in '80.

Chrysler installed bucket seats in 47.20 percent, or 346,274 cars. That was off from 52.36 percent, or 400,721 in '80.

American Motors installed them in 93.28 percent, or 127,913 cars. That was up sharply from 34.97 percent, or 69,185 units in '80.

Volkswagen, of course, offers only bucket seats in American-made Rabbits, of which there were 179,635 against 223,267 built in '80.

• Split seats — those in which a section of front seat moves independently of the other — accounted for 29.34 percent, or 1,982,784 cars built in the '81 model year.

Last year's chart did not provide a breakout of this variety.

General Motors is by far the biggest installer of such seats, putting them into 1,593,947 cars, or 37.91 percent of GM's total production.

Ford Motor installed them in 334,883 cars, or 22.27 percent of output.

Chrysler installed them in 53,954 cars, or 7.36 percent of its total.

More conventional bench seats accounted for 32.88 percent of industry output, or 2,222,115 cars.

At GM, they accounted for 36.88 percent of output, or 1,550,494 cars.

At Ford Motor, they accounted for 21.88 percent, or 339,114 units.

At Chrysler, they accounted for 333,295, or 45.44 percent of production.

At AMC, they accounted for 6.72 percent, or 9,212 units.

Power seats continued to gain popularity in '81.

Industrywide, they went on 21.56 percent of cars, up from 15.01 percent in '80.

GM installed power seats in 24.09 percent of its cars, up from 17.53 percent in '80. Some 1,012,837 cars carried the option against 803,943 in '80.

Ford Motor installed power seats in 24.48 percent of its cars, equal to 368,128. That was up sharply from 14.55 percent, or 199,866 in '80.

Chrysler installed them in 9.80 percent, or 71,849 units. That was up from 8.56 percent, or 65,542 in '80.

American Motors installed them in 3.03 percent, or 4,156 cars. That was up from 1.65 percent, or 3,265 in '80.

Volkswagen doesn't offer the option on Rabbits.

SEAT OPTIONS ON 1981 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench	Percent of Output	Power Seats	Percent of Output
AMERICAN MOTORS	127,913	93.28	.....	.....	9,212	6.72	4,156	3.03
Spirit	44,598	100.00	.....	.....	1	0.00	.....	.....
Concord	45,951	83.40	.....	.....	9,146	16.60	1,892	3.40
Eagle	14,422	99.60	.....	.....	64	0.40	2,264	.....
SX	22,942	100.00	.....	.....	1	0.00	.....	.....
CHRYSLER CORP.	346,274	47.20	53,954	7.36	333,295	45.44	71,849	9.80
C-P Total	191,512	45.43	43,004	10.20	187,009	44.37	61,183	14.52
Horizon	87,527	100.00	.....	.....	.....	.....	.....	.....
Reliant	39,926	19.50	.....	.....	164,822	80.50	7,576	3.70
TC3	52,254	100.00	.....	.....	.....	.....	.....	.....
Gran Fury	.....	.....	372	4.80	7,374	95.20	62	0.80
Cordoba	11,344	55.90	8,949	44.10	.....	.....	7,508	37.00
LeBaron	461	1.20	23,103	60.20	14,813	38.60	38,377	100.00
Chrysler	.....	.....	10,580	100.00	.....	.....	7,660	72.40
Dodge Total	154,762	49.60	10,950	3.51	146,286	46.89	10,666	3.42
Omni	65,047	100.00	.....	.....	.....	.....	.....	.....
024	49,811	100.00	.....	.....	.....	.....	.....	.....
Aries	27,855	17.60	.....	.....	130,414	82.40	5,381	3.40
Diplomat	150	0.70	5,427	25.30	15,872	74.00	1,330	6.20
Mirada	11,899	100.00	.....	.....	.....	.....	3,082	25.90
St. Regis	.....	.....	5,523	100.00	.....	.....	873	15.80
FORD MOTOR	839,549	55.85	334,883	22.27	329,114	21.88	368,128	24.48
Ford Division	624,514	61.11	156,588	15.32	240,843	23.57	226,485	22.16
Escort	320,727	100.00	.....	.....	.....	.....	.....	.....
EXP	71,644	100.00	.....	.....	.....	.....	.....	.....
Fairmont	34,256	21.30	.....	.....	126,572	78.70	160,828	100.00
Must./Must. II	182,562	100.00	.....	.....	.....	.....	.....	.....
Granada	12,377	10.20	51,813	42.70	57,151	47.10	7,038	5.80
T-Bird	2,948	3.40	63,199	72.90	20,546	23.70	28,609	33.00
Ford	.....	.....	41,576	53.20	36,574	46.80	30,010	38.40
L-M Division	215,435	44.70	178,295	36.99	88,271	18.31	141,646	29.39
Lynx	111,978	100.00	.....	.....	.....	.....	.....	.....
Capri	58,946	100.00	.....	.....	.....	.....	.....	.....
Zephyr	15,696	23.60	.....	.....	50,813	76.40	998	1.50
Cougar	4,561	8.50	26,987	50.30	22,105	41.20	7,780	14.50
XR-7	1,789	4.80	30,118	80.80	5,368	14.40	11,555	31.00
Mercury	.....	.....	51,653	83.80	9,985	16.20	51,776	84.00
LN7	22,465	100.00	.....	.....	.....	.....	.....	.....
Lincoln	.....	.....	32,839	100.00	.....	.....	32,839	100.00
Mark VI	.....	.....	36,698	100.00	.....	.....	36,698	100.00
GENERAL MOTORS	1,059,622	25.21	1,593,947	37.91	1,550,494	36.88	1,012,837	24.09
Buick Division	49,263	5.74	648,188	75.64	159,544	18.62	271,859	31.72
Skylark	32,266	12.30	230,062	87.70	.....	.....	.....	.....
LeSabre	476	0.50	88,734	99.50	.....	.....	54,450	61.00
Century	730	0.50	66,416	46.00	77,121	53.50	26,872	18.60
Regal	13,847	5.80	143,930	59.90	82,423	34.30	69,547	29.00
Electra	.....	.....	68,983	100.00	.....	.....	68,983	100.00
Riviera	1,944	3.70	50,063	96.30	.....	.....	52,007	100.00
Cadillac Division	14,048	5.56	141,804	56.22	96,399	38.22	251,836	99.83
*Cimarron	14,048	100.00	.....	.....	.....	.....	13,628	8.40
Seville	.....	.....	28,606	100.00	NA	——	28,606	100.00
Eldorado	.....	.....	60,557	100.00	NA	——	60,557	100.00
Cadillac	.....	.....	52,646	35.30	96,399	64.70	149,045	100.00
Chevrolet Division	792,187	47.35	139,244	8.32	741,662	44.33	97,763	5.84
Chevette	453,982	100.00	.....	.....	.....	.....	.....	.....
Cavalier	65,130	100.00	.....	.....	.....	.....	586	0.90
Camaro	126,138	100.00	.....	.....	.....	.....	.....	.....
Citation	78,452	19.00	.....	.....	334,836	81.00	414	0.10
Malibu	3,854	1.70	28,568	12.60	194,305	85.70	6,802	3.00
Monte Carlo	18,540	11.80	51,848	33.00	86,727	55.20	12,569	8.00
Chevrolet	370	0.20	58,828	31.80	125,794	68.00	44,583	24.10
Corvette	45,631	100.00	.....	.....	.....	.....	32,809	71.90
Oldsmobile Division	86,459	9.19	523,421	55.65	330,775	35.16	297,524	31.63
Omega	27,277	18.40	51,546	34.80	69,095	46.70	3,378	2.20
Cutlass	.....	.....	92,238	47.10	103,492	52.80	36,660	18.70
Cutlass Supreme	53,586	18.70	126,020	44.20	106,229	37.10	44,675	15.60
Oldsmobile	1,637	0.60	214,972	80.00	51,959	19.30	170,207	63.30
Toronado	3,959	9.30	38,645	90.70	.....	.....	42,604	100.00
Pontiac Division	117,665	24.46	141,285	29.37	222,114	46.17	93,855	19.51
Firebird	70,899	100.00	.....	.....	.....	.....	.....	.....
Phoenix	20,759	16.20	.....	.....	107,110	83.80	3,744	2.90
Grand Prix	24,486	22.60	48,430	44.70	35,428	32.70	30,878	28.50
LeMans	791	1.10	20,217	28.10	50,939	70.80	6,259	8.70
Pontiac	730	0.70	72,638	71.20	28,637	28.10	52,974	51.90
VOLKSWAGEN	179,635	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	2,553,393	37.78	1,982,784	29.34	2,222,115	32.88	1,456,970	21.56

*Cimarron power seats are for driver side only.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

The top's the thing

Lancia Zagato for 1982 has a unique removable Targa roof with a fold-down backlight. It features a double-overhead-cam engine, five-speed transaxle and Bosch L-electronic fuel injection.

'82 Lancia Zagato features injection, 5-speed transaxle

MONTVALE, N. J.—The 1982 Lancia Zagato features Pininfarina styling and a unique Targa top which has both a removable Targa roof and a fold-down rear window.

The Zagato is powered by a transverse front-mounted, four-cylinder, double-overhead-cam engine of 1,995 cc which produces 108 HP at 5,500 RPM.

It features Bosch L-electronic fuel injection and a five-speed transaxle.

The car has rack-and-pinion steering, all independent suspension, alloy wheels and Lancia's patented Superduplex powered four-wheel disk brake system.

The fully instrumented dash has an adjustable steering column and warning lights for low brake fluid and front brake pad wear. The Zagato is available in six color combinations. Options are limited to leather upholstery, metallic paint, power windows and air conditioning.

It is marketed by Fiat Motors of North America, which has added a new three-year limited warranty against corrosion and an optional limited powertrain warranty of 24 months or 24,000 miles to the standard 12-month/12,000 mile limited vehicle warranty and guaranteed price policy.

Together, this enables new owners to secure protection for 36 months or 36,000 miles.

Lancia Turbo racing cars won the World Championship of Makes in 1981 and 1980.

Auto 'mini-mall' set in Oregon

PORTLAND, Ore.—The building at N.W. 14th Ave. and Burnside which formerly housed the Fisher Ford dealership will be the home of Downtown AutoBlock, which developer David Blocksom described as the Northwest's first automotive shopping center.

The 135,000-square-foot facility will have car stereo, parts, tire and muffler retail stores and such service-related businesses as auto painting, a body detail shop, brake repair, general car tuneup and repair and some import specialists.

The renovation is expected to be completed next spring. The site is made up of three buildings which have been unified by ramps and interconnecting walls.

Imports dip in 1981, but market share is record 27.25 pct.

Domestic sales lowest in 20 years

Continued from Page 2

19.62 percent; Mercedes-Benz was up 17.23 percent to a record 63,059; Volvo was up 13.12 percent to a record 64,477; BMW was up 12.82 percent to a record 41,761; Jaguar was up 55.00 percent; Renault was up 21.70 percent; Porsche was up 7.16 percent, and Saab was up 7.78 percent.

Imports captured 27.25 percent of the 1981 market. The next largest segment went to U. S. intermediates at 20.40 percent, followed by compacts at 20.22 percent, subcompacts at 17.11 percent, standards at 10.16 percent and luxury models at 4.86 percent.

In 1980 the spectrum was: Imports at 26.69 percent, intermediates at 21.37 percent, compacts at 20.96 percent, subcompacts at 15.41 percent, standards at 11.09 percent and luxury models at 4.48 percent.

• Domestic sales for the final month of the year were nothing less than disastrous. The domestic sales total in December was 357,580, lowest since 303,161 'way back in 1951. Best total for the month was 723,737 in 1964. December, 1981, sales dropped 24.15 percent from 471,443 a year earlier.

The December domestic daily selling rate averaged 13,753, down 25.15 percent from 18,132 a year earlier. There were 26 selling days both years.

All five domestic makers were on the decline for the month. GM was down 19.61 percent, to 218,670 from 272,004 in 1980. Ford plunged 37.69 percent, to 72,036 from 115,615. Chrysler was down 23.89 percent, to 48,045 from 63,127. AMC dropped 19.31 percent, to 7,741 from 9,594. VWoA was down a scant 0.14 percent, to 11,088 from 11,103.

GM earned 61.15 percent of the December domestic market, up more than three points from 57.70 in 1980. Ford dropped to 20.15 percent from 24.52 percent. Chrysler stood at 13.44 percent, up from 13.39 percent. AMC climbed to 2.16 percent from 2.04 percent, and VWoA cornered 3.10 percent, up from 2.35 percent.

Cadillac was the only U. S. make to report a sales increase in December. The luxury-car maker was up 18.56 percent, to 20,600 from 17,374 a year earlier.

Losses ranged from 5.29 percent for Oldsmobile to 55.55 percent for Imperial.

Import sales in December totaled 165,236, down 7.41 percent from 178,459 in 1980. Imported cars accounted for a record 31.61 percent of the whole market—it was a record both for December (up from 27.37 percent in 1980) and for the 1981 calendar year.

Fourth-quarter domestic sales dropped 23.08 percent, to 1,280,413 from 1,664,574 in 1980.

Domestic sales during the final 10 days of the year were down 13.78 percent, to 126,251 from 146,435 in 1980. On a daily-selling-rate basis, they were down 23.36 percent: 14,028 this year compared with 18,304 in 1980.

The market-class breakdown in December was as follows: Imports at 31.61 percent, intermediates at 19.58 percent, compacts at 16.57 percent, subcompacts at 11.29 percent and luxury models at 6.30 percent.

Where Auto Market was in 1981

	Total Sales	Pct. of Total
SUBCOMPACT	1,459,694	17.11
COMPACT	1,725,180	20.22
INTERMEDIATE	1,740,501	20.40
STANDARD	866,165	10.16
LUXURY	414,756	4.86
IMPORT	2,325,235	27.25
TOTAL	8,531,531	100.00

Where Auto Market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	76,594	14.65
COMPACT	86,638	16.57
INTERMEDIATE	102,396	19.58
STANDARD	59,016	11.29
LUXURY	32,936	6.30
IMPORT	165,236	31.61
TOTAL	522,816	100.00

U. S. CAR SALES BY MARKETING UNITS

	Dec., 1982	Dec., 1981	Jan. 1-Dec. 31, 1981	Jan. 1-Dec. 31, 1980
Chevrolet	74,689	112,489	1,442,281	1,747,534
Ford	50,346	84,544	1,010,076	1,143,270
Oldsmobile	49,641	52,414	848,739	820,681
Buick	48,007	51,792	722,617	720,368
Pontiac	25,733	37,935	552,394	614,897
Toyota	41,773	47,071	576,491	582,204
Datsun	33,059	30,120	464,805	516,890
Honda	27,082	34,471	370,705	375,388
VW of America	22,147	21,985	306,676	321,036
Plymouth	23,452	28,914	381,052	317,049
Dodge	23,421	28,653	361,243	330,073
Mercury	17,315	29,309	339,550	330,853
Cadillac	20,600	17,374	230,665	213,002
AMC-Renault	9,778	11,367	167,551	174,803
Mazda	10,295	15,786	166,105	161,623
Subaru	11,207	10,687	152,062	142,968
Volvo	3,080	3,059	64,477	56,999
Chrysler/Imperial	9,461	11,946	98,518	142,245
Jaguar-Rover-Triumph	819	1,591	18,956	32,179
Mercedes-Benz	6,416	4,721	63,059	53,790
Lincoln	4,375	5,493	63,830	69,704
BMW	4,225	2,745	41,761	37,017
Fiat	1,274	3,231	33,253	39,284
Isuzu	1,203	.....	17,805	.....
Saab	1,287	940	14,613	13,558
Peugeot	1,219	1,141	16,937	12,930
Alfa Romeo	268	124	2,301	3,000
DeLorean	644	.....	3,009	.....
TOTAL	522,816	649,902	8,531,531	8,973,345

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	Dec., 1981	Dec., 1980	Jan. 1-Dec. 31, 1981	Jan. 1-Dec. 31, 1980
Alfa Romeo	268	124	2,301	3,000
Audi	4,587	3,253	50,817	42,483
BMW	4,225	2,745	41,761	37,017
Challenger	1,010	768	12,690	12,924
Champ	3,210	2,517	42,128	55,474
Colt	3,194	2,434	42,796	50,689
Datsun	33,059	30,120	464,805	516,890
DeLorean	644	.....	3,009	.....
Fiat	1,224	3,052	32,185	37,184
Fiesta	.....	3,731	32,856	68,595
Honda	27,082	34,471	370,705	375,388
Isuzu	1,203	.....	17,805	.....
Jaguar	553	292	4,695	3,029
Lancia	50	179	1,068	2,100
Mazda	10,295	15,786	166,105	161,623
Mercedes-Benz	6,416	4,721	63,059	53,790
MG	49	361	3,712	13,730
Peugeot	1,219	1,141	*16,937	12,930
Porsche	1,258	674	11,241	10,490
Renault	2,037	1,773	30,869	25,365
Rover	53	131	781	481
Saab	1,287	940	14,613	13,558
Sapporo	875	667	13,326	10,263
Subaru	11,207	10,687	152,062	142,968
Toyota	41,773	47,071	576,491	582,204
Triumph	164	807	9,768	14,939
Volkswagen	5,214	6,955	82,173	90,957
Volvo	3,080	3,059	64,477	56,999
TOTAL	165,236	178,459	2,325,235	2,395,070

Head of Toyota rules out plans to build in U.S.

TOKYO. — The president of Toyota Motor Co. flatly ruled out any move toward car production in the U. S., according to the Japan Economic Journal.

It quoted Eiji Toyoda as saying, "At present, I don't feel there will be any merit for us to start production in the U. S., though we have studied feasibilities of such a project from various points of view."

Replying to a question about rumors that Toyota was seeking a factory site in the U. S., Toyoda was quoted as saying, "why should we try to buy land without any definite plan?"

Toyoda, referring to growing tension between the U. S. and Japan, said it stems from a snowballing trade imbalance and he called on his government for action to reduce Japan's trade surplus.

He said it is up to American makers to increase their efforts if they wish to sell more cars in Japan and he denied that non-tariff barriers hold down sales.

"The U. S. Big Three could find better ways by using their offshoots in Japan," he was quoted as saying.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1981	Same Period, 1980	December, 1981	Same Month, 1980	Jan. 1 to Dec. 31, 1981	Same Period, 1980
Spirit	.....	.....	1,232	2,406	33,504	49,723
Concord	.....	.....	2,958	3,182	59,846	64,991
Pacer	.....	.....	.....	32	111	2,083
Eagle	.....	.....	3,551	3,974	43,221	32,641
AMERICAN MOTORS*	2,500†	3,600†	7,741	9,594	136,682	149,438
Horizon	1,700	2,898	3,822	7,117	75,377	78,823
TC3	1,043	1,301	2,779	2,828	51,815	53,971
Reliant/Volare	4,491	6,364	12,340	15,374	196,997	104,836
Plymouth	187	144	526	411	1,409	13,682
Total Plymouth	7,421	10,707	19,367	25,730	325,598	251,312
LeBaron	199	1,941	398	5,847	36,311	65,519
LeBaron K	1,580	.....	4,906	.....	10,680	.....
Cordoba	506	1,391	1,339	3,259	23,904	44,908
New Yorker	912	.....	2,546	.....	5,894	.....
Chrysler	.....	779	.....	2,228	17,080	29,321
Total Chrysler	3,197	4,111	9,189	11,334	93,869	139,748
Total Imperial	128	139	272	612	4,649	2,497
Omni	1,317	2,296	3,322	5,347	56,038	61,240
024	1,139	1,102	3,233	2,586	51,743	46,658
Aries	3,518	4,930	9,389	12,254	149,653	80,876
Dodge 400	451	.....	1,468	.....	3,150	.....
Diplomat	451	934	1,119	2,959	25,598	33,157
Mirada/Magnum	288	634	585	1,731	13,947	27,595
Dodge	.....	210	.....	574	5,628	16,934
Total Dodge	7,164	10,106	19,217	25,451	305,757	266,460
CHRYSLER CORP.	17,910	25,063	48,045	63,127	729,873	660,017
Pinto	.....	1,082	.....	3,176	10,037	142,467
EXP	990	.....	2,768	.....	54,502	.....
Escort	5,725	7,628	14,185	22,097	284,907	60,196
Mustang	2,341	4,234	5,866	12,639	154,985	225,290
Fairmont	3,160	4,778	8,736	19,664	182,909	285,272
Granada	2,867	2,391	7,647	7,416	106,996	88,371
LTD II	.....	.....	.....	.....	.....	3,012
Thunderbird	1,277	2,428	3,424	7,189	69,775	127,248
Ford	2,809	2,732	7,720	8,632	113,109	142,819
Ford Division	19,169	25,273	50,346	80,813	977,220	1,074,675
Bobcat	.....	235	.....	677	2,169	26,821
LN7	308	.....	1,204	.....	18,217	.....
Lynx	1,358	2,316	4,034	7,466	92,809	18,196
Zephyr	681	2,026	2,001	7,075	50,603	87,032
Cougar	1,043	867	3,224	3,020	46,750	31,710
XR-7	356	793	1,078	3,002	28,706	51,857
Capri	451	1,154	1,466	4,005	47,151	62,592
Mercury	1,490	1,182	4,305	4,064	53,145	52,645
Total Mercury	5,667	8,573	17,315	29,309	339,550	330,853
Cont./Versailles	594	.....	1,475	.....	4,919	4,219
Lincoln	468	754	1,480	2,570	29,178	30,114
Mark VI	443	947	1,420	2,923	29,733	35,371
Total Lincoln	1,505	1,701	4,375	5,493	63,830	69,704
L-M Division	7,192	10,274	21,690	34,802	403,380	400,557
FORD MOTOR	26,361	35,547	72,036	115,615	1,380,600	1,475,232
Skyhawk	.....	.....	.....	.....	.....	5,388
Skylark	4,217	3,797	11,649	13,236	200,460	175,741
Century FWD	920	.....	2,602	.....	2,691	.....
Regal Sedan	2,503	2,832	6,883	9,943	123,676	145,894
Regal Coupe	4,083	4,222	10,926	14,216	208,329	199,207
Le Sabre	2,598	1,703	7,119	5,979	82,263	89,429
Electra	1,840	1,706	4,849	4,879	57,234	61,792
Riviera	1,517	843	3,979	3,539	47,964	42,917
Buick Division	17,678	15,103	48,007	51,792	722,617	720,368
Cimarron	418	.....	1,212	.....	14,604	.....
Seville	613	832	1,719	2,619	22,724	34,709
Cadillac	4,582	3,578	12,884	10,546	138,948	126,151
Eldorado	1,731	1,348	4,785	4,209	54,389	52,142
Cadillac Division	7,344	5,752	20,600	17,374	230,665	213,002
Chevette	5,141	6,874	16,711	21,030	346,307	373,988
Cavalier/Monza	1,611	1,962	5,312	7,272	88,072	150,320
Citation	5,248	7,633	15,946	25,975	300,184	374,706
Camaro	1,249	1,845	2,588	6,578	94,606	116,824
Celebrity	494	.....	1,287	.....	1,361	.....
Malibu	2,833	4,993	9,348	18,140	211,130	267,732
Monte Carlo	2,490	3,624	7,448	12,354	161,158	165,638
Chevrolet	4,840	5,326	14,896	18,532	210,424	261,819
Corvette	405	787	1,153	2,608	29,039	36,507
Chevrolet Division	24,311	33,044	74,689	112,489	1,442,281	1,747,534
Starfire	.....	.....	.....	.....	.....	5,334
Omega	1,712	1,467	4,757	5,335	109,981	87,262
Cutlass Ciera	1,048	.....	2,716	.....	2,882	.....
Cutlass	2,996	3,130	9,264	12,507	187,952	210,784
Supreme	4,137	4,310	12,248	15,994	266,070	258,789
Olds 88	3,618	2,687	10,756	10,248	158,662	147,997
Olds 98	2,613	1,494	7,343	5,721	84,583	73,464
Toronado	782	731	2,557	2,609	36,509	37,051
Oldsmobile Division	16,906	13,819	49,641	52,414	848,739	820,681
T-1000	1,101	.....	3,721	.....	55,868	.....
J-2000/Sunbird	841	2,193	3,180	7,531	75,884	132,630
Phoenix	1,116	1,516	3,896	6,030	82,285	98,952
Firebird	661	1,068	1,595	3,643	52,188	81,592
6000	459	.....	1,262	.....	1,325	.....
Bonneville/LeMans	1,518	1,319	4,715	5,156	73,988	77,911
Grand Prix	1,731	2,429	5,862	8,601	128,236	118,414
Pontiac	406	2,008	1,502	6,974	82,620	105,398
Pontiac Division	7,833	10,533	25,733	37,935	552,394	614,897
GENERAL MOTORS	74,072	78,257	218,670	272,004	3,796,696	4,116,482
VOLKSWAGEN	5,408	3,968	11,088	11,103	162,445	177,106
DOMESTIC TOTAL	126,251	146,435	357,580	471,443	6,206,296	6,578,275
IMPORT TOTAL	.....	.....	165,236	178,459	2,325,235	2,395,070
INDUSTRY TOTAL	.....	.....	522,816	649,902	8,531,531	8,973,345

*—AMC does not have a nameplate breakout for 10-day periods.

Fed regulations are delayed

WASHINGTON. — Mandatory effective date of the Federal Reserve Board Regulation M (consumer leasing) and Regulation Z (truth-in-lending) as they were revised to carry out the Truth in Lending Simplification and Reform Act has been postponed until Oct. 1, 1982.

This accords with an amendment signed by President Reagan in December, 1980, that delayed the law until Oct. 1, 1982.

In addition, the transition period for creditors' compliance with the earlier version of Regulation Z has been extended from April 1, 1982, to Oct. 1, 1982.

1981 industry total lowest in 20 years

Chrysler, Ford post output gains

By Patricia Hoffman
Staff Writer

The 1981 calendar year finished on a sour note as domestic auto production hit the lowest mark in 20 years, and the total dropped 2.20 percent below the 1980 total.

Final figures showed U. S. makers wound up 1981 with 6,275,721 units, down from 6,416,885 completed in 1980, and the lowest full-year total since 5,522,004 in 1961.

The largest drop in output for the year was felt by American Motors with 109,319 units, down 33.65 percent from 164,765 in 1980.

Following suit was Volkswagen of America with 167,829, down 14.85 percent from 197,106; Checker Motors had 3,010, down 9.88 percent from 3,340, and General Motors finished with 3,925,679, a drop of 4.40 percent below 4,106,191.

Of the six auto companies, only two showed gains for the 1981 year. They were: Chrysler Corp., with 749,687, up 17.41 percent from 638,535, and Ford Motor with 1,320,197, up 1.01 percent from 1,306,948.

In December, 351,475 units were completed, a drop of 25.81 percent from 473,764 in the comparable 1980 month. The total, which marked a 30-year low for the auto makers, was the lowest point for the month since 284,837 units were assembled in 1951. The total was the lowest for any month since 312,758 cars were completed in August, 1980.

Breakdown for the month by company is: General Motors: 70.73 percent; Ford Motor, 14.38 percent; Chrysler Corp., 10.57 percent; Volkswagen of America, 2.89 percent and American Motors, 1.43 percent. Checker Motors was idle the entire month of December.

The auto manufacturers ended up with 1,302,109 units for the fourth quarter, down 23.90 percent from 1,711,145 in the comparable 1980 period. It was the lowest fourth-quarter total since 1,259,839 units in 1959, and the lowest total for any quarter since the third quarter of 1980, which tallied 1,264,276.

Last week's output of 63,121 units dropped 9.54 percent below 69,775 completed during the shortened Christmas week because of extended downtime at all American Motors, Chrysler Corp., Volkswagen of America and Checker Motors' facilities, plus all but the Wixom assembly point at Ford Motor and several points at General Motors. There was no production New Year's week.

The total for the week dropped 45.28 percent below 115,363 units the comparable 1981 week.

Truck sales lead won by Ford for 5th year in a row

DETROIT. — Ford was No. 1 in retail truck sales in 1981 in the U. S. for the fifth consecutive year, topping runnerup Chevrolet by more than 40,000 units.

Louis E. Lataif, Ford Division general manager, reported that Ford dealers sold 716,849 light, medium and heavy trucks last year. He also noted that Ford has taken first place in U. S. truck sales in seven of the last 10 calendar years.

Chevrolet said its dealers retailed 675,628 light, medium and light-heavy trucks last year, 41,221 units fewer than Ford. Chevrolet discontinued its line of heavy line-haul trucks late in 1980.

Canadian output of cars, trucks down 5 pct. in '81

Canadian auto production and truck production were both about 5 percent below the 1980 totals.

The auto manufacturers turned out 801,903 units, down 5.30 percent from 846,777 in 1980. It was the lowest total since 1967 when 714,084 units were completed.

The truck makers finished 1981 with 497,804 units, a 5.41 percent decline from 526,277 in 1980. It was the lowest total since 1976 when 497,430 trucks were built.

In December, the auto makers completed 50,799 units, down 13.53 percent from 58,747 in the 1980 month. It was the lowest December since 41,061 in 1964, and the lowest output for any month since August, 1981, when the total was 48,056.

December truck output was 33,932, down 22.79 percent from 43,947 in 1980, and the lowest output for the month since 32,196 in 1975. It was the lowest for any month since August, 1981 when 31,319 trucks were built.

Last week's auto output was 3,657 units, a drop of 57.46 percent from 8,596 during Christmas week. All plants were idle New Year's week. All American Motors, General Motors and Ford Motor facilities were down last week.

The total was also down 76.39 percent from 15,487 in the comparable 1981 week.

Truck production last week totaled 2,390, down 53.81 percent from 5,174 in Christmas week in December, and down 77.05 percent from 10,415 trucks in the comparable 1981 period.

Chrysler's Windsor point, Ford's Oakville plant and GM's Oshawa and Scarborough truck facilities were idle last week for extended holiday downtime.

Import-car sales slumping in Japan

TOKYO. — Sales of imported cars in Japan in the first 11 months of 1981 fell 14.3 percent from the previous year's period to 34,740.

The final 1981 count is expected to be about 39,000—below 40,000 for the first time in eight years. Import sales here peaked in 1979 at about 60,000.

Final '81 figures for trucks show small production gain

Domestic truck makers wound up production for 1981 slightly ahead of the comparable 1980 total.

Total truck output for the year reached 1,670,488 units, a gain of 4.83 percent from 1,593,489 in 1980. Both years were down sharply from 1979, when 2,554,752 units were assembled.

In December, truck manufacturers completed 115,284 units, down 17.64 percent from 139,978 in the comparable 1980 month. The total was the lowest for the month since 1962 when 111,031 units were completed.

During the final three-months of 1981, makers assembled 366,390 trucks, a drop of 21.99 percent from 469,651 in the corresponding period in 1980, and the lowest output for the quarter since 344,420 units in 1970.

Due to the extended downtime last week at all Ford Motor, Chrysler Corp., Volkswagen of America and American Motors' facilities, output for the week of 20,350 units dropped 11.39 percent below 22,966 trucks assembled during the shortened Christmas week. There was no production New Year's week. The total was also down 32.99 percent from 30,372 in the comparable 1981 week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
CHEVROLET	13,566	14,042	8,022	44,869	492,209	511,954
DODGE	.....	1,600	2,088	10,972	118,959	98,240
FORD	.....	5,088	7,996	29,629	581,507	617,375
GMC	4,234	4,569	2,752	16,148	173,702	175,209
INTERNATIONAL	1,150	1,730	.....	2,047	66,210	66,707
VOLKSWAGEN	.....	.....	338	1,437	28,390	37,379
MACK	.....	658*	.....	.....	23,387	.....
JEEP	.....	1,970*	900*	5,252	62,841	92,248
AM GENERAL	.....	90*	30*	170*	8,201	3,616*
MISCELLANEOUS	1,400*	625*	840*	4,760*	38,083	67,760*
Total Trucks, U. S.	30,350	30,372	22,966	115,284	1,593,489	1,670,488

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
CHRYSLER CORP.	.....	.....	1,238	6,862	52,917	85,427
FORD MOTOR	315	4,042	1,548	8,275	186,111	122,437
GENERAL MOTORS	1,840	6,022	2,388	18,367	254,640	278,743
AMERICAN MOTORS	.....	.....	.....	.....	11,753	.....
INTERNATIONAL	235	295	.....	428	16,039	11,197
MACK	.....	56*	.....	.....	2,081	.....
WHITE	.....	.....	.....	.....	2,736	.....
Total Trucks, Canada	2,390	10,415	5,174	33,932	526,277	497,804
N. American Trucks	22,740	40,787	28,140	149,216	2,119,766	2,168,292

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
AMERICAN MOTORS	.....	3,275*	1,530*	5,034	164,765	109,319
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	1,041	54,223	35,143
Concord	.....	.....	.....	2,134	68,384	49,480
Eagle	.....	.....	.....	1,859	42,158	14,696
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	.....	.....	2,568	37,153	638,535	749,687
Plymouth Total	.....	.....	1,306	16,365	293,100	365,841
Horizon	.....	.....	1,306	7,597	144,811	139,353
Reliant	.....	.....	.....	8,768	75,809	216,901
Volare	.....	.....	.....	.....	51,735	.....
Caravelle	.....	.....	.....	.....	6,277	2,139
Gran Fury	.....	.....	.....	.....	14,468	7,448
Chrysler Total	.....	.....	.....	5,240	82,440	57,340
LeBaron	.....	.....	.....	5,240	62,582	52,478
Chrysler	.....	.....	.....	.....	19,858	4,862
Dodge Total	.....	.....	1,262	15,548	262,995	326,506
Omni	.....	.....	1,262	7,484	121,544	126,224
Aspen	.....	.....	.....	.....	36,881	.....
Aries	.....	.....	.....	6,319	60,656	170,139
Diplomat	.....	.....	.....	.....	30,733	12,644
Dodge 400	.....	.....	.....	1,745	.....	13,817
St. Regis	.....	.....	.....	.....	13,181	3,662
FORD MOTOR	1,487	18,460	19,466	50,544	1,306,948	1,320,197
Ford Division	.....	13,406	13,579	32,245	929,627	892,043
Escort	.....	8,041	5,164	10,217	108,450	351,437
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	.....	3,676	1,710	5,378	198,219	176,246
Must./Must. II	.....	.....	2,625	6,676	232,507	153,719
Granada	.....	.....	2,215	6,430	113,281	103,702
T-Bird	.....	.....	1,742	3,213	117,856	64,328
Ford	.....	1,689	.....	.....	91,135	40,886
EXP	.....	.....	125	331	.....	1,725
L-M Division	.....	5,054	5,887	18,299	377,321	428,154
Mercury Total	.....	5,054	4,894	15,663	324,528	363,969
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	.....	2,514	1,211	2,636	37,641	116,904
Capri	.....	.....	637	1,992	68,070	50,336
Zephyr	.....	1,124	1,074	2,772	66,657	51,868
Cougar	.....	.....	932	3,218	41,264	49,831
XR-7	.....	.....	217	379	42,927	28,223
Mercury	.....	1,416	752	4,412	55,524	65,720
LN7	.....	.....	72	254	.....	1,087
Lincoln Total	1,487	.....	993	2,636	52,793	64,185
Continental ('82)	742	.....	496	1,318	.....	11,894
Lincoln	375	.....	252	733	22,781	26,651
Mark VI	370	.....	245	585	28,146	25,640
Versailles	.....	.....	.....	.....	1,866	.....
GENERAL MOTORS	61,634	93,628	43,843	248,593	4,106,191	3,925,679
Buick Division	7,765	18,596	8,874	50,310	783,575	839,960
Skylark	1,750	4,802	2,018	12,054	218,502	239,175
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	2,665	3,665	1,172	6,813	164,941	102,968
Regal	.....	5,487	2,837	16,001	205,939	267,708
Buick	3,350	3,408	2,003	10,951	149,668	171,834
Riviera	.....	1,234	844	4,491	44,525	58,275
Cadillac Division	3,765	6,816	3,142	17,555	203,991	259,135
Cimarron	165	.....	67	472	.....	22,308
Seville	.....	856	189	1,024	34,300	23,344
Eldorado	.....	1,720	742	3,950	54,267	57,861
Cadillac	3,600	4,240	2,144	12,109	115,424	155,622
Chevrolet Division	26,223	39,714	17,023	91,940	1,760,030	1,463,705
Chevette	8,365	9,030	5,292	27,488	454,051	360,848
Cavalier	6,220	.....	1,134	6,114	.....	139,817
Celebrity	2,050	.....	2,256	12,383	.....	23,833
Monza ('80)	.....	.....	.....	.....	150,548	.....
Camaro	4,028	4,720	1,554	7,864	118,211	99,050
Citation	2,240	10,049	2,655	14,704	459,276	301,193
Malibu	1,075	6,105	1,689	9,946	273,371	223,749
Monte Carlo	1,325	4,010	1,931	10,479	125,474	139,899
Chevrolet	320	4,800	150	905	134,909	147,332
Corvette	600	1,000	362	2,057	44,190	27,984
Oldsmobile Division	16,230	19,223	9,690	55,084	783,230	825,540
Omega	2,250	2,687	1,063	7,476	115,677	121,617
Cutlass	4,800	9,855	2,880	16,273	395,784	361,640
Cutlass/Ciera	3,850	.....	2,039	10,497	.....	24,035
Oldsmobile	5,330	5,695	3,320	18,791	233,845	274,373
Toronado	.....	986	388	2,047	37,924	43,875
Pontiac Division	7,651	9,279	5,114	33,704	575,365	537,339
Acadiant †	200	250	81	747	18,974	18,087
J2000	1,143	.....	.....	3,530	.....	91,420
Sunbird ('80)	.....	.....	.....	.....	149,239	.....
T1000	.....	.....	225	3,507	.....	86,861
Firebird	2,268	1,715	747	8,782	79,568	48,970
Phoenix	760	2,907	875	4,536	136,180	96,597
Grand Prix	1,640	2,400	958	5,670	76,019	97,051
Bonneville ('82)	1,640	.....	987	5,648	.....	30,173
A6000	.....	.....	1,241	6,284	.....	16,089
LeMans	.....	1,560	.....	.....	64,864	42,027
Pontiac	.....	440	.....	.....	50,521	10,064
VOLKSWAGEN	.....	.....	2,368	10,151	197,106	167,829
CHECKER	.....	.....	.....	.....	3,340	3,101
Total Cars, U. S.	63,121	115,363	69,775	351,475	6,416,885	6,275,721

CANADIAN CAR PRODUCTION

	Week Ended Jan. 9, 1981	Week Ended Jan. 10, 1980	Week Ended Dec. 26, 1981	Dec. Total	1980 Total	1981 Total
AMERICAN MOTORS	.....	600	.....	1,957	3,077	34,535
CHRYSLER CORP.	3,192	.....	1,814	9,256	71,530	69,149
FORD MOTOR	240	1,286	3,565	12,666	249,876	209,494
GENERAL MOTORS	.....	13,376	3,082	26,156	512,330	478,389
VOLVO	225	225	135	764	9,964	10,336
Total Cars, Canada	3,657	15,487	8,596	50,799	846,777	801,903
N. American Cars	66,778	130,850	78,371	402,274	7,263,662	7,077,624
N. American Trucks	44,640	40,787	28,140	149,216	2,119,766	2,168,292
North American Cars and Trucks	111,418	171,637	106,511	551,490	9,383,428	9,245,916

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION HAVE BEEN FILMED

p. 1, 3, 16, 48, 38, 51, 53, 55.

C 2700-1

Automotive News

January 18, 1982

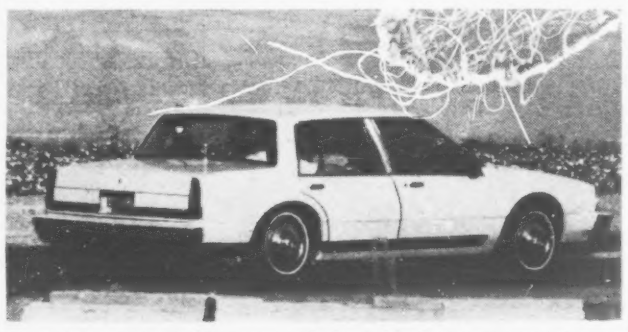
© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Smaller Olds 98

C-ing is believing

A sneak preview of the 1984 full-size Oldsmobile — a member of a smaller C-car series—shows family resemblance to the 1982 A and J-cars. This front-wheel-drive Ninety-Eight will be built on a wheelbase of about 107.5 inches and should be 1,000 pounds lighter and two feet shorter than its 1982 counterpart. Buick and Cadillac should produce similar versions, and all are expected to cost nearly $20,000.



breaking news

No GM S-car for U. S.; P-car on hold

WASHINGTON. — The S-car is out of the U. S. picture at General Motors but the P-car continues to hang on. "The S-car ran into some financial difficulties so it is not really a 'go' project by any stretch of the imagination," said Michael F. Juras, Chevrolet chief engineer in charge of small vehicle programs and advanced engineering activities. "I'd have to say the P-car is on hold," he said. "There is a lot of desire on the part of Pontiac and a lot of people at the corporation to go forward with that as soon as we see some money free and clear."

Jeep buyers to get rebates up to $1,000

SOUTHFIELD, Mich.—American Motors has announced a bonus of up to $1,000 for consumers who purchase 1981 or 1982 Jeep CJ, Scrambler or pickup truck models. The program runs until March 31, 1982. The Jeep CJ-5 gets a $400 cash bonus, while $500 is tagged for the CJ-7 or Scrambler, $600 for pickup trucks and $1,000 for CJ Limited models. Cherokee and Wagoneer are not included.

Nissan to buy wheels from Rockwell

CARSON, Calif. — Nissan U.S.A. has signed a contract with Rockwell International Corp. to buy up to an estimated $10.5 million in aluminum wheels during the next two years. It is believed to be the largest agreement ever reached be-

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

Bay Area dea
Page

AN JANA3
MD2081 4CNGL
ACQ EDITOR
CONGRESSION
SUITE 800
4520 EAST-WE
BETHESDA MD 2

Year opens with 107-day new-car supply

Inventory is highest ever

By Richard A. Wright
Assistant Managing Editor

The auto industry's inventory of North American-built new cars climbed to its highest point in history Jan. 1, opening the year with a 107-day supply.

This compared with an 83-day stockpile on Dec. 1 and a year-opening 80-day supply in 1981. It was the first time ever that the days-supply figure for the whole industry topped 100.

The domestic new-car inventory totaled 1,471,053 on Jan. 1, which was actually down from 1,489,712 a month earlier. The bloated days-supply figure was the result of the continuing downward spiral in sales. A year ago, the domestic stockpile totaled 1,448,450 on Jan. 1.

All of the corporate makers except Volkswagen of America opened the new year with heavier days' supplies than they had a month earlier, although Chrysler recorded only a modest increase. In terms of unit count, Ford Motor Co., Chrysler Corp. and VWoA trimmed their stocks.

• General Motors' inventory grew from a 77-day supply Dec. 1 to a 107-day stockpile Jan. 1. GM had particularly heavy stocks of its J-car lines. The newly introduced A-body lines were also in heavy supply, although they had not really been on the market long enough to establish solid sales rates.

Ford Motor Co. opened 1982 with a 113-day supply, up from an 89-day stock a month earlier. Following the general industry pattern, Ford was heaviest in small cars, lightest in big ones.

Chrysler Corp. had a 104-day supply Jan. 1, up only slightly from its 103-day stock a month earlier. Chrysler's sales rate held up much better than GM's or Ford's in December.

American Motors had a 97-day supply Jan. 1, up from 76 days a month earlier, while Volkswagen's stock of U. S.-built Rabbits stood at 83 days, down from 94 days Dec. 1. VWoA's unit count was down and it was the only maker to boost its sales rate in December.

The Jan. 1 domestic inventory was divided this way: GM, 61.13 percent; Ford Motor Co., 21.41 percent; Chrysler Corp., 13.09 percent; VWoA, 2.40 percent, and AMC, 1.97 percent.

A month earlier, the domestic inventory was divided as follows: GM, 58.24 percent; Ford Motor Co., 24.31 percent; Chrysler Corp., 12.96 percent; VWoA, 2.48 percent, and AMC, 2.01 percent.

Table on Page 53

By size class, the industry had a burdensome 149-day supply of subcompacts, up from 107 days a month earlier, compared with a relatively lean 66-day supply of standards, up slightly from 63 days. A number of standard-size cars have gone out of production, but sales of the remaining entries appear to be healthier than in the smaller sizes.

The industry also had a heavy stock of compacts, good for 106½ days on Jan. 1, up from 73 days Dec. 1. Intermediates were in 120½-day supply as the year

Continued on Page 53, Col. 4

GM, UAW to trade cuts in prices for benefit concessions

By Marjorie Sorge
Labor Editor

DETROIT. — In an unprecedented move, General Motors has agreed to lower its U. S. car and truck prices "penny for penny" on any cost savings generated by UAW concessions in a new contract.

UAW President Douglas A. Fraser said, "Obviously, we are hopeful and confident that the lower prices will generate a significant amount of sales and result in the return to work of many of the 124,000 laid-off General Motors workers."

He said the price reductions must be "significantly meaningful and long enough in duration" so that they generate sales.

GM also agreed to in effect open its books to an independent CPA who would make sure all the cost savings were passed on to the consumer.

Also, Fraser has indicated that the contract currently in force will kick back in before the expiration of the agreement being negotiated.

There are also agreements between the UAW and GM to provide protection against outsourcing with greater job security; equality of sacrifice by all non-UAW groups at GM including Chairman Roger B. Smith and possibly its stockholders, and flexibility on the duration of the revised agreement. The union's right to demand job guarantees hinges on the company's ability to lower the prices of cars.

The price cuts would hold throughout the length of the new agreement, and GM and the UAW are remaining "flexible" on what that length might be.

Since no concessions have yet been agreed upon, a dollar figure cannot be placed on the price cut, but a Detroit analyst advised that it must be significant.

"If they're going to reduce prices, they'd better do it right," he said, "and I mean at least $1,000 per car. With anything less than that, the program will fall flat on its face.

"A cut of $300 or $400 may be good for advertising and promotion purposes, but it won't help sales. Today's domestic cars are way beyond the reach of the average buyer. If you're going to cut prices, dammit, **cut prices!"**

Any GM price cut will be retroactive to midnight, Jan. 12.

• Smith said the cuts would not necessarily be across the board but would be spread among the car lines as the market dictated. Fraser also said the agreement

Continued on Page 53, Col. 1

Excitement looms, he tells Automotive News

Edsel discusses Fords of the future

By Al Fleming
Industry Editor

"There've been a lot of rumors," the sandy-haired young auto executive admitted, "so maybe this is the time to say that SVO (Special Vehicle Operations) is in fact doing a higher-performance Mustang and Capri for 1983."

Not that Edsel B. Ford II, seated at a conference table in his office on the 37th floor of the Renaissance Center's 300 Tower in Detroit, was anxious to mention Capri, a Lincoln-Mercury Division product.

For the 33-year-old son of former Ford Motor Co. Chairman Henry Ford II owes his loyalty to Ford Division, where he is marketing plans manager. But he is caught up in the glitter of vehicle product planning, where one tends to create a single-minded life of automotive tomorrowland.

"When I speak about product," it's from Ford Division's standpoint," he made clear. "Not Lincoln-Mercury or the corporation."

The 1983 bomb of a Mustang (and Capri) is being developed by an SVO group headed by Michael Kranefuss, hauled from Europe into Dearborn a year or so ago to regenerate the U. S. operation's racing instinct.

Since Kranefuss's arrival, Ford Motor Co. has struck up a heavy involvement with NASCAR (National Stock Car Racing Assn.) to the point of

Continued on Page 52, Col. 1

509,133 delivered; GM is leader

Sales of diesel autos climb 30 pct. in 1981

By Jim Plegue
Staff Writer

American consumers, who generally snubbed new cars last year, took a different attitude toward the automobile when it had a diesel engine under the hood.

Domestic and import makers sold 509,133 diesel-powered cars during the 1981 calendar year, a hefty 30.54-percent increase from the 399,306 diesel cars sold during 1980. In 1979, makers sold 277,817 diesel automobiles.

As has been the case for several years, diesel-car sales have bucked the nation's overall car sales trends. Sales of domestic new cars last year hit a 20-year low and slipped 5.65 percent from sales during 1980. Import sales were down 2.92 percent last year, too.

But sales of diesel-powered cars have continued to post year-to-year gains, hitting the half-million mark last year, and indications from the auto makers points to a similar — if not larger — increase during 1982.

General Motors remained the diesel powerhouse, selling 301,488 diesel-powered cars last year, a sizeable 36.17-percent boost from the 221,394 sold during 1980. GM's market share jumped 3.77 percentage points—from 55.45 percent in 1980 to 59.22 percent in 1981.

GM may capture even more of the diesel market this year behind expanded use of the Oldsmobile-built 5.7-liter (350-CID) V-8 diesel and introduction of the all-new Olds-built 4.3-liter (263-CID) V-6 offered in the corporation's new front-drive A-body cars.

Oldsmobile was GM's leading division, selling 151,667 diesel cars last year, a 19.56-percent increase from 126,853 during 1980. But Oldsmobile's market share actually dropped nearly two percentage points, a result of increased import competition, as well as huge increases by Buick, Pontiac and Chevrolet.

• Cadillac was the only loser among GM divisions. Diesel sales were off 3.86-percent last year and market share fell by 2.57 percentage points. A Cadillac spokesman said many Cadillac buyers opted for the company's V-8-6-4 gasoline engine in lieu of diesel power early in the calendar year.

Buick, Pontiac and Chevrolet expanded diesel-engine availability last year to cover the majority of their car lines. As a result, Buick diesel sales increased 145.72 percent, Pontiac sales were up 60.42 percent and Chevrolet sales jumped 128.09 percent.

In addition to the Olds-built diesel engines, Chevrolet also offers an Isuzu-built 1.8-liter diesel engine as an option in Chevette. A Chevrolet spokesman said the division has the capacity to build 150,000 diesel-powered cars during 1982.

GM's increase was at the expense of Volkswagen of America. Combined Volkswagen-Audi diesel car sales nudged ahead slightly last year, but VWoA surrendered 6.57 percentage points of market share to increased competition. VW-Audi penetration dropped from 31.12 percent in 1980 to 24.55 percent in 1981.

Volkswagen diesel car sales were up 2 percent last year. In addition, VWoA sold 26,180 diesel pickup trucks, up from 14,511 during 1980. But Audi diesel sales took a 19.92-percent nosedive in 1981.

• Audi may recoup those losses this year with new turbocharged diesel 4000 and 5000 models which debut this summer. The company has targeted sales of 8,300 diesel 5000 models, the majority of which will be turbos, and another 10,000 Audi 4000s, diesel and turbocharged diesels combined.

Mercedes-Benz sold 49,354 diesel cars last year, up 25.70 percent from the 39,262 sold during 1980. Diesel models accounted for 78.3 percent of total Mercedes sales of 63,059 units. The company expects to sell more than 50,000 diesel cars in the U. S. this year.

Peugeot sales of 14,340 diesel cars last year represented a 40.15-percent boost from the 10,232 sold during 1980. Peugeot has forecast diesel sales of about 16,000 units in the U. S. during 1982.

Newcomers Datsun and Isuzu combined to grab 3.34 percent of the diesel market in 1981. Isuzu, which began selling in the U. S. early last year, sold 10,368 diesel-powered I-Mark models. A spokesman said diesel sales could account for 80 percent of an anticipated 18,000 sales this year.

Datsun entered the diesel market last June with the introduction of a diesel-powered Maxima model. The company sold 6,610 diesel Maximas last year and has forecast sales of up to 14,000 diesel Maximas for 1982.

Volvo was unable to certify a 1981-model diesel car for the U. S. market and, subsequently, recorded a large drop in sales. A spokesman said that Volvo should sell about 6,500 diesel-powered cars this year.

Toyota, Datsun, VW offer new incentives

By Joseph Bohn
Marketing Editor

Datsun, Toyota and Volkswagen have launched new incentive contests.

The Toyota contest, called "Breaking Away," runs from Dec. 23 to April 1. It is a dealer trip contest, with 175 trips being awarded.

Dealers compete among themselves for high over objective in three groups, based on their size. Objectives are based on all new trucks.

Group one can win trips to Sydney and Melbourne, Australia.

Group two wins a Vancouver/Alaskan cruise.

Group three wins a trip to the island of Maui.

There is a fast start from Dec. 23 to Feb. 1. The dealership that attains its fast-start objectives receives two additional percentage points toward its objective at the end of the contest.

A second fast start runs from Dec. 23 to March 1. A dealership that achieves this fast-start objective receives one additional point toward its total objective.

There are two tie breakers. One is based on total car/truck sales; the other on total Celica sales, including Supra.

Datsun has a new "Full Throttle '82" contest running Jan. 8 to March 31. It is a dealer trip contest, but dealers have the option of taking merchandise instead.

The contest is based on total '81-'82 new vehicles, including cars and trucks.

• Dealers must purchase "full throttle" certificates, one for each unit in their objectives. The certificates cost $10 apiece. But dealers have the opportunity to receive a 25 or 50 percent refund on the certificates' cost by achieving certain bonus objectives.

Dealers are also required to set up an in-house incentive for sales people to get into the contest.

Essentially, the contest places dealers in two groups. Larger dealers compete in an open-ended competition against sales ob-

Continued on Page 52, Col. 1

index

Advertising news	49
Auction reports	38
Classified advertising	39
Editorial page	20
Obituaries	54
Production by makes	55
Registrations, car	51
Service highlights	12
Truck highlights	16

57th year — No. 4898

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

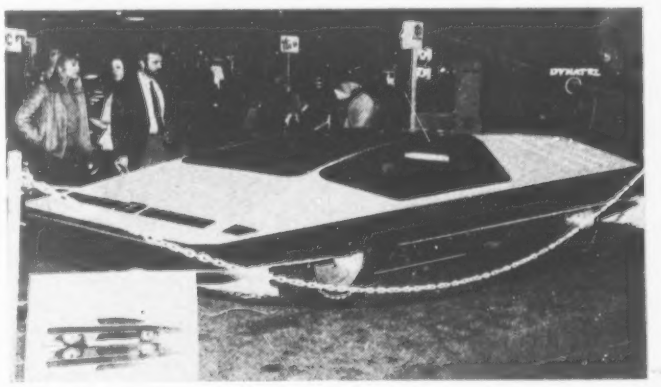
Sales of diesel-powered new cars in the U. S.

	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Cadillac	40,241	7.91	41,860	10.48
Buick	48,627	9.55	19,790	4.96
Pontiac	33,353	6.55	20,791	5.21
Chevrolet	27,600	5.42	12,100	3.03
Oldsmobile	151,667	29.79	126,853	31.77
General Motors Total	301,488	59.22	221,394	55.45
Volkswagen	118,585	23.29	116,225	29.11
Audi	6,434	1.26	8,035	2.01
VW-Audi Total	125,019	24.55	124,260	31.12
Mercedes-Benz	49,354	9.69	39,262	9.83
Peugeot	14,340	2.82	10,232	2.56
Volvo	1,954	0.38	4,158	1.04
Datsun	6,610	1.30	.....	.....
Isuzu	10,368	2.04	.....	.....
TOTAL	509,133	.....	399,306	.....

At Los Angeles Show

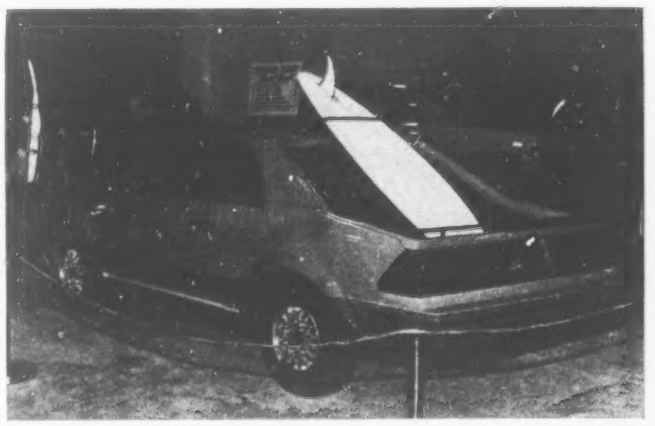
Looks like the real thing

The Gullwing, a replica of the Mercedes-Benz 300-SL roadster, is built by West Coast Auto Sales, Inc., Gardena, Calif. The fiberglass-bodied car is built on a custom-made chassis. Engine is a Chrysler 225-CID "slant six." Price is $50,000. Two or three will be built per month.



Porsche-powered Concordia II

The Concordia II, a design car from Bernard Beaujardin of Montreal, was one of the more unique autos at the Greater Los Angeles Auto Show, Jan. 2-10. Powered by a Porsche 914-6 engine, the car is of fiberglass/steel construction and features digital instrumentation and secondary gauges and controls that slide out of sight into the dashboard.



Ford's concept 'Sport Truck'

Ford Motor Co. showed its Ford EXP "Sport Truck" concept vehicle at the Los Angeles show. The concept vehicle has a maximum cargo capacity of 600 pounds. The Los Angeles show, covering 350,000 square feet, was the largest ever for that city. Attendance figures also set records.

For Sentra, the 210 replacement

Nissan seeks diesel waiver

WASHINGTON. — Nissan is asking the EPA for a waiver from 1983 and 1984 oxides of nitrogen standards so it can bring in a new 1.8-liter four-cylinder diesel to power its replacement for the aging Datsun 210. The new car, known as the Sunny in Japan, is scheduled to arrive here early in 1983. It will be called Nissan Sentra.

Should the EPG give its approval — and there is every indication it will — the dieselized Sentra could prove a worthy competitor in the high-mileage contest that has until recently, been nearly the sole domain of Volkswagen.

Although slightly larger and heavier than the Rabbit, the

Continued on Page 54, Col. 3

Mack honors Econodyne's originator

Alvin M. Fischer, left, product engineering vice president, Mack Trucks, Inc., presents a plaque displaying the Econodyne engine logo to Edward G. Bulpitt, senior project engineer—powertrain engineering at Mack's Powertrain Division, Hagerstown, Md. He suggested the name which characterizes the performance of the Charge-Air fuel-efficient diesels introduced in 1981.

IH dealers to market 3 IVECO light diesels

BLUE BELL, Pa. — Some International truck dealers will retail diesel-powered IVECO light trucks in the U. S. and Canada under a marketing agreement between IVECO Trucks of North America, Inc., and International Harvester.

Initially, International will offer three models to be designated the I-Series. With the exception of identification, the trucks will be identical to the Z-Series vehicles introduced by ITONA a year ago and marketed through its U. S. dealer body.

"These vehicles," said J. Patrick Kaine, president, IH Truck Group, "will complement the company's medium and heavy trucks and will provide major new sales opportunities in the emerging Class 2, 3 and 4 segments of the fuel-sensitive North American truck market."

Gross vehicle weights of the three models range from 9,995 to 14,880 pounds. Kaine said most of the trucks handled by International dealers will be marketed with van bodies.

Vocations served by these vehicles include wholesale and retail businesses such as furniture stores, florists, utilities, contractors, food distributors, leasing companies and package carriers, Kaine said.

"Our competition has neither the fuel-efficient diesels nor the space-saving low-front-entry designs in this weight range," he added.

• The I-1054 model is powered by a five-cylinder, air-cooled Deutz diesel, while a six-cylinder, water-cooled Fiat diesel is available in the I-1154 and the heavier I-1254 models.

The I-1054 and I-1154 models will be available in IH outlets as early as March, Kaine said, with the I-1254 scheduled for shipment later in the year.

The I-Series trucks will carry IH identification and model numbers in addition to the IVECO nameplate, similar to the marketing approach used by Chevrolet and GMC in the U. S. market, according to James R. Bostic, ITONA president and a

Continued on Page 46, Col. 3

truck personnel

Sting and Zalokar are promoted at Mack

Mack Trucks, Inc., has announced the election of **Robert W. Sting** as executive vice president-international operations, and **Robert F. Zalokar** as senior vice president-product and engineering.

Sting joined Mack in 1978 as area vice president-Far East, Middle East and Africa. Previously he was truck-marketing services director at Chrysler International in London. Prior to his promotion, he was vice president-international operations for Mack.

Zalokar has been with Mack since 1959, starting as a research engineer for the Powertrain Division, and prior to his promotion was product-development vice president. He is co-inventor of the Mack air-suspension system for cabs.

R. W. Sting

R. F. Zalokar

Freightliner names Keilbach Senior V-P

Peter Keilbach, former manager of corporate planning for

Continued on Page 17, Col. 1

truck industry news

2.25 million deliveries off 9.3 pct. from previous year

Sales drop in '81 smaller than '80

By Jack Walsh
Truck Editor

For the third straight year, retail sales of new trucks of all types in the U. S. in 1981 dropped below the year-earlier mark. The rate of decline, however, was under 10 percent for the first time since 1979.

During the year, according to preliminary reports, franchised dealers and factory outlets retailed 2,255,869 units, a decline of 9.3 percent below the 2,487,236 sold in 1980.

Sales also were down in all three market segments, with light trucks hurting the least. Compact-pickup deliveries rallied in the second half and ended the year slightly higher than the year-earlier totals, providing the only bright spot in an otherwise dismal year.

The non-captive imported compacts — Datsun, Toyota, Mazda and Isuzu—scored significant gains, overcoming the higher prices caused by the increased import duty with a much more aggressive marketing effort.

Sales of the captive imports—Chevrolet LUV, Ford Courier, Dodge Ram 50 and Plymouth Arrow — were down substantially in 1981 from the previous year, losing most of their ground in the final six months of the year.

Compact-pickup sales over the 12-month span totaled 523,619 units, an increase of 3.5 percent over the previous year's 506,410. There were three new domestic entries in this market segment during the year — the Jeep Scrambler, the Chevrolet S-10 and the GMC S-15.

The Scrambler, based on the Jeep CJ chassis, was introduc-

Table on Page 48.

ed in April and 7,815 units were sold through December. The S-10 and S-15 made their debut in November, and dealers sold 15,473 of the former and 2,314 of the latter.

Retailers of the non-captive compacts sold 279,584 vehicles during the year, an increase of 11.1 percent over the year-earlier 251,669 units. Sales of the captives were off 19.4 percent, from 228,878 in 1980 to 184,554 in 1981.

Light-truck sales during the year totaled 2,026,228 units, a decline of 8.5 percent from the previous year's 2,215,211. Mediums were down 19 percent, from 96,319 in 1980 to 77,975. Sales of

Continued on Page 48, Col. 1

Truck calendar

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

March 10-13 — International Trucking Show (West), George Moscone Convention Center, San Francisco.

April 3-6 — NADA American Truck Dealers Division, 19th annual convention & exposition, Marriott Hotel, New Orleans.

May 19-21 — International Trucking Show (East), Dallas Convention Center, Dallas.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

truck watch

By JACK WALSH

Compacts have vital '82 role

Compact pickup trucks built in the U. S. will play a major role in a rebound in light-truck sales in 1982, and very likely will be the determining factor in whether Ford will be the retail sales leader for a sixth consecutive year.

Thus far, the General Motors S-trucks, the Chevrolet S-10 and the GMC S-15, and the Omni/Horizon-based Dodge Rampage, are the only new domestic compacts on the market. The S-trucks are off to a record start. It's too early to measure the Rampage impact since it has been available only since Jan. 4.

The Volkswagen Rabbit compact, offered with both gasoline and diesel power, has done extremely well since its introduction late in 1979. In 1981, VW dealers sold 33,879 units, an increase of almost 33 percent over the previous year's 25,532.

The S-trucks were introduced officially early in November, and at year's end sales totaled 17,787 units—15,473 S-10s and 2,314 S-15s. Chevrolet expects to sell 225,000 units in the 1982 model year and GMC's target is 45,000.

Ford's all-new domestic compact, the Ranger, goes into production today (Jan. 18) in Louisville, with public introduction slated for March. The company is hoping to sell 300,000 of them in the truck's first full year on the market.

• Chevrolet outsold Ford in the last two months of 1981 and is counting on the S-10, plus its all-new 6.2-liter light-truck diesel, to keep the momentum rolling throughout the year and to enable Chevrolet to dethrone Ford.

The Ranger is one of the reasons that Ford is confident that it will repeat as the industry's No. 1 truck retailer in 1982.

"The drivetrain options and derivatives we will add to the Ranger line over the next year will assure us a healthy share of the growing personal-use/sport-truck compact market the Japanese have had largely to themselves," said Louis E. Lataif, Ford Division general manager, at a press conference at which Ford's 1981 sales results were announced.

"Ranger will appeal to both types of buyers," he added. "But its success as a personal-use vehicle is particularly important because a strong return of these buyers—who fueled the tremen-

Continued on Page 48, Col. 3

Reading's Ready-Cap

Reading Body Works, Inc., Reading, Pa., has introduced the Ready-Cap, a new all-steel pickup cargo bed. It is designed for easy installation on conventional and compact pickup trucks.

But 9.3 pct. decline is better than 1980's drop

Year's truck sales dip to 2.25 million

Continued from Page 16

the heavies totaled 151,666, a decline of 13.7 percent from the year-earlier 175,706.

Sales of new trucks of all types in the final month of 1981 dropped 12.7 percent below the count for December, 1980. During the month, dealers retailed an estimated 150,215 units, compared with 171,992 a year earlier.

Heading into the new year, retailers had fewer unsold trucks in stock than on Jan. 1, 1981. The total this year was 559,334 units, a decline of 2.6 percent from the previous year's 574,045.

There were 503,410 light trucks in inventory on Jan. 1, off 0.8 percent from last year's 507,694 units. Mediums were down 17.6 percent, from 22,117 in 1981 to 18,234, and heavies totaled 37,690, a decline of 14.8 percent from the year-ago 44,234.

• Big Three truck dealers retailed 1,150,649 units in 1981, a decline of 11.8 percent from the year-earlier 1,984,612. December sales were off 21.1 percent, from 139,382 units in 1980 to 108,910.

Ford was No. 1 in truck sales in 1981 for the fifth straight year and the seventh time in the last 10 years. Its dealers sold 716,849 vehicles during the year, compared with 675,628 for Chevrolet.

Ford's 12-month total was down 9.8 percent from the previous year's 794,520 units. Included were 63,925 Courier sales, a drop of 17.2 percent from the 77,375 units retailed in 1980.

Chevrolet's 1981 count was off 10.7 percent from the year-earlier 756,491, and the total included 61,724 LUV sales, a decline of 30 percent from the previous year's 88,447.

In December, Chevrolet truck sales topped Ford's for the second consecutive month, 42,347 versus 38,570. The Chevy total was off 25.2 percent from the year-earlier 56,637, and the Ford count was down 32.6 percent from the 57,252 units retailed in 1980.

• Chevrolet dealers sold only 1,696 LUV pickups in the final month of 1981, almost 65 percent below the year-earlier 4,940. Ford Courier sales were down 16.4 percent, from 4,626 in 1980 to 3,869 units.

Chrysler Corp. and GMC Truck & Coach Division were the only Big Three truck producers to report sales gains for December. Twelve-month totals for both, however, dropped below the comparable 1980 results.

In December, Dodge and Plymouth dealers retailed 15,292 light trucks, a gain of 9.8 percent over the previous year's 13,933. During the month, 1,907 Dodge Ram 50 compact pickups were sold, down 8.6 percent from the year-earlier 2,086. Sales of the Plymouth Arrow pickup were off 30 percent, from 779 units in 1980 to 546.

For the year, Dodge/Plymouth sales were down 25.3 percent from the 1980 count, 186,621 versus 249,766. Ram 50 sales in 1981 totaled 25,174, off 43.6 percent from the previous year's 44,640 units. The Plymouth count was down 52.6 percent, from 18,416 in 1980 to 8,728.

GMC dealers retailed 12,701 vehicles in the final month, an increase of 9.9 percent over the year-earlier 11,560. The 12-month total was off 6.7 percent, from 183,835 in 1980 to 171,551 units.

• Sale of Jeep four-wheel-drive trucks in 1981 dropped 18.7 percent below the year-earlier level, 63,275 versus 77,852. December sales totaled 4,636 units, a decline of 16.6 percent from the year-earlier 5,561.

Volkswagen of America reported gains in Rabbit pickup sales for both the month and calendar year. During the month, 2,833 units were retailed, up 35.1 percent from the previous year's 2,097. The 12-month total of 33,879 units was 32.7 percent greater than the year-earlier 25,532.

Mercedes-Benz Truck Co. said its dealers sold 482 medium and light-heavy trucks in December, its best month ever, and an increase of 7.7 percent over the year-earlier 350. The 12-month count was 4,054 units, three higher than the previous year's 4,051.

December and calendar-year increases were reported by three of the four independent Japanese truck distributors in the U. S.

Toyota dealers retailed 11,624 vehicles during the month, an increase of 47.5 percent over the year-earlier 7,879. The full year's total of 137,490 units was 4.4 percent higher than the 131,648 reported for 1980.

Datsun's December sales were 71.6 percent higher than the previous year, 10,424 versus 6,074. The 1981 total was 115,334, an increase of 3.7 percent over the year-earlier 111,246 units.

Mazda dealers sold 898 trucks in the final month of the year, a gain of 59 percent over the year-earlier 565. The 12-month total of 16,801 units was 91.5 percent higher than the 8,775 retailed in 1980.

December sales of Isuzu pickups totaled 1,184, bringing the calendar-year count to 9,959 units. Distribution of these vehicles in the U. S. did not start until late in the second quarter of 1981.

Big Three December, Calendar Year truck sales

	December 1981	December 1980	Calendar Year 1981	Calendar Year 1980
Ford				
Vans	7,059	7,817	108,568	104,254
Club Wagon	1,731	1,632	24,669	24,783
Courier	3,869	4,626	63,925	77,375
Bronco	2,863	3,310	35,680	40,065
Conventional Pickups	18,855	36,076	432,134	479,926
Mediums	3,244	2,979	42,087	54,120
Heavies	949	812	96,696	13,997
Chevrolet				
Vans	4,336	6,077	86,727	88,342
Sportvan	757	1,205	13,576	16,943
LUV	1,696	4,940	61,724	88,447
El Camino	1,528	2,960	33,086	41,305
Blazer	1,341	2,124	21,399	27,093
Suburban	984	1,990	19,518	21,282
Conventional Pickups	23,672	35,287	403,487	440,918
Mediums	809	2,054	20,638	32,161
Heavies	7,224	.....	15,473	.....
Chrysler				
Vans	4,032	3,529	49,639	67,085
Voyager	444	489	4,739	6,658
Ram Wagon	2,083	1,466	19,985	21,118
Arrow	546	779	8,728	18,416
Ram-50	1,907	2,086	25,174	44,640
Trail Duster	49	216	1,624	3,341
Ramcharger	498	575	5,209	7,590
Conventional Pickups	5,733	4,793	71,523	80,918
GMC				
Vans	1,725	1,191	22,982	21,007
Caballero	194	307	3,994	4,463
Jimmy	312	401	4,689	5,608
Suburban	248	286	4,349	4,210
Conventional Pickups	6,626	7,210	97,599	102,129
P models	132	173	3,454	3,612
Mediums	1,274	1,225	19,360	24,108
Heavies	885	767	12,810	18,698
Motor homes	1,305	.....	2,314	.....

truck watch

Continued from Page 16

dous growth in truck sales during the mid-'70s—will provide a good shot in the arm for overall truck sales."

Chevrolet and GMC also are counting on the personal-use buyer to spur sales of the S-trucks in the coming year.

But in the short time that these vehicles have been on the market, according to Jimmy Perkins, Chevrolet's assistant general sales manager, there has been no real sign that this type of buyer is ready to come back strong.

"We've found that most buyers to date are people who need a pickup in their line of work, but don't really need a vehicle as large as the conventional pickup," he said.

"The most popular S-10s are those with the 1,500-pound payload capability and the V-6 engine, both options," he said. "Quite a few have been sold with a trailer hitch, indicating that some people plan to use them to haul recreational vehicles as well as light commercial trailers."

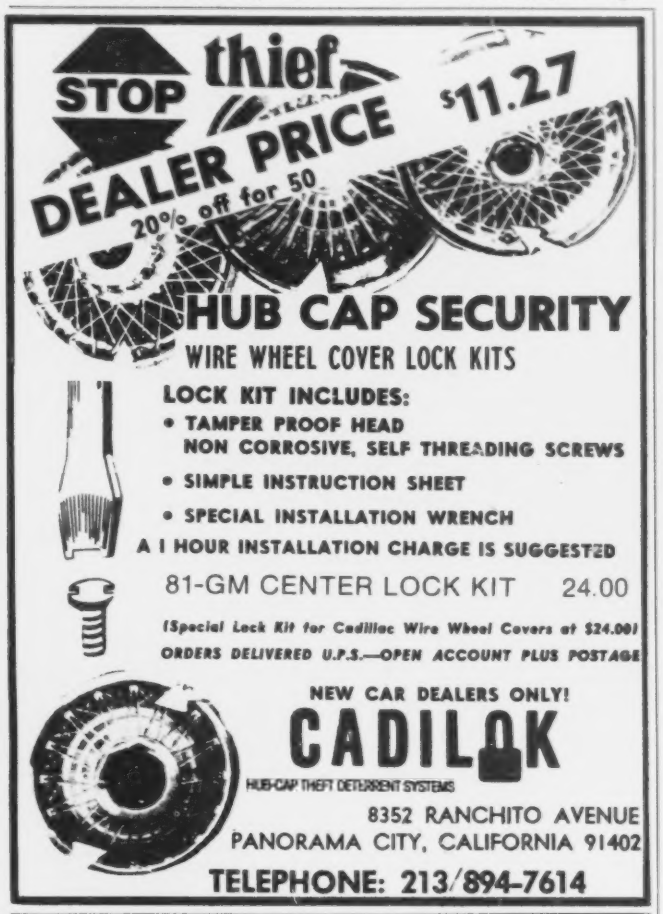
Reilly elected '82 chairman of auto info council

SOUTHFIELD, Mich.—J. Bernard Reilly has been elected 1982 chairman of the Automotive Information Council. Reilly is vice president of automotive marketing for Eaton Corp.

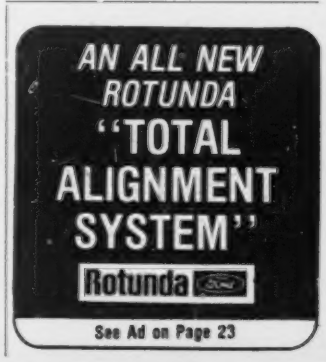
As AIC chairman, Reilly succeeds Dunbar Abston Jr., chairman of Parts, Inc.

Elected vice chairman of AIC was Lawrence J .Lombardo, executive vice president of sales and marketing for Firestone Tire & Rubber Co. Donald J. Whitlock, president of Whitlock Enterprises, was named AIC first vice chairman.

Other officers are Robert C. Calderone, vice president of aftermarket sales, Arvin Industries, treasurer, and Fred J. Pisciotta, vice president of APS, Inc., secretary.


STOP thief
DEALER PRICE
20% off for 50
$11.27
HUB CAP SECURITY
WIRE WHEEL COVER LOCK KITS
LOCK KIT INCLUDES:
• TAMPER PROOF HEAD
NON CORROSIVE, SELF THREADING SCREWS
• SIMPLE INSTRUCTION SHEET
• SPECIAL INSTALLATION WRENCH
A 1 HOUR INSTALLATION CHARGE IS SUGGESTED
81-GM CENTER LOCK KIT 24.00
(Special Lock Kit for Cadillac Wire Wheel Covers at $24.00)
ORDERS DELIVERED U.P.S.—OPEN ACCOUNT PLUS POSTAGE
NEW CAR DEALERS ONLY!
CADILOK
HUB-CAP THEFT DETERRENT SYSTEMS
8352 RANCHITO AVENUE
PANORAMA CITY, CALIFORNIA 91402
TELEPHONE: 213/894-7614

New Low Price
1982 CÁBRIO
MUSTANG CONVERTIBLE CONVERSIONS
OVER 400 ROAD-PROVEN CABRIOS COMPLETED
D.O.T. AND FORD APPROVED
FORD DEALERS
GIVE US A CALL FOR
NEW LOW PRICE
STYLE AND CRAFTSMANSHIP TO RIVAL EUROPE'S FINEST
AUTOMOBILI INTERMECCANICA™
A HERITAGE OF FINE MOTOR CARS
18475 BANDILIER CIRCLE • FOUNTAIN VALLEY • CALIFORNIA 92708
PHONE (714) 556-1011 • TWX 910 596-2602



It continues as a top choice in Europe

Fiat launches third-generation 127

By Jan P. Norbye
Staff Correspondent

TURIN. — Third generation but not necessarily last, for regardless of the arrival of Fiat's slightly bigger and more modern Project Uno next year, the 127 remains an attractive offer in the low-priced end of the European family-car market.

Better than many rivals, it has managed to secure a strong place as the only car for low-budget households, and an equally favored position as the first choice of a second car in two-car families.

It can be expected to keep a big share of these clienteles after the Uno becomes available. The Uno is not planned as a direct replacement for the 127, and Fiat will produce the two side by side for as long as demand for the 127 continues at a sufficiently high level.

With the third-generation 127 in production, it is now less urgent for Fiat to complete the development and tooling for the Uno. Fiat is sensibly refusing to rush the car into production, and hints of a revised timetable for the Uno are being dropped.

• The 127 Mark III stands out as having been visibly rejuvenated for an extremely low investment. The main body structure is unaffected by the skin changes, as the modifications have been held mainly to bolt-on parts, such as the front and rear bumpers, grille assembly, hood and rear hatch. Two and four-door models are offered.

The 127 Diesel continues with the old design, since both the sedan and wagon are made in Brazil to 147 specifications. The Mark III is produced only at the Mirafiori plant.

As the Mark III goes on sale, Fiat will produce its 5-millionth 127 since this series made its debut in the spring of 1971. This figure breaks down to 3,193,236 cars built in Italy, 1,243,469 by SEAT in Spain, and 565,076 units in Brazil.

In addition, Fiat has built 84,575 Fiorino vans at Mirafiori, using the 127 as a base—totally for the chassis and from the front bumper to the B-post for the body shell.

The new body parts for the Mark III are lightweight. For instance, the grille is made of plastic resin, the bumpers are polypropylene mouldings, while the hood and rear hatch remain pressed-steel (and glass).

The 127 range has been split into three trim levels—Super, Special and Sport, each with its own interior design and new, specific instrumentation.

Engine availability includes the faithful old pushrod-OHV 903-cc engine inherited from the 850, the SOHC 1,050-cc made in Brazil, and a larger version of the latter with 1,301-cc displacement.

The latter is used only for the 127 Sport in combination with a new five-speed transmission. The five-speed gearbox is also standard with the 1,050-cc engine. On all models, the transmission now has a two-rod shift control giving quicker and more precise shifts. The fifth (overdrive) speed, along with revised carburetion and improved aerodynamics, helps the 127 make new gains in fuel economy.

Due to the new bumper and hatch designs, the drag coefficient has been brought down to a competitive 0.44 (0.42 for the 127 Sport). Gasoline mileage at a steady 56 MPH ranges between 38.5 and 42.7 MPG, according to power train.

Fiat 127 is upgraded

With a simple, low-cost facelift and new interiors, Fiat has moved the 127 slightly up-market and away from any overlapping with the Panda. The 127 is available in three trim levels: Super, Special and Sport. It is not available in the U. S.

Model breakdown
Auction Averages

	January To Date	December	November
1982	$6,997		
1981	6,886	$6,424	$6,689
1980	5,348	5,363	5,454
1979	4,495	4,321	4,657
1978	3,521	3,475	3,782
1977	2,982	2,590	2,733
1976	2,692	2,026	2,099
1975	1,642	1,361	1,562
Overall Average	$5,028	$4,117	$4,315

Walser gets Peugeot

MINNEAPOLIS. — Walser Buick, Inc., has added Peugeot to its lineup. Robert J. Walser heads the dealership.

Used car sales
Auction Averages

January to date	$5,028
Month ago	$4,049
Year ago	$4,180

Metro Auto Auction celebrates big

Metro Auto Auction of Kansas City celebrated its seventh anniversary by opening a new five-acre customer parking lot and staging the largest sale in its history: 1,682 cars consigned, 1,024 cars sold, followed the next day by a Ford factory sale in which all 300 cars offered were sold. Refreshments and prizes added to the festivities. Metro subsequently has had two holiday parties to stimulate business and thank its customers.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, JANUARY 26, 1982
10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
—250 CARS—
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A
CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
• Our 29th Year • Buy and Sell with Complete confidence
• New Expanded Facilities • Guaranteed Titles • Auction Checks
• Cab fare paid from Airport • Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

27.88 pct. for October

Import registrations dip, but share climbs

By Jenny L. King
Staff Writer

Registrations of new imported cars climbed in market penetration in October compared with their standings both in September, 1981, and October, 1980, according to figures compiled by R. L. Polk & Co.

October import registrations reached 182,410, or 27.88 percent of the total. Imports accounted for 27.45 percent of the September total and 26.25 percent of the October, 1980, market.

In actual numbers, the October figure of 182,410 was down 6.98 percent from the year-earlier 196,107. It also was down from September by a margin of 12.90 percent. There were 209,430 new import registrations that month.

Greatest import penetration in the first 10 months of 1981 was 30.58 percent in May.

Registrations for the first 10 months of the year were 2,078,171, down 0.78 percent from 2,094,566 in 1980. Imports accounted for 28.79 percent of all U. S. new-car registrations for the 10-month period, up slightly from 28.61 percent the preceding year.

Datsun succeeded Toyota as top import in October. Its share of the import segment was up 1.42 percentage points, to 20.53 from 19.11. Toyota captured 19.64 percent, down 0.48 percentage points from 20.12 percent. Third-place Honda was down 0.59 percentage points and fourth-place Volkswagen slipped 0.02 percentage points.

Mazda, Subaru, Volvo, Mercedes-Benz, Audi and BMW increased their shares of the October market compared with year-ago standings.

The top 10 imports accounted for 88.32 percent of registrations in October, up from 87.96 percent a year earlier.

Japanese nameplates captured 74.18 percent of October import registrations, up from 71.39 percent in 1980. Japanese year-to-date penetration was 75.22 percent, up from 74.17 percent.

German-built imports were responsible for 17.98 percent of the import total, down from 20.27 percent in October, 1980. The German year-to-date slice was 17.40 percent, down from 18.62 percent.

IMPORT REGISTRATIONS SHARES IN U. S.

	OCTOBER					TEN MONTHS				
	Regis., Oct., 1981	Percent Share of Market	Regis., Oct., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 10 mos., 1981	Percent Share of Market	Regis., 10 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Datsun	37,441	20.53	37,478	19.11	+ 1.42	490,647	23.61	480,215	22.92	+ 0.69
Toyota	35,830	19.64	39,455	20.12	− 0.48	383,797	18.47	436,056	20.82	− 2.35
Honda	25,520	13.99	28,596	14.58	− 0.59	315,304	15.17	292,138	13.95	+ 1.22
VW	19,323	10.59	20,795	10.61	− 0.02	198,094	9.53	215,889	10.31	− 0.78
Mazda	13,067	7.16	13,711	6.99	+ 0.17	146,832	7.07	128,556	6.14	+ 0.93
Subaru	12,539	6.87	12,596	6.42	+ 0.45	120,377	5.79	104,110	4.97	+ 0.82
Volvo	5,184	2.84	5,330	2.72	+ 0.12	54,520	2.62	45,046	2.15	+ 0.47
Mercedes	4,507	2.47	4,688	2.39	+ 0.08	48,724	2.34	.....	.....	.....
Audi	4,047	2.22	3,953	2.02	+ 0.20	40,158	1.93	.....	.....	.....
BMW	3,657	2.01	.....	.....	.....	36,025	1.74	44,549	2.12	− 0.38
Fiesta	.....	.....	5,888	3.00	.....	.....	.....	57,961	2.77	.....
Others	21,295	11.68	23,617	12.04	− 0.36	243,693	11.73	241,255	11.52	+ 0.21
TOTAL	182,410		196,107			2,078,171		2,094,566		
Share of U. S. Total		27.88		26.25			28.79		28.61	

Registrations not available for Oklahoma.

Registrations by country of origin in October were:

	Oct., 1981	Oct., 1980
Japan	135,310	139,998
West Germany	32,798	39,753
Sweden	6,214	6,478
France	4,197	3,042
Italy	2,318	3,239
England	1,024	3,597
Ireland	549	.....

Registrations by country of origin for the first 10 months of 1981 were:

	10 mos., 1981	10 mos., 1980
Japan	1,563,244	1,553,497
West Germany	361,627	389,911
Sweden	65,847	55,790
France	37,568	30,009
Italy	32,564	37,286
England	16,086	28,065
Ireland	1,235	.....

Registrations of imported trucks in October totaled 41,896, down 3.16 percent from 43,265 a year earlier. Registrations of imported trucks in October were:

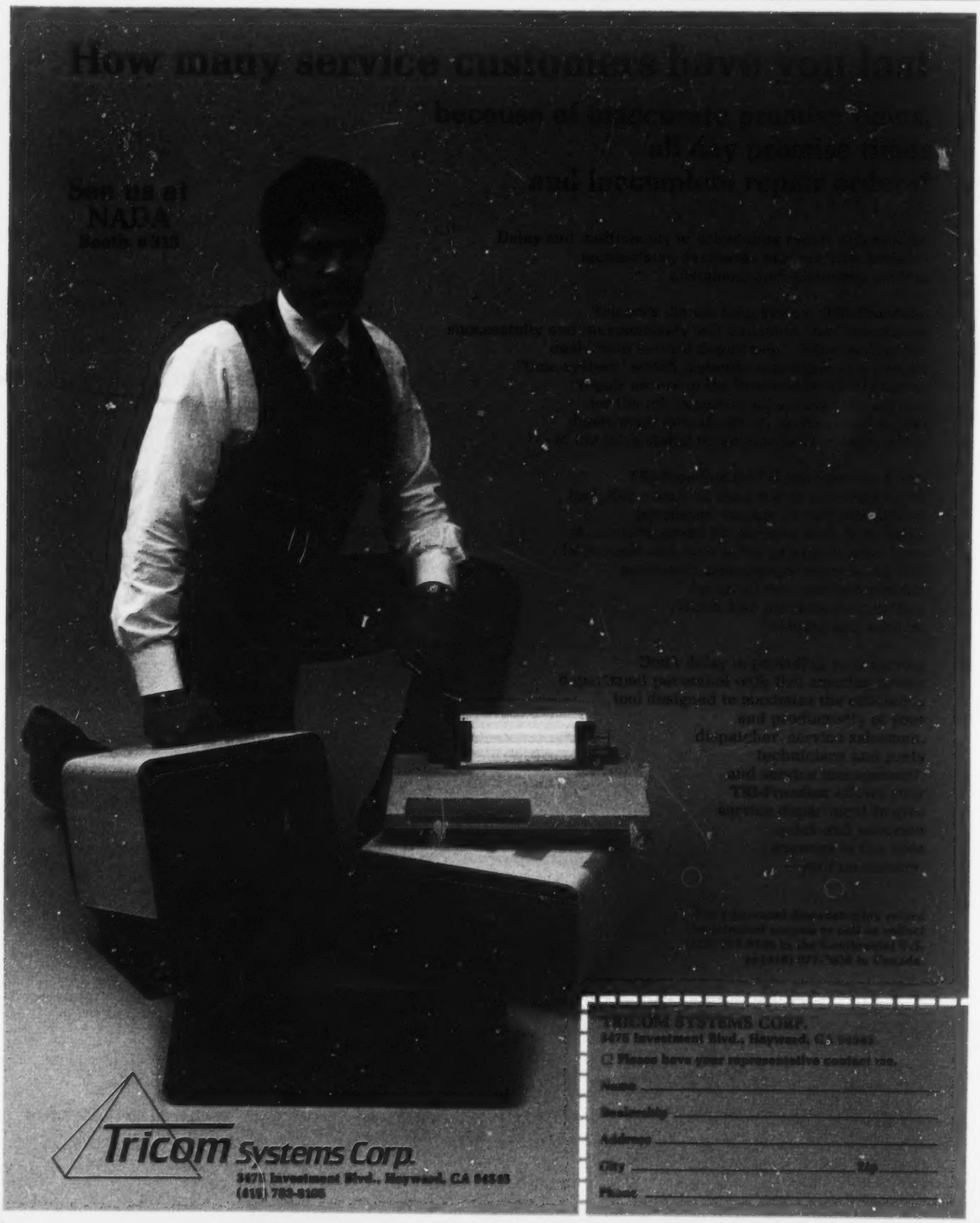
	Oct., 1981	Oct., 1980
Toyota	12,423	10,777
Datsun	10,320	8,859
Ford Courier	5,036	6,532
Chevrolet LUV	4,402	6,835
Others	9,715	10,262
TOTAL	41,896	43,265

The truck import total for the first 10 months of 1981 was 412,220, down 8.66 percent from 451,188 last year. Registrations of imported trucks in the first 10 months were:

	10 mos., 1981	10 mos., 1980
Toyota	109,678	117,656
Datsun	94,304	93,748
Chevrolet LUV	57,085	72,319
Ford Courier	53,667	64,204
Others	97,376	103,261
TOTAL	412,110	451,188

Hightower promoted

NEW YORK.—Cato S. Hightower Jr. has been promoted to control branch manager of the General Motors Acceptance Corp. office in Lombard, Ill. He formerly was regional dealer relations manager with headquarters in Wilmette, Ill.



The aim: To boost sales and ease layoffs

GM to trade price cuts for benefit concessions

Continued from Page 1

would not necessarily mean car prices would not rise during its duration because supplier prices and other costs could rise.

He said the proposal "could usher in a new era of labor-management cooperation because it addresses the heart of the problem in our industry today—noncompetitive labor costs and inflated car and truck prices."

The UAW also presented the plan to Ford Motor Co. which is reviewing the proposal, but Chairman Philip Caldwell is insisting Ford "will remain competitive in the marketplace." He said he is not "closing the door" to any ideas.

While the top UAW and GM officials have been talking about cutting prices in exchange for concessions since Nov. 14, the union dropped the plan on Ford last Tuesday (Jan. 12).

Caldwell said it costs $1,400 more to build a small car in the U. S. than in some overseas countries and "we need to get the $1,400 under our belt sooner or later on a permanent basis."

Most analysts feel that if Ford does not accept the proposal it will put itself at a competitive disadvantage in the marketplace and are expecting Ford to adopt the plan. Fraser said he hoped Ford would take that into consideration while deciding on the proposal.

Ford announced extended warranties on Escort and Lynx and a 5-percent rebate on those cars on the same day the price-cut proposal was submitted.

Many labor observers see the price cut as a way to sell the contract to the workers, especially those at GM, who have voiced strong opposition to making any concessions or even beginning early talks. At the UAW Ford and GM Council meetings in Chicago Jan. 8, both councils complained about the high cost of cars. They were worried that any concessions made by the workers would go to the company and prices would not be reduced.

Speaking of the price-cut proposal, Fraser said, "If you increase sales, you increase production. If you increase production, you increase productivity and efficiency and generate more profits . . . and generate more jobs."

Another selling feature of the GM negotiations is Fraser's proposal to have the current agreement kick in before the expiration of the new agreement.

He said, "Part of the agreement will be that if we enter into an agreement for X-number of months, before the expiration of that agreement the economic provisions of the current agreement will be restored —prior to the expiration date of that agreement. As of now, we haven't bargained out how much prior, but the current agreement will be back in place before we next go into negotiations."

In that sense, the newly negotiated contract will be temporary, he said.

• The principles adopted by GM also require an equality of sacrifice from all non-UAW GM groups. Smith told reporters last week he is willing to take a wage cut to hold up his end of the sacrifices required. Smith's salary is about $400,000 a year.

Caldwell makes $416,790 a year. Both executives receive bonuses in a good year. There haven't been any good years lately.

It is also expected that GM will at least discuss cutting or eliminating the dividend for the quarter in its February board meeting. Last week, Ford's board of directors voted not to pay a dividend for the first quarter.

Since GM has already agreed to the principles put out by the UAW, the union seems to be doing most of its pattern negotiating there and hopes to keep the concurrent, pattern contract systems intact. Ford, which did not receive those proposals until almost two months later, is behind GM in its contract talks.

Late last week, GM put its demands on the table and Owen Bieber, UAW vice president and director of the GM department, said the union was "disturbed and shocked" by the company's early proposals for concessions.

That kind of language is usually reserved for the company in normal bargaining times, but with the world turned upside down in negotiating, the union sees itself as the target with the company slapping its demands on the table.

Fraser said GM officials asked for concessions in almost every phase of the current pact.

"If those examples are real, they would pay the consumer for taking them (the cars)," Fraser said.

He has said the concessions will not involve wage cuts. In past interviews with Automotive News (Oct. 26, 1981), both Peter J. Pestillo, Ford labor relations vice president, and Alfred S. Warren, GM labor relations vice president, said costs can be reduced without touching wages. They said they want $8 an hour worth of concessions or exchanges—the labor cost disadvantage they say they have with the Japanese. A more realistic figure would be around $5 an hour.

Non-wage exchanges could be in eliminating all remaining paid personal holidays, changing health and life insurance plans, providing phased-in benefits and wages based on seniority, cutting SUB fund benefits after an employe has been drawing for a certain amount of time and changing the pension plans.

Thames signs with Chevy

CRYSTAL SPRINGS, Miss. — The new Chevrolet dealer here is John M. Thames.

Ford and Chrysler bicker over who's on second

By Jenny L. King
Staff Writer

Domestic new-car sales were awful in the first 10-day period of 1982, and Chrysler Corp. and Ford Motor Co. were bickering over who had better—and more honest—sales.

Chrysler Corp. rejoiced in a Jan. 13 news release that its 10-day sales total beat out Ford for the first time, except during strikes, since such period reporting began back in 1953.

Chrysler's announced sales total of 17,493 included 2,768 Mitsubishi-built imports. Ford yelled "foul." Ford had sales of 17,033 domestic cars in early January and could not include the Fiestas from Germany which it always had done when they still were being sold.

Sales by the five major U. S. auto makers totaled 101,199 in early January. There were only seven selling days, yielding a 14,457 daily selling rate. A year ago 128,041 new cars were retailed in eight days, with a 16,005 sales average per day.

Domestic sales were down 20.96 percent year-to-year, down 9.67 percent daily rate. They were the lowest since the 93,235 reported in 1975. Best for the period was 202,453 in 1966.

• All five auto makers were down in year-to-year comparisons. Chrysler Corp. was up on a daily-rate basis. General Motors was down 19.02 percent, to 66,281 from 81,845 in 1981 (down 7.45 percent daily rate). Ford Motor Co.'s sales of 17,033 were down 31.68 percent from 24,930 (down 21.92 percent daily rate).

Chrysler Corp. reported domestic sales of 14,725, down 8.99 percent from 16,179 last year, but up 4.05 percent on a daily-rate basis. Volkswagen of America was down 57.38 percent, to 1,060 from 2,487 (down 51.45 percent daily rate). Estimated sales for American Motors were 2,100, down 19.23 percent from 2,600 (down 7.69 percent daily rate).

GM earned 65.49 percent of the early-January domestic market, up from 63.92 percent in 1981. Ford sales accounted for 16.83 percent of the market, down from 19.47 percent. Chrysler cornered 14.55 percent of the market, up from 12.64 percent. AMC stood at 2.08 percent, up from 2.03 percent, and VWoA slipped to 1.05 percent from 1.94 percent.

Larger-car specialists prevailed in the makes sales race. Chrysler was up 59.89 percent, Cadillac was up 31.21 percent and Lincoln was up 18.85 percent.

On the minus side were: VWoA, down 57.38 percent; Oldsmobile, down 47.18 percent; Ford, down 37.16 percent; Imperial, down 34.12 percent; Plymouth, down 31.05 percent; Mercury, down 23.60 percent; Pontiac, down 23.10 percent; AMC, down 19.23 percent; Buick, down 17.39 percent; Chevrolet, down 10.84 percent, and Dodge, down 5.98 percent.

DOMESTIC SALES

	Jan. 1-10, 1982	Jan. 1-10, 1981
AMERICAN MOTORS	2,100†	2,600†
Chrysler	3,249	2,032
Imperial	56	85
Plymouth	4,955	7,186
Dodge	6,465	6,876
CHRYSLER CORP.	14,725	16,179
Ford	11,381	18,110
Mercury	4,416	5,780
Lincoln	1,236	1,040
FORD MOTOR	17,033	24,930
Buick	10,666	12,912
Cadillac	5,117	3,900
Chevrolet	26,148	29,326
Oldsmobile	15,251	28,874
Pontiac	9,099	11,833
GENERAL MOTORS	66,281	81,845
VOLKSWAGEN	1,060	2,487
INDUSTRY TOTAL	101,199	128,041

†Estimate

Chrysler boosts import prices $274 for 1982

DETROIT. — Chrysler Corp. has raised prices of its imported cars and pickup trucks an average of $274, or 4.0 percent, for 1982.

The vehicles, all made by Mitsubishi of Japan, are the Dodge Colt and Challenger, the Plymouth Champ and Sapporo, the Dodge Ram 50 pickup and the Plymouth Arrow pickup.

The $274 boost is for the average equipped vehicle. In addition, destination charges have been increased an average of $12 per vehicle.

The new Colt/Champ four-door hatchbacks carry a sticker of $5,710 for the base units. The Custom models are $6,153.

The Colt/Champ two-door hatchbacks start at $5,443, up $180 over the final prices of the '81s. The Deluxe models are $5,800, up $241, and the Custom versions are $6,122, up $302.

The Challenger and Sapporo sport coupes are $8,043. That is a hike of $371 for Challenger and $455 for Sapporo.

Dodge Ram 50 and Plymouth Arrow pickups start at $6,408, an increase of $206. New for '82 is the Power Ram 50 four-wheel-drive pickup at $8,361.

New-car stock swells to highest level in history

Continued from Page 1

opened, up from 88½ days Dec. 1, and the stock of luxury cars was good for 81 days, up from 61 days a month earlier.

The Jan. 1 inventory was divided this way by size segment: Subcompact, 30.45 percent; compact, 23.81 percent; intermediate, 29.54 percent; standard, 10.69 percent, and luxury, 5.51 percent.

A month earlier, the inventory was divided as follows: Subcompacts, 30.60 percent; compact, 24.01 percent; intermediate, 28.24 percent; standard, 11.34 percent, and luxury, 5.81 percent.

• The Jan. 1 days' supply figures by market segment were:

Subcompact — Rabbit, 83; Eagle SX/4, 86; TC3, 127½; Chevette, 129; Omni, 136½; Horizon, 140; Escort, 140; LN7, 148; Lynx, 161; Spirit, 176; T1000, 197½; EXP, 207; Dodge 024, 260; Cavalier, 276, and J2000, 279.

Compact — Eagle, 67; Reliant, 86; Concord, 92; Fairmont, 92; Aries, 94; Skylark, 94; Zephyr, 109; Citation, 110; Omega, 112; Firebird, 138; Phoenix, 145; Mustang, 148; Camaro, 154, and Capri, 179.

Intermediate — New Yorker, 55½; Cutlass Supreme four-door, 70; Cougar, 71; Malibu, 71; Regal four-door, 78; Cordoba, 84; Diplomat, 91; Granada, 92; Regal coupe, 97; Gran Fury, 98; Cutlass Supreme coupe, 101; LeBaron, 105; Bonneville / LeMans, 105; Thunderbird, 114; Mirada, 115; Grand Prix, 116; Century, 118; XR-7, 144; Monte Carlo, 150; Dodge 400, 169; Cutlass Ciera, 181; Celebrity, 263, and Pontiac 6000, 338.

Standard — Pontiac, 23; Olds 88, 47; LeSabre, 61; Olds 98, 64; Mercury, 67; Electra, 71; Ford, 72, and Chevrolet, 91.

Luxury — Eldorado, 44; Lincoln, 47; Mark VI, 55; Toronado, 71; Seville, 72; Riviera, 82½; Continental, 101; Cadillac, 116; Corvette, 117; Imperial, 136, and Cimarron, 155.

NEW CAR STOCKS

	Jan. 1, 1982	Dec. 1, 1981	Jan. 1, 1981
Spirit	176	143	136
Concord	92	66	110
Eagle	67	59	92
Eagle SX/4	86	67	92
AMERICAN MOTORS	97	76	108
Horizon	140	138	87½
TC3	127½	118	87½
Reliant	86	86	66
Gran Fury	98	76	—
Plymouth	104	100½	77
LeBaron	105	122	77
Cordoba	84	85½	120½
New Yorker	55½	57	—
Chrysler	88½	96	87
Imperial	136	124	130
Omni	136½	140	93
024	260	106	93
Aries	94	89	66
Dodge 400	169	195½	—
Diplomat	91	89	92
Mirada	115	107	151
Dodge	112	108	86½
CHRYSLER CORP.	104	103	83
Escort	140	95	47
EXP	207	119	—
Mustang	148	95	112
Fairmont	92	96	73
Granada	92	94	149
Thunderbird	114	111	107
Ford	72	82	86
Ford	117	96	87
Lynx	161	92	92
LN7	148	103	—
Capri	179	96	93
Zephyr	109	72	52
Cougar	71	54	120
XR-7	144	116	90
Mercury	67	62	62
Mercury	114	80	71
Lincoln	47	35	72
Continental	101	98	—
Mark VI	55	49	79
Lincoln	71½	54	76
FORD MOTOR CO.	113	89	82
Skylark	94	59	50½
Century	118	—	—
Regal 4-door	78	69	62
Regal 2-door	97	79	61
LeSabre	61	79	51
Electra	71	75	47
Riviera	82½	80	41
Buick	86	72	55
Cimarron	155	93	—
Seville	72	68	57
Cadillac	116	54	31
Eldorado	44	48	39
Cadillac	54	58	37
Chevette	129	90	125
Cavalier	276	117	—
Citation	110	58	85
Camaro	154	105	92
Malibu	71	70	90
Celebrity	263	—	—
Monte Carlo	150	93	110½
Chevrolet	91	69	67½
Corvette	117	68½	79
Chevrolet	133½	81	91
Omega	112	54½	77
Ciera	181	—	—
Cutlass	70	55	65
Supreme	101	76	80
Olds 88	47	43	47
Olds 98	64	58	43
Toronado	71	62	47
Oldsmobile	82	64	64
T-1000	197½	149	—
J-2000	279	157½	—
Phoenix	145	72	95
Firebird	138	112½	138½
Bonneville	105	79	121½
6000	338	—	—
Grand Prix	116	82	102½
Pontiac	23	56	95
Pontiac	160	106	103
GENERAL MOTORS	107	77	77
VOLKSWAGEN	83	94	95
TOTAL	107	83	80

117,945 cars built in first two weeks of 1982

Car production 48 pct. below 1981

By Patricia Hoffman
Staff Writer

The first 10 days of 1982 auto production find the makers off to a slow start. Output is substantially below the comparable 1981 period.

An abundance of inventory forced several asesmbly points to extend holiday downtime. Auto production to date is 117,945, down 48.57 percent from the 229,346 units completed in the first two weeks of last year.

As the assembly plants gradually return to work, last week's estimated output was 67,037 units, up 31.68 percent from 50,908 the previous week. But it was 45.30 percent below 122,551 in the comparable 1981 period.

Production of the Buick Skyhawk-J and Oldsmobile Firenza began last Monday (Jan. 11) at General Motors' Leeds facility. For the week, 496 of each of the newest J-cars were built. Leeds, which was idled for the changeover Dec. 4, also builds the Pontiac J2000.

Also back last week were GM's Flint and Linden facilities.

Operations resumed last week at Ford's St. Louis point, making it the company's second (along with the Wixom plant) to return since the holidays.

Chrysler Corp.'s Belvidere, Jefferson and St. Louis points, along with American Motors' Kenosha facility also returned last week.

Still idle are Chrysler's Newark plant; Ford's Atlanta, Chicago, Dearborn, Kansas City, Lorain, Metuchen, San Jose and Wayne points; GM's Tarrytown, Framingham, Lakewood, Wilmington, Janesville, Lansing (G-body only), Baltimore, Fremont and South Gate facilities; Volkswagen of America's Westmoreland point, and Checker Motor's Kalamazoo plant.

Production breakdown for the week by company is: GM, 76.57 percent; Chrysler, 15.51 percent; Ford, 4.12 percent, and AMC, 3.80 percent.

Foote elected chairman of autobody supply group

TEANECK, N. J. — The Autobody Supply & Equipment Manufacturers Council elected the following officers for 1982 at its recent fall meeting.

Robert T. Foote Jr., vice president, Blackhawk; Applied Power, Inc., vice chairman; Thomas W. Dalton, president, Sharpe Mfg. Co., vice chairman; and Gary A. Oatey, president & chief operating officer, Oatey Co.; Robert T. Stahmer, national sales manager, Nason Automotive Division, O'Brien Corp., board members. Incumbent board members are Thomas F. O'Brien, national sales manager, Hennessy Industries — CP Tool Co., Auto Service Group; and Donald J. Scranton, president, Sem Products, Inc.

UAW lays out its demands for Harvester concessions

CHICAGO. — The UAW's International Harvester Policy Committee said last week the company must meet several demands before it will consider a request for a $100 million cut in labor costs.

In a statement following a meeting with IH officials, the union said it would be "impossible to respond to the proposal . . . until such time as the company takes steps to address several critical concerns of the union membership."

Those concerns include job security, eventual reimbursement of any concessions, the need for "equality of sacrifice" among all Harvester employes and the "outrageously high salaries" paid senior executives.

The union also charged that Harvester has too many supervisors for the number of workers employed, and was critical of such management practices as moving work from one location to another and the sourcing of some parts from outside firms.

Harvester called the hour-long meeting "a meaningful beginning" and said it will discuss the union's concerns at another session set for Wednesday (Jan. 20). The firm added that it also will provide additional financial information.

Harvester asked the union last November for the $100 million in concessions by Oct. 1, when the union's contract ends. The company proposed elimination of the $2.10-an-hour cost-of-living allowance, the 3 percent pay raise that took effect Oct. 1 and certain other benefits.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
CHEVROLET	12,680	14,585	13,528	26,208	28,564	26,208
DODGE	3,700	.....	.....	3,700	1,656	3,700
FORD	5,469	10,385	.....	5,469	14,617	5,469
GMC	4,569	4,782	4,223	8,792	9,307	8,792
INTERNATIONAL	1,150	1,730	1,135	2,285	3,423	2,285
VOLKSWAGEN	.....	650	.....	.....	650	.....
JEEP	1,500*	1,740*	.....	1,500*	3,480	1,500*
AM GENERAL	50*	85*	.....	50*	170*	50*
MISCELLANEOUS	1,400*	.....	1,400*	2,800*	1,050	2,800*
Total Trucks, U. S.	30,518	33,957	20,286	50,804	62,917	50,804

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
CHRYSLER CORP.	2,000	.....	.....	2,000	.....	2,000
FORD MOTOR	399	3,960	339	738	8,783	738
GENERAL MOTORS	5,884	6,670	1,828	7,712	12,532	7,712
INTERNATIONAL	233	270	245	478	568	478
Total Trucks, Canada	8,516	10,900	2,412	10,928	21,883	10,928
N. American Trucks	39,034	44,857	22,698	61,732	84,800	61,732

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Canadian output rises for week, but trails 1981

Canadian auto and truck production last week took a substantial jump over the previous week's total as assembly points continue to return from extended holiday downtime.

The estimated car output last week was 8,914 units, a gain of 130 percent over 3,875 the previous week, but down 38.82 percent from 14,569 in the comparable 1981 week.

During the first 10 days of production for 1982, the auto makers have completed 12,789 units, a 56.21 percent decline from 29,205 built the first two weeks last year.

Last week, the truck makers targeted output at 8,516, about 3½ times as many as the 2,412 built the previous week, but down 21.87 percent from 10,900 units in the comparable week last year.

The truck manufacturers turned out 10,928 units the first 10 days of 1982 production, down 50.06 percent from 21,883 trucks the comparable period last year.

Ford Motor's Oakville car point is slated to return today (Jan. 18), and Ford's St. Thomas plant is scheduled to resume Jan. 25. General Motor's Oshawa (lines one and two) car point returns today, so does Ford's Ontario truck facility.

Truck production up; only 5 plants idle for week

While the new year's first 10 days of assembly proved unfavorable for the domestic truck makers, the return of several assembly points helped boost last week's total substantially from the previous week's output.

During the first two weeks of 1982, the truck makers finished 50,804 units, a drop of 19.25 percent from 62,917 in the comparable period last year.

Last week, output was targeted at 30,518, up 50.4 percent from 20,286 trucks the previous week, but down 10.13 percent from 33,957 in the comparable 1981 week.

All but five truck assembly points were working last week. Those still idle were Ford Motor's Kansas City, Norfolk, San Jose and Twin Cities facilities, plus Volkswagen of America's Westmoreland point.

Peel moves to GMAD as regional plant chief

WARREN, Mich.—William W. Peel has been appointed a regional plant manager for General Motors Assembly Division. He succeeds Robert K. Bates, who has retired after 42 years with GM.

Peel has been with GM of Canada since 1960 and has been regional manufacturing manager since last July.

U. S. CAR PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
AMERICAN MOTORS	2,550*	3,275*	.....	2,550*	6,550*	2,550*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,400	7,950	.....	10,400	7,950	10,400
Plymouth Total	3,400	3,800	.....	3,400	3,800	3,400
Horizon	2,200	1,950	.....	2,200	1,950	2,200
Reliant	1,200	1,850	.....	1,200	1,850	1,200
Volare	.....	.....	.....	.....	.....	.....
Caravelle	.....	.....	.....	.....	.....	.....
Gran Fury	.....	.....	.....	.....	.....	.....
Chrysler Total	3,200	.....	.....	3,200	.....	3,200
LeBaron	3,200	.....	.....	3,200	.....	3,200
Chrysler	.....	.....	.....	.....	.....	.....
Dodge Total	3,800	4,150	.....	3,800	4,150	3,800
Omni	1,900	1,700	.....	1,900	1,700	1,900
Aspen	.....	.....	.....	.....	.....	.....
Aries	1,000	2,450	.....	1,000	2,450	1,000
Diplomat	.....	.....	.....	.....	.....	.....
Dodge 400	900	.....	.....	900	.....	900
St. Regis	.....	.....	.....	.....	.....	.....
FORD MOTOR	2,760	20,225	1,496	4,256	39,440	4,256
Ford Division	.....	13,678	.....	.....	27,675	.....
Escort	.....	8,400	.....	.....	16,380	.....
Pinto	.....	.....	.....	.....	.....	.....
Fairmont	.....	3,592	.....	.....	7,914	.....
Must./Must. II	.....	.....	.....	.....	.....	.....
Granada	.....	.....	.....	.....	.....	.....
T-Bird	.....	.....	.....	.....	.....	.....
Ford	.....	1,686	.....	.....	3,381	.....
EXP	.....	.....	.....	.....	.....	.....
L-M Division	2,760	6,547	1,496	4,256	11,765	4,256
Mercury Total	1,293	5,214	.....	1,293	10,432	1,293
Bobcat	.....	.....	.....	.....	.....	.....
Lynx	.....	2,592	.....	.....	5,136	.....
Capri	.....	.....	.....	.....	.....	.....
Zephyr	.....	1,208	.....	.....	2,454	.....
Cougar	.....	.....	.....	.....	.....	.....
XR-7	.....	.....	.....	.....	.....	.....
Mercury	1,293	1,414	.....	1,293	2,842	1,293
LN7	.....	.....	.....	.....	.....	.....
Lincoln Total	1,467	1,333	1,496	2,963	1,333	2,963
Continental ('82)	373	.....	748	1,121	.....	1,121
Lincoln	602	606	378	980	606	980
Mark VI	492	727	370	862	727	862
Versailles	.....	.....	.....	.....	.....	.....
GENERAL MOTORS	51,327	86,551	49,412	100,739	170,841	100,739
Buick Division	13,685	16,982	7,422	21,107	35,096	21,107
Skylark	1,750	4,832	1,471	3,221	9,636	3,221
Skyhawk J	496	.....	.....	496	.....	496
Century	2,500	2,897	2,597	5,097	6,179	5,097
Regal	4,329	4,673	.....	4,329	9,974	4,329
Buick	3,350	3,345	3,354	6,704	6,840	6,704
Riviera	1,260	1,235	.....	1,260	2,467	1,260
Cadillac Division	5,155	6,740	3,750	8,905	13,555	8,905
Cimarron	.....	.....	154	154	.....	154
Seville	320	832	.....	320	1,687	320
Eldorado	1,235	1,710	.....	1,235	3,430	1,235
Cadillac	3,600	4,198	3,596	7,196	8,438	7,196
Chevrolet Division	14,340	34,760	15,707	30,047	68,092	30,047
Chevette	.....	8,935	.....	.....	16,089	.....
Cavalier	5,220	.....	5,325	10,545	.....	10,545
Celebrity	.....	.....	2,196	2,196	.....	2,196
Monza ('80)	.....	.....	.....	.....	.....	.....
Camaro	3,935	2,365	2,833	6,768	4,758	6,768
Citation	2,240	8,320	2,115	4,355	16,982	4,355
Malibu	940	5,765	1,254	2,194	11,630	2,194
Monte Carlo	1,085	3,775	1,081	2,166	7,437	2,166
Chevrolet	320	4,800	319	639	9,614	639
Corvette	600	800	584	1,184	1,582	1,184
Oldsmobile Division	11,131	19,091	16,037	27,168	36,723	27,168
Omega	2,250	3,030	2,614	4,864	5,769	4,864
Firenza	496	.....	.....	496	.....	496
Cutlass	.....	9,860	4,826	4,826	19,511	4,826
Cutlass/Ciera	2,300	.....	3,235	5,535	.....	5,535
Oldsmobile	5,330	5,215	5,362	10,692	9,611	10,692
Toronado	755	986	.....	755	1,832	755
Pontiac Division	7,016	8,978	6,496	13,512	17,375	13,512
Acadiant †	.....	345	.....	.....	690	.....
J2000	781	.....	1,191	1,972	.....	1,972
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	.....	.....	.....	.....	.....	.....
Firebird	2,195	1,715	1,311	3,506	3,245	3,506
Phoenix	760	2,518	657	1,417	5,009	1,417
Grand Prix	1,640	2,400	1,668	3,308	4,592	3,308
Bonneville ('82)	1,640	.....	1,669	3,309	.....	3,309
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	1,560	.....	.....	2,948	.....
Pontiac	.....	440	.....	.....	891	.....
VOLKSWAGEN	.....	4,450	.....	.....	4,550	.....
CHECKER	.....	.....	.....	.....	15	.....
Total Cars, U. S.	67,037	122,551	50,908	117,945	2,293,346	117,945

CANADIAN CAR PRODUCTION

	Week Ended Jan. 16, 1982	Week Ended Jan. 17, 1981	Week Ended Jan. 9, 1982	Jan. to Date	Jan. 1 to Jan. 17, 1981	Jan. 1 to Jan. 16, 1982
AMERICAN MOTORS	257	600	.....	257	1,177	257
CHRYSLER CORP.	3,200	.....	3,314	6,514	.....	6,514
FORD MOTOR	432	944	336	768	1,783	768
GENERAL MOTORS	4,800	12,800	.....	4,800	25,795	4,800
VOLVO	225	225	225	450	450	450
Total Cars, Canada	8,914	14,569	3,875	12,789	29,205	12,789
N. American Cars	75,951	137,120	54,783	130,734	258,551	130,734
N. American Trucks	39,034	44,857	22,698	61,732	84,800	61,732
North American Cars and Trucks	114,985	181,977	77,481	192,466	343,351	192,466

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

p. 1, 3, 12, 18, 41-42, 30,

32, 44, 46.

JAN

25

1982

-1 C 2700-1

Automotive News

January 25, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Auto talks fizzle; UAW may go to Ford for pattern

By Marjorie Sorge
Labor Editor

DETROIT. — The UAW and General Motors were unable to reach a settlement last week and broke off negotiations. However, the way still was left open for a possible pattern agreement at Ford Motor Co.

After 10-days of talks, UAW President Douglas A. Fraser said GM and the UAW were unable to agree on economics, outsourcing job security or the length of the agreement and talks were recessed.

Later, UAW negotiators at Ford also voted to suspend negotiations until after the UAW GM and Ford Council meeting in Washington, D.C. last Saturday (Jan. 23).

UAW Vice President Donald Ephlin, director of the union's Ford department, however, said he is confident the union will resume negotiations with Ford next week.

"At Ford we only had two proposals on the table and we have not negotiated on either one of them" he said. "And therefore we would like the opportunity to do some bargaining and that's the reason I anticipate the Ford Council will tell us to come back here."

The Ford and GM Councils were scheduled to make recommendations on continued bargaining last Saturday. They have the option of continuing negotiations with the companies or suspending them until July, when bargaining would normally begin on the current contract, which expires Sept. 14.

In a random survey of some GM Council members, it seemed a resumption of bargaining at GM was less likely than at Ford.

If the GM Council should vote against continued negotiations and the Ford Council agreed to continue, it could result in a short-term three-tier labor cost structure if an agreement with Ford was reached before negotiations began with GM.

The UAW has been against adding another tier to the wage structure but a short-term situation might be agreeable. The split in labor costs came when concessions were given to Chrysler to allow it to qualify for federal loan guarantees.

While Fraser would give no idea how he thought the councils might vote, he said he would tell the GM Council to decide on the basis of what the committees reported had been negotiated at GM. However, he said he would be inclined to tell the Ford workers to go their own way, no matter what the GM Council does.

"The delegates have to ask themselves the question, and answer that question for the membership of this union . . . are you better off going forward now or is it better to wait until September of 1982 to try and conclude an agreement?" Fraser said. "That is the basic tactical question we have to ask."

Ford's chief negotiator, Peter

Continued on Page 44, Col. 1

Detroit show cars

Chrysler 'Stealth' bows

The Chrysler "Stealth," a two-seat sports concept car, had its first public showing at the Detroit Auto Show last week.

Powered by a turbo'd 2.2-liter

Stealth's fiberglass body sits on a modified Chrysler K-car chassis. Powertrain is a turbocharged 2.2-liter four with multi-point fuel injection, driving the front wheels through a five-speed transmission.

Jim Plegue photos

Souped-up Century

Molly Designs, of Santa Ana, Calif., took a 1982 Buick Century and transformed it into this concept vehicle. The car features completely blacked-out trim, plastic-covered headlamps and Goodyear NCT tires on Epsilon three-piece modular wheels. The car was on display at the Detroit Auto Show.

Unsold supply of import cars rises again to 60½-day stock

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to climb during December and stood at a 60½-day supply Jan. 1, up from a 55-day stock a month earlier.

While that inventory was the heaviest the imports have had in the past 12 months, it was virtually on target as the ideal import stockpile—heavy enough to sustain a solid sales pace, but not so heavy as to be burdensome.

The supply of new imported pickup trucks on hand Jan. 1 was quite heavy, however, at 108 days, up from 94 days a month earlier.

The inventory of new imported vehicles Jan. 1 totaled 383,228 cars and 133,256 trucks, a combined 68-day supply. This compared with 349,353 cars and 118,913 trucks in stock a month earlier, a 61-day supply.

While the import new-car stockpile was close to the ideal, the stockpile of new U. S.-built cars had soared to a record peak of 107 days Jan. 1.

• Although the overall supply of new imported cars was very well balanced, there were some imbalances among the individual makes.

Toyota for example, had built up its meager stockpile, but it was still very lean Jan. 1 at a 26-day supply. Subaru and Honda also had inventories on the short side at 36 and 39 days, respectively.

Datsun, on the other hand, had a strong 67-day supply of new cars Jan. 1 and Mazda had a 79-day supply. Isuzu's new-car stockpile was good for 92 days while Chrysler Corp. had a heavy 152-stock of Mitsubishi-built cars.

The inventory of Japanese-built new cars in the U. S. totaled 267,238, a 52½-day supply Jan. 1.

The stockpile of West German-built new cars totaled 64,135 new cars Jan. 1, a 77-day supply.

This included rather lean inventories of the luxury Merce-

Continued on Page 44, Col. 5

breaking news

CHIPS shops Camaro/Firebird, Mustang GT

SACRAMENTO. — The California Highway Patrol may buy some 400 Chevrolet Camaro Z-28, Pontiac Trans Am or Ford Mustang GT pursuit cars this year. Requirements: The vehicles must have minimum top speed of 120 MPH, go from zero to 60 MPH in less than 10 seconds and hit 100 MPH in less than 30 seconds. Specifications allow at least 200 to be equipped with manual transmissions. That qualifies Mustang GT which is not sold with an automatic.

Nissan calls for renewal of '81 quota levels

TOKYO. — Nissan President Takashi Ishihara, speaking for Nissan only and not for the Japanese Automobile Manufacturers Assn. he also heads, said Japan would agree to keep its vehicle export levels at the 1.68-million-unit level negotiated last year. U. S. Congressmen visiting Japan had asked the Japanese government not to increase vehicle exports for 1982.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER M
DC2001ACNGLIAG OEA FMJT
AN
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Meyers is odd man out in top-level shakeup

Higher profile for French at AMC

By Kathleen Hamilton
News Editor

SOUTHFIELD, Mich. — The top-level shakeup at American Motors that left a former Renault executive as AMC president and Chairman Gerald Meyers out in the cold with only a seat on the board was a logical enough extrapolation of the path AMC and Renault have been traveling.

The irony is that Meyers, the man most responsible for the alliance that kept AMC alive — albeit with a decidedly French accent—is the odd man out.

And the result of the shakeup is clearly a stronger, more visible role for the French company that owns a 46-percent stake in AMC and holds an option that could make it the majority stockholder.

Although the details of the Jan. 15 board meeting are being kept close to the vest by those in attendance, the meeting ended with Meyers holding only a board seat and his $385,000 a year salary for the remainder of his four-year contract, negotiated in 1980.

• The new chairman and chief operating officer, former president W. Paul Tippett, holds onto the supervision of interna-

Continued on Page 42, Col. 1

Hints of price cuts blamed

How labor talks stalled action in showrooms

By Jenny L. King
Staff Writer

The possible renegotiation of the labor contract between General Motors and the UAW, with hints of a new-car price cut, has frozen the sales of new GM products more solidly than any masses of Arctic air ever could.

Last week, before talks broke off, AUTOMOTIVE NEWS contacted GM dealers in several states to get a reading on mid-January sales and showroom traffic. In summary, there is very little of either.

There was, however, a spirit of confidence voiced by many dealers. They admitted that times are worse than tough, but they also thought that if a new accord is reached and includes smaller price tags for cars, business will heat up quickly.

Dealers, though they did not specify the same amounts, agreed that generous price cuts — cuts of at least $600, maybe as much as $1,200 — definitely would stimulate sales. But even though cuts would be retroactive to midnight, Jan. 12, people are hardly looking, and they are not buying.

"Some customers are even refusing to take deliveries," said an Oldsmobile dealer in the Detroit suburb of Grosse Pointe Park.

"They want to get a rebate on cars ordered before this all began," said the dealer, who was discouraged by a complete absence of showroom traffic. He has operated under his current franchise less than one year.

• Tom Weil, general manager at Phil Tolkan Pontiac in Milwaukee, is convinced that pent-up demand exists and that it's worth waiting for.

"I'm optimistic," said Weil. "My outlook is once we get through this dismal period, it will again be fun and prosperous to sell cars.

"In our 25 years of business we have sold 80,000 cars. There are said to be one million cars from '75 and earlier in Milwaukee. These people are going to have to buy something. It's like great pressure building up on one side of a dam," he said.

Weil said he sees a shortage of vehicles in the near future, which will contribute to a very strong used-car market. This is the time to buy up sturdy used cars to sell to customers who can't afford new ones, he said.

"I think the GM price cut will have to be between $750 and $1,200 to be significant," said Weil.

Jim Miles, a Time magazine Quality Dealer nominee for Tennessee who holds Oldsmobile, Cadillac and Honda franchises, said a GM price reduction should be $600 to $800. "If it's only $100, they might as well forget it — it won't help," he said.

A generous price cut "could be a real move in the right direction," said Miles. "It's too early to tell how much of an impact the present talks are having on our sales. We are going to maintain a positive attitude."

Miles did not foresee increased sacrifices being asked of dealers. "We've been tightening our belts for the past 24 months as it is," he said.

The Jackson (Tenn.) dealer echoed Weil's statistics on numbers of older cars in operation. He said Oldsmobile had told its dealers the average age of cars running today is 5½ years.

"I don't think we'll get back to the sales volume we once had, and I don't think many dealers who have failed will be replaced. It's a different market, but people have to have transportation," said Miles, who would like to provide it to everyone in western Tennessee.

• Jay Kalo, of Kalo Motors, Inc., Grafton, W. Va., said negotiations and impending price cuts aren't the only things keeping a lid on sales. The high prices of cars, rebate-style marketing and extraordinary publicity for imports through local and national media are to blame for the worst December (1981) of his 33-year career, he said.

"I'm in the midst of a press battle," said Kalo, who holds Buick, Oldsmobile, Pontiac, Chevrolet and AMC/Jeep franchises. "In one hand I have a story from a Detroit daily that reports U. S. cars are safer than Japanese; in the other hand there's one about Japanese imports flooding the market.

"Stories like the latter give competitors (to the domestic industry) a lot of free publicity that hurts paying advertisers in the papers," he said.

Kalo said he doesn't understand why the media are biting the hands that feed them, and he has complained to the newspaper in Grafton in which he runs ads. He sees the domestic car makers as more faithful supporters of the economy.

"I would also say that GM factory-dealer relations have never been worse," he said. "The factory people are trying to help but nothing seems to work. And the company has increased the cost to me of every vehicle — money I'll never get back."

Located in depressed Taylor County, Kalo said he is losing sales to aggressive Ford dealers in the area and to dealers located near places outside the county where people commute to work.

"Basically we have two tools with which to work: Price and service. With our discount shrinking, there isn't much we can do with price, and people want to get service in a place convenient to their jobs," said Kalo.

Anyone who is coming into the showroom is in a wait-and-see mood, he said.

"Our sales people are telling customers if there is a rebate from GM, you'll get it, although it may take a while," said Cliff Shirley, dealer at Twin City Pontiac, Champaign, Ill.

Shirley said customers are asking about price cuts; he didn't see how they can be more than $200-$250.

"That doesn't compare very well with Iacocca's rebates," he said.

Shirley also maintains a Honda outlet, placed intentionally in a separate building. When Hondas shared the showroom with his Pontiac line, neither got full credit, he said.

"This past year has been difficult, even though there is only a 5-percent unemployment rate here," Shirley said. "I just received a silver anniversary plaque from Pontiac and I told them it should have been for 49 years: I've aged another 24 or 25 just in the last year."

Topless Riviera

The Buick Riviera convertible, which goes on sale April 15, made its public debut at last week's Detroit Auto Show. The American Sunroof conversion includes a power top with glass rear window and power rear side windows, and retains the rear seat. Price tag is expected to be below $25,000. The cars are built and prepared at the Linden (N. J.) assembly plant, then shipped for convertible conversion. Only 500 will be built during the '82 model year. Standard equipment includes four-wheel-disk brakes, locking wire wheels and suspension upgrading.

Tax break for buyers, gasoline excise, levy on Japanese cars

Iacocca's formula for a comeback

BOCA RATON, Fla. — Chrysler Corp. Chairman Lee Iacocca continued his campaign for a tax credit for buyers of fuel-efficient U. S. cars in an address to the Asset Management Seminar here.

He also called for a 25-cents-per-gallon excise tax on gasoline and a tax on Japanese cars "equal to the tax loss we suffer on every car they now sell here." He said that loss is $1,750 per car.

Iacocca wants the federal government to provide a $1,500 personal tax credit for the purchase of an American-built car or truck that gets 25 MPG or more.

He said this would increase sales by one million units a year, bring 250,000 people back to work, and save a billion gallons of gasoline a year "as people turn in their old gas guzzlers for new fuel-efficient automobiles."

He said his plan would cost the Treasury $4.5 billion in tax credits, but he maintained this would be almost totally offset by welfare payments that would be eliminated and by income taxes and Social Security taxes paid by the 250,000 workers who would be back on the job.

Iacocca pointed to two examples to show that tax credits work. He said a one-month, $700-per-car excise-tax forgiveness in Ontario increased sales 59 percent and a one-month, $300-per-car sales-tax break in Michigan boosted sales 25 percent.

Iacocca wants the 25-cents-per-gallon excise tax on gasoline "to reestablish and reinforce our national energy policy which is to sharply reduce our dependence on foreign oil."

He noted that stable or falling gasoline prices have spurred sales of big cars. This, naturally, doesn't please him since Chrysler is primarily a purveyor of small cars. The tax would make high-MPG cars more attractive.

The 25-cent tax, he said, would bring the federal treasury $25 billion a year—"that's $25 billion the feds don't have to go out and borrow on the open market, pay interest on and crowd out the job-creating businesses who need capital to stay competitive."

"It's one of those wonderful, unique opportunities to kill about three birds with one stone," Iacocca said. "Reduce the importation of Middle East oil, restore the trend toward new fuel-efficient cars and raise badly needed revenue for the federal treasury."

• Iacocca urged that the U. S. devise "a national strategy to offset the government-granted Japanese advantage over American automobile producers."

He figures that the U. S. loses $1,750 in federal, state and local taxes for every Japanese car sold in this country—"a good share of it the direct result of Japanese tax policy."

"Put it another way," he said. "If your neighbor buys a Japanese car, you and your other neighbors subsidize his purchase to the tune of $1,750 in federal, state, and local taxes."

As another example, he asserted that U. S. taxpayers pay an extra $4 billion in annual taxes "in order to provide the car buyers of America with the choice of buying two million Japanese cars a year at favorable prices."

"Our automotive imbalance of trade with Japan is over $13 billion a year," Iacocca said.

"That's the price of a government policy which says we don't care what it costs in unemployment, in welfare, in lost taxes, in trade deficits—we are going to be the only country in the world that says one-way free trade is the principle on which we stand."

As a solution, he suggested: "Let's slap a tax on every Japanese car sold in America — equal to the tax loss we suffer on every car they now sell here.

"Then we would have at least a fair shot at our own market. We're still kept out of Japan. But I don't see anything un-American about giving American workers an even break at competing for the American market."

Volvo plant due for Michigan, but not for autos

DETROIT. — Volvo is coming to Michigan, but the Swedish firm will build automated assembly line equipment in the state, not cars.

The Volvo plant will be in the Detroit suburb of Sterling Heights, which is also the site of the now-delayed Volkswagen assembly plant. The Volvo venture was announced by Gov. William G. Milliken in his State of the State address.

Volvo is leasing 15,000 square feet of office and plant space. A small staff is to begin selling Swedish-made equipment this year. The next step is to build the equipment here, and a larger plant is expected for the operation by 1984.

The computerized equipment is called wire-guided vehicles. The machines replace conveyor belts and carry auto chassis along a slot in the floor to work stations where operations are performed by workers or robots.

Power top for Corolla

American Custom Coachworks, Beverly Hills, Calif., has introduced an automatic convertible top for the 1982 Toyota Corolla. Production is said to be running at 100 a month. Conversion price is $4,950 to dealers.

index

Auction reports	30
Automotive World News	12
Classified advertising	34
Editorial page	10
Engineering	25
Production by makes	46
Registrations, car, truck	18, 41
Truck highlights	18

57th year — No. 4899

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Automotive World News

GM spells Spain with a capital 'S'

By Richard Feast
European Editor

You approach Figueruelas over the flat, open fields from Zaragoza, Spain. In November, it is misty and cold. The gray, flat cubes that form the vast complex are hidden in the fog — the only beacons are the colorful "GM" and "Opel" signs.

Heavy trucks rumble around, raising the dust on the still unmade roads. There seems to be chaos everywhere.

One year ago, this was fertile Aragon farmland. A few months from now, it will be General Motors' newest, best and most costly car plant.

It does not seem possible.

Richard C. Nerod, managing director of GM Espana, commented, "Pulling all this together is like a D-day operation — though I wasn't around for that. You have to marshal an awful lot of efforts, and it says something for a company like GM that you are able to go out and get the right people."

He is confident that the first production S-car will roll on time, ready for launch at September's Paris auto show. "We don't talk about fall-back dates," he said. "There's just one date we're going for."

GM's vast investment in Spain — to the order of $1.5 billion — is being undertaken because GM identified a gap in its European auto lineup. It had no super-mini in the Ford Fiesta/Renault 5/VW Polo/Fiat 127 category which is particularly large in Italy, France and Spain.

Opel, GM's European passenger-car operation, was simply missing around 35 percent of the action in France, about 45 percent in Italy. Both are big markets — France 1.87 million in 1980, Italy 1.72 million.

• According to M. A. Razaq, GM's marketing director in Spain, the category accounts for 35 percent there as well. "Furthermore, we forecast it to increase by 1985 to the area of 45 percent," he said.

The only question was where to locate the extra plant, for at that time (the late '70s) Opel was working to capacity, with particularly strong demand in 1979 for the newly introduced front-drive Kadett.

The downturn in demand for big cars, of the type made at Opel's Russelsheim headquarters in Germany, changed that in the past couple of years, but GM was convinced of the need to raise its European capacity from just under one million to around 1.3 million.

In the end, it selected Spain for the car plant and two component factories, and Austria for a factory to provide the engines and gearboxes. It was undoubtedly attracted by government, aid, reputed to be $280 million in subsidy plus tax benefits and long-term credits in Spain.

But GM came in for a lot of flak from laid-off employes at Russelsheim, who saw it as a move away from West Germany to Spain.

Said Nerod, "I can understand some of that, and I guess that's true for people working in the States and seeing us put a project into Mexico.

"On the other hand, that may be a bit narrow in perspective, because it's not going to be a case of putting something in Spain but not putting something in, say, Germany.

"There's a lot of business that's going to be generated here for Germany and our other European component plants."

Hennig A. Klages, finance director of GM Espana, said that practically every European country was looked at for the expansion program.

"Harder looks were taken at Austria, where we finally decided to put the engine plant," he said. "France was looked at hard, England not quite so hard. Italy was practically discarded from the outset. Belgium, Holland and Germany were also considered."

He said GM has the status of a preferential interest company in Spain.

"It allows very substantial — 95 percent — reductions on duties on imported machinery and equipment," he said. "It allows you a certain reduction in local taxes, license fees and the like, and it has given a cash grant on our capital expenditures.

"Apart from that, the government is doing more or less what you can get in any other European country — it's providing the infrastructure, access roads, water, lighting and so on," Klages said.

The Figueruelas plant—more commonly known as Zaragoza—includes press, sub-assembly of body and chassis components, paint and final assembly of vehicles.

It is controlled by GM Espana, which is also responsible for the nearby Logrono component factory. This will fabricate consoles, instrument panels, front and rear bumpers by injection molding processes, as ing. The Delco section will produce shock absorbers, front suspension struts and strut cartridges.

• The Figueruelas facility is vast — 799 acres and a building are covering 3.98 million square feet. Interestingly, there is plenty of space for expansion to make it into a two-car plant at any time in the future.

It is designed to produce 270,000 units a year, or 1,200 daily or 75 an hour. Pre-series production will begin in July, followed by the start of proper production in August.

Altogether, GM's activities in Spain will create 12,580 jobs, 10,900 of them at Figueruelas.

Nerod said, "As you can see from the space we have here, and the layout, if there was some point in the future where we needed an overall expansion from 270,000 to, say, 400,000, there is space.

"The buildings are all laid out in such a way that there is provision for moving them out to give us more capacity."

Then he added, "But, we've still got to take step one . . ."

Ford, which entered Spain in 1976 with its Fiesta factory at Almusafes, has a similar facility to expand—and is doing so with the recent introduction of the Escort there.

How does GM's approach differ from Ford's?

Nerod said, "We're using much more automation. They have almost none in comparison. Ours is a lot more sophisticated. We're looking down the road to something that will help us keep better control on cost, as well as our quality — two very basic things."

In addition, GM has no Spanish engine plant; Ford does. Ford does not have the press shop that GM does.

"In terms of capacity," Nerod added, "we're maybe 10 jobs an hour more, but we're pretty close. But I think they've done a good job and I have a lot of respect for them."

Nerod admits it is a plum GM job. He talks enthusiastically about the project — to be achieved in 900 working days and with the knowledge that a vast bundle of money is at stake.

"When you think about it is when you get nervous," he said. "Jim McDonald (GM President) was over here recently and he was saying 'You guys ought to be nervous.' I said, 'We're too busy to be nervous.' "

Nerod added, "It's a helluva lot better than the alternative, cutting back, closing down.

"It's a lot more fun to be creating, building, expanding. You get that feeling that you are going forward, that the corporation is going forward."

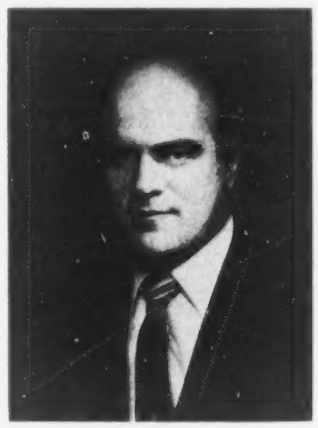
Nerod, 44, joined GM Overseas Operations in 1960. He held various posts in Venezuela, Uruguay, Chile, Australia, Thailand and Malaysia. He was managing director of GM Venezuela from February, 1977, until he was appointed to the Spanish post in September, 1980.

He heads an international team of managers from 16 countries, in particular from West Germany, Belgium, the U. S./Canada and from Argentina. The marketing director is from Pakistan, and there are people from Uruguay, Switzerland, Spain.

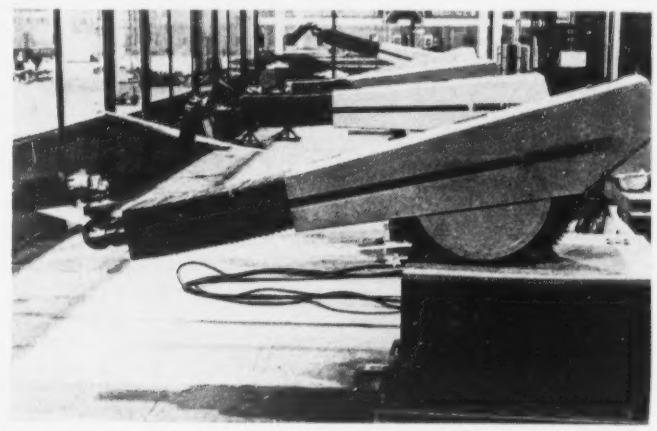
It meant bringing in families from around the globe, finding accommodations, starting schools, bringing in teachers.

GM is changing the order of things in the Zaragoza area, where it will become the Number One employer.

Nerod jokes, "This is a once in a career opportunity — I hope! Look at me. I'm only 21 years old really!"



Richard C. Nerod



A view of the General Motors plant in Zaragoza, Spain, last fall shows body-welding robots installed within the almost empty shell of the building. The plant will build GM's S-car and is scheduled to be in operation by next August.

'Pulling all this together is like a D-day operation," says the general manager of GM Espana, who is confident the S-car will be ready to roll in time for the Paris auto show in September.

WHAT'S HAPPENING IN SPAIN

Manufacturer	Production		Home sales		Exports	
	8 mos., 1981	8 mos., 1980	8 mos., 1981	8 mos., 1980	8 mos., 1981	8 mos., 1980
Ford	159,217	168,175	34,418	36,874	129,211	137,501
Peugeot SA	80,444	93,598	65,890	70,358	18,913	17,063
Citroen*	38,509	53,889	26,077	37,122	15,433	15,949
Talbot	41,935	39,709	39,813	33,236	3,480	1,114
Renault	181,658	210,354	108,553	133,017	71,956	80,331
Seat	133,211	196,997	80,904	84,870	73,249	94,837
Total	554,530	669,124	289,765	325,119	293,329	329,732

*Citroen includes Peugeot in Spain — Source: ANFAC

CAR PRODUCTION IN SPAIN

Manufacturer	1980	1979	1978	1977	1976
Citroen	84,836	109,130	106,434	108,368	108,721
Ford	260,005	227,493	260,939	213,268	17,508
Renault	324,680	261,430	235,329	224,358	201,557
Seat	293,536	294,865	284,480	346,535	342,886
Talbot	65,756	72,891	98,934	96,435	82,453
Total	1,028,813	965,609	986,116	988,964	753,125

IMPORT REGISTRATIONS IN SPAIN

Manufacturer	9 mos., 1981	1980	1979	1978
BMW	3,324	3,723	1,422	633
Citroen	18,800	38,155	65,009	72,261
Ford	47,362	70,640	68,006	66,913
General Motors	2,386	1,706	1,080	928
Japanese (all)	5,237	7,960	4,312	2,666
Mercedes-Benz	4,121	5,640	3,684	2,412
Peugeot	14,996	20,620	15,430	9,711
Renault	122,115	202,032	185,697	182,116
Seat	103,177	149,758	189,641	233,390
Talbot	42,648	55,495	75,009	77,423
Volkswagen	2,733	5,129	2,840	1,370
Others	8,396	13,390	8,099	4,210
Total	375,295	524,149	620,652	654,033

Plastic cabs being tested by GMC trucks

By Roger Rowand
Engineering Editor

WASHINGTON. — General Motors has five experimental General model heavy-duty trucks building up high mileage in tests of their fiberglass sheet molded compound (SMC) cab components.

Usually, the General has an aluminum cab. The fiberglass SMC tests are part of an effort to learn if SMC is a viable alternative to aluminum, according to James D. Cote, chief engineer, truck component design at GMC Truck & Coach Division.

Another SMC General was displayed at a conference of the Society of the Plastics Industry here. That show model attracted considerable attention from chemists, engineers, financial figures and others through the week-long exhibit.

The glass cab is a joint project of Truck & Coach, GM Manufacturing Development and GM Research.

Among component suppliers were General Tire & Rubber Co., Rockwell International, Goodyear Tire & Rubber Co. and ICI Americas, Inc.

The cab's fiberglass technology evolved from GMC's fiberglass-reinforced tractor doors, "and certainly our confidence did," Cote said.

Results with the door have

Continued on Page 33, Col. 4

General features plastic cab

This GMC General with a fiber-reinforced plastic (FRP) cab was displayed at the 37th annual conference of Reinforced Plastics/Composites Institute in Washington. Five trucks with this cab currently are undergoing evaluation in both on and off-road service typical of heavy-truck operations.

Ford's Cargo named Europe's top '82 truck

LONDON. — An international panel of heavy-truck experts from 12 European countries has named the Ford Cargo Europe's "Truck of the Year" for 1982. The Cargo was launched last March, and has since been introduced in Australia, South Africa, South America and the West Indies.

Six panel members made the Cargo their first choice. In all, the Cargo received 50 points — largest ever in the annual voting — 16 more than the second-place Scania entry and 19 more than a Mercedes-Benz truck.

IH offering new hybrid for severe service use

CHICAGO. — A new version of a hybrid International on/off-highway truck developed for severe service with energy and petroleum specialists has been introduced by International Harvester's Truck Group.

Designated Model COF-5870, the unit combines the rugged chassis of the International Paystar on/off highway line with the space-saving cab of the new CO-9670 XL-Series.

"This increases maneuverability by reducing the vehicle's overall length without sacrificing its platform length," said T. E. Reimers, product marketing vice president. "The design has proven a particular favorite in fracturing and other well-servicing operations, and its platform is primarily used to carry pumping equipment.

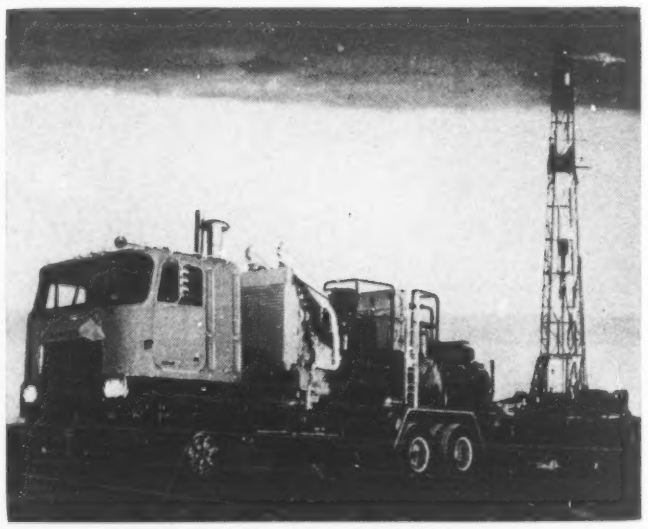
COF-5870s are offered in 6x4, 6x6 and 8x4 tandem front steering axle versions with the cab in all cases being a 76-inch BBC sleeper. The area normally occupied by the sleeper bunk can be used to store sensitive and valuable electronic gear necessary on the job site, Reimers said.

A 12¼-inch deep frame with a ⅜ths-inch thickness is standard for 6x4 units; and a 12-inch deep frame ¼-inch thick is standard for 6x6s and 8x4s.

"The COF-5870 riveted aluminum cab is light weight with more driver room than any other cabover available, and its large windshield and side windows provide maximum visibility," Reimers said.

Standard drivetrain components for the 6x4 are a Detroit 6V92TA engine, 13-speed transmission and 38,000-pound rear axle. The standard front axle

Continued on Page 20, Col. 3



New IH cabover servicing oil well

One of the new International COF-5870 models designed for energy/petroleum operations is being used here in well-servicing.

Datsun modifiers now can remove box from pickup

CARSON, Calif. — Nissan U.S.A., distributor of Datsun trucks, has announced what it describes as the first truck-bed removal program in the compact-pickup market in the U.S.

The new program, a spokesman said, will allow greater flexibility for consumers and dealers in cases where a buyer wants to modify the rear body with a stake bed, tool boxes or other designs for business use.

Such buyers previously had to order the cab/chassis from dealers, and in some instances wait for some time for delivery if the unit was not in stock, the spokesman noted.

Under the new program, he explained, Datsun dealers, consumers or body builders can remove the standard bed from the new heavy-duty, gas-powered, long-bed pickup and replace it with a specialized bed, following guidelines provided in a booklet available from Nissan.

The spokesman said there are only minor differences between the special cab/chassis and the heavy-duty pickup. The chassis is available only in white, has no bed and has bucket seats. The new unit features a variety of colors, a standard bed and a bench seat.

truck industry news

But industry total is down 10.7 pct.

Scattered gains mark November registrations

November registrations of new trucks of all types in the U.S. fell 10.7 percent below those for the same month in 1980, but there were significant gains by Peterbilt and the non-captive imported light trucks, plus increases here and there by some domestic makes.

During the month, according to R. L. Polk & Co., 169,423 vehicles were registered, compared with 189,785 in 1980.

Table on Page 41

Peterbilt's total of 738 tallies in November was 69 percent higher than the previous year's 437 units, while the non-captive imports were up 32 percent, from 19,405 units in 1980 to 25,614.

White tallies during the month were up 13.8 percent, from 305 in 1980 to 347, and the Mack count increased from 1,580 to 1,792, a gain of 13.4 percent. Kenworth had a 12.9 percent boost, moving from 706 units to 797.

Registrations of Group 1 Dodge trucks were up 9.7 percent, from 7,820 units in 1980 to 8,582. GMC's Group 2 tallies were 2 percent higher for the month, rising from 5,768 units in 1980 to 5,878.

Eleven - month registrations topped the two-million mark in the final days of November, six weeks later than in 1980. At the end of the month, the total was 2,005,683 units, a decline of 12.3 percent from the previous year's 2,285,704.

The count was down in all three market segments and seven of the eight weight groups. Tallies were up substantially for Group 3 vehicles and the non-captive light imports were higher, too.

Light-truck registrations through November were off 11.7 percent, from 2,047,434 in 1980

Continued on Page 42, Col. 5

HD registrations for 11 months decline 17.6 pct.

Eleven-month registrations of new Groups 7 and 8 trucks in the U. S. were down 17.6 percent from 1980, according to R. L. Polk & Co. statistics, dropping from 178,405 to 147,005 units in 1981.

Registrations of vehicles in both groups during 1981 were down by the same percentage—17.6 percent. The Group 7 count in 1981 was 60,458 units, compared with the year-earlier 73,389. Group 8 dropped from 105,016 tallies in 1980 to 86,547.

During the month, 13,264 heavy trucks were registered, a decline of 11.4 percent from the previous year's 14,968 units.

International and Volvo were the only nameplates to show an

Continued on Page 42, Col. 5

U. S. TRUCK REGISTRATIONS

11 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	11 mos., 1981	Percent Share of '81 market	11 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	646,777	32.25	722,473	31.61	+ 0.64
Chevrolet	594,461	29.64	679,196	29.72	— 0.08
Dodge	150,693	7.51	211,144	9.24	— 1.73
GMC	146,352	7.30	168,007	7.35	— 0.05
International	57,439	2.86	67,464	2.95	— 0.09
Jeep	52,999	2.64	74,882	3.28	— 0.64
Mack	17,619	0.88	19,580	0.86	+ 0.02
Plymouth*	13,742	0.68	26,597	1.16	— 0.48
Kenworth	9,583	0.48	10,368	0.45	+ 0.03
Freightliner	8,159	0.41	9,831	0.43	— 0.02
Peterbilt	5,988	0.30	6,456	0.28	+ 0.02
White	2,687	0.13	4,608	0.20	— 0.07
Volvo	1,514	0.08	868	0.04	+ 0.04
Autocar	1,046	0.05	1,421	0.06	— 0.01
Western Star	706	0.04	1,040	0.05	— 0.01
Diamond Reo	83	——	91	——	.....
Misc.**	295,835	14.75	281,678	12.32	+ 2.43
TOTALS	2,005,683	100.00	2,285,704	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980; Iowa, November, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	11 mos., 1981	Percent Share of '81 market	11 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	37,609	25.58	36,321	20.36	+ 5.22
Ford	30,869	21.00	43,166	24.20	— 3.20
GMC	20,132	13.70	27,300	15.30	— 1.60
Mack	16,246	11.05	18,991	10.64	+ 0.41
Kenworth	9,583	6.52	10,368	5.81	+ 0.71
Chevrolet	9,569	6.51	14,735	8.26	— 1.75
Freightliner	8,159	5.55	6,456	5.51	+ 0.04
Peterbilt	5,988	4.07	6,456	3.62	+ 0.45
White	2,687	1.83	4,608	2.58	— 0.75
Volvo	1,499	1.02	866	0.49	+ 0.53
Autocar	1,046	0.71	1,421	0.80	— 0.09
Western Star	706	0.48	1,040	0.58	— 0.10
Diamond Reo	83	0.06	91	0.05	+ 0.01
Misc.	2,829	1.92	3,211	1.80	+ 0.12
TOTALS	147,005	100.00	178,405	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980; Iowa, Nov., 1981.

NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

11 MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**48**	**48**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	128	128
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**1,046**	**1,046**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,421	1,421
BROCKWAY	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Nov. '81**	**27,321**	**20,872**	**1,093**	.....	**38**	**498**	**559**	**138**	**50,519**
	Nov. '80	32,002	25,192	400	.....	62	659	834	151	59,300
	Year to date '81	**320,780**	**245,043**	**10,748**	.....	**695**	**7,626**	**8,448**	**1,121**	**594,461**
	Year to date '80	336,598	313,335	1,501	.....	1,303	11,724	11,957	2,778	679,196
(Memo Units) #	**Nov. '81**	**7,306**	**6,749**	.....	.....	.....	.....	.....	.....	**14,055**
	Nov. '80	14,754	6,879	.....	.....	.....	.....	.....	.....	21,633
	Year to date '81	**119,274**	**76,736**	.....	.....	.....	.....	.....	.....	**196,010**
	Year to date '80	153,726	90,814	.....	.....	.....	.....	.....	.....	244,540
DIAMOND REO	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**6**	**6**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	2	2
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	91	91
DODGE	**Nov. '81**	**8,582**	**5,238**	**8**	.....	.....	.....	.....	.....	**13,828**
	Nov. '80	7,820	6,690	124	1	.....	.....	.....	.....	14,637
	Year to date '81	**87,286**	**62,994**	**410**	**3**	.....	.....	.....	.....	**150,693**
	Year to date '80	93,922	112,687	4,344	191	.....	.....	.....	.....	211,144
(Memo Units) #	**Nov. '81**	**4,094**	**3,607**	.....	.....	.....	.....	.....	.....	**7,701**
	Nov. '80	5,064	3,791	103	.....	.....	.....	.....	.....	8,958
	Year to date '81	**50,248**	**37,130**	**26**	.....	.....	.....	.....	.....	**87,404**
	Year to date '80	62,746	70,937	1,964	.....	.....	.....	.....	.....	135,647
FORD	**Nov. '81**	**14,894**	**31,927**	.....	.....	.....	**1,021**	**1,667**	**999**	**50,508**
	Nov. '80	20,282	37,033	5	.....	.....	1,974	2,869	1,021	63,184
	Year to date '81	**215,434**	**386,868**	.....	.....	.....	**13,606**	**22,481**	**8,388**	**646,777**
	Year to date '80	228,703	431,151	509	.....	.....	18,944	30,265	12,901	722,473
(Memo Units) #	**Nov. '81**	**6,295**	**11,534**	.....	.....	.....	.....	.....	.....	**17,829**
	Nov. '80	7,223	11,254	.....	.....	.....	.....	.....	.....	18,477
	Year to date '81	**78,071**	**128,298**	.....	.....	.....	.....	.....	.....	**206,369**
	Year to date '80	93,061	140,859	.....	.....	.....	.....	.....	.....	233,920
FREIGHTLINER	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**848**	**848**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	683	683
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**8,159**	**8,159**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	9,831	9,831
VOLVO	**Nov. '81**	.....	.....	.....	.....	.....	.....	**52**	**64**	**116**
	Nov. '80	.....	.....	.....	.....	.....	.....	68	55	123
	Year to date '81	.....	.....	.....	.....	**2**	**13**	**835**	**664**	**1,514**
	Year to date '80	.....	.....	.....	.....	.....	2	648	218	868
GMC	**Nov. '81**	**4,702**	**5,878**	**34**	.....	**98**	**431**	**784**	**1,132**	**13,059**
	Nov. '80	4,384	5,768	.....	.....	101	697	951	906	12,806
	Year to date '81	**52,975**	**66,337**	**464**	.....	**1,001**	**5,443**	**10,038**	**10,094**	**146,352**
	Year to date '80	48,398	82,544	6	.....	805	8,954	12,512	14,788	168,007
(Memo Units) #	**Nov. '81**	**485**	**1,852**	.....	.....	.....	.....	.....	.....	**2,337**
	Nov. '80	715	1,396	.....	.....	.....	.....	.....	.....	2,111
	Year to date '81	**7,710**	**19,593**	.....	.....	.....	.....	.....	.....	**27,303**
	Year to date '80	8,446	22,483	.....	.....	.....	.....	.....	.....	30,929
INTERNATIONAL	**Nov. '81**	.....	**77**	.....	.....	.....	**1,314**	**1,207**	**1,961**	**4,559**
	Nov. '80	.....	1,528	.....	.....	.....	1,684	1,972	2,009	7,193
	Year to date '81	.....	**2,203**	.....	.....	.....	**17,627**	**16,859**	**20,750**	**57,439**
	Year to date '80	.....	16,670	.....	.....	.....	14,473	16,594	19,727	67,464
(Memo Units) #	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Nov. '81**	**2,986**	**2,127**	.....	.....	.....	.....	.....	.....	**5,113**
	Nov. '80	3,869	2,860	.....	.....	.....	.....	.....	.....	6,729
	Year to date '81	**33,310**	**19,689**	.....	.....	.....	.....	.....	.....	**52,999**
	Year to date '80	45,812	29,070	.....	.....	.....	.....	.....	.....	74,882
(Memo Units) #	**Nov. '81**	**2,986**	**1,624**	.....	.....	.....	.....	.....	.....	**4,610**
	Nov. '80	3,869	1,962	.....	.....	.....	.....	.....	.....	5,831
	Year to date '81	**33,310**	**14,456**	.....	.....	.....	.....	.....	.....	**47,766**
	Year to date '80	45,812	21,010	.....	.....	.....	.....	.....	.....	66,822
KENWORTH	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**797**	**797**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	706	706
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**9,583**	**9,583**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	10,368	10,368
MACK	**Nov. '81**	.....	.....	.....	.....	.....	**127**	**46**	**1,619**	**1,792**
	Nov. '80	.....	.....	.....	.....	.....	99	.....	1,481	1,580
	Year to date '81	.....	.....	.....	.....	.....	**1,373**	**330**	**15,916**	**17,619**
	Year to date '80	.....	.....	.....	.....	.....	589	.....	18,991	19,580
PETERBILT	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**738**	**738**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	437	437
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**5,988**	**5,988**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	6,456	6,456
PLYMOUTH	**Nov. '81**	**712**	**346**	.....	.....	.....	.....	.....	.....	**1,058**
	Nov. '80	1,349	484	.....	.....	.....	.....	.....	.....	1,833
	Year to date '81	**10,062**	**3,680**	.....	.....	.....	.....	.....	.....	**13,742**
	Year to date '80	18,402	8,195	.....	.....	.....	.....	.....	.....	26,597
WESTERN STAR	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	107	107
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**706**	**706**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,040	1,040
WHITE	**Nov. '81**	.....	.....	.....	.....	.....	.....	.....	**347**	**347**
	Nov. '80	.....	.....	.....	.....	.....	.....	.....	305	305
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**2,687**	**2,687**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	4,608	4,608
MISCELLANEOUS*	**Nov. '81**	**25,356**	**258**	.....	.....	**1**	**220**	**104**	**111**	**26,050**
	Nov. '80	19,404	61	1	1	2	279	135	149	20,032
	Year to date '81	**286,446**	**3,860**	**2**	**8**	**12**	**2,678**	**1,467**	**1,362**	**295,835**
	Year to date '80	275,391	183	13	10	23	2,847	1,413	1,798	281,678
TOTALS	**Nov. '81**	**84,553**	**66,723**	**1,135**	.....	**137**	**3,611**	**4,419**	**8,845**	**169,423**
	Nov. '80	89,110	79,618	530	2	165	5,392	6,829	8,139	189,785
	Year to date '81	**1,006,293**	**790,674**	**11,624**	**11**	**1,710**	**48,366**	**60,458**	**66,547**	**2,005,683**
	Year to date '80	1,047,226	993,835	6,373	201	2,131	57,533	73,389	105,016	2,285,704

★—No registrations for Oklahoma, 1981 and 1980; Iowa, November, 1981.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Gorsuch 'very pleased' with measure

Administration backs Clean Air Act rewrite

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—Abandoning a year-long policy of posturing on clean air policy, the Reagan Administration last week came out in support of a rewrite of the Clean Air Act, supported by a coalition of business and labor, including the U. S. auto industry.

EPA Administrator Anne Gorsuch told an industry-labor group meeting here that she was "very pleased" with a measure introduced just before Christmas by Rep. Thomas Luken, Ohio Democrat; Rep. John Dingell, Michigan Democrat, and others, that incorporates the provisions of an earlier measure sponsored by Rep. Bud Hillis, Indiana Republican, and Rep. Bob Traxler, Michigan Democrat.

It would roll back auto emission standards and substantially eliminate EPA's ability to force a recall of vehicles that do not meet current emission standards.

Gorsuch said Vice President George Bush will help her push for passage of the legislation.

• Environmental groups reiterated their previous objections to the measure, labeling it "a dirty-air Christmas present to the nation that cuts to the heart of the basic federal Clean Air program."

In the Senate Environment and Public Works Committee, Chairman Robert Stafford, Vermont Republican, has thus far shown little inclination to follow Reagan Administration guidelines in rewriting the Clean Air Act, pursuing instead a policy of "fine-tuning" the present Act. Thus far, the full committee has supported this approach.

On the House side, Health and Environmental Subcommittee Chairman Henry Waxman, California Democrat, has pursued a similar philosophy — much to the chagrin of full committee Chairman Dingell, who has been pressing Waxman to conclude lengthy hearings on the subject and get on with writing legislation.

Thus far, Dingell has resisted requests from others interested in fast action on the Clean Air Act rewrite to take the legislation from Waxman's committee for fear of the revolt that this might create in Democratic ranks.

Congressional consideration of Clean Air legislation will resume tomorrow (Jan. 26) when the Senate Environment and Public Works Committee takes up a proposal to ease the current carbon monoxide standard from 3.4 GPM to 7.0 GPM, a move auto makers say will save consumers from $40 to $50 per vehicle with no loss of air quality, but which environmentalists charge will keep 13 major metro areas from meeting ambient air quality standards for the pollutant until after 1990.

CO pollution stems almost exclusively from automobiles and trucks.

Go out there and get 'em, Bill Ford exhorts his team

By Jim Plegue
Staff Writer

DETROIT. — "There's one point above all that I want to make this evening: The U. S. auto industry will come back. It will regain leadership. It will regain competitiveness."

Knute Rockne move over.

Like a coach delivering a rousing half-time pep talk, William Clay Ford, vice chairman of the Ford Motor Co. (and owner of the Detroit Lions professional football team), told his team that there is a bright future, that there will be a resurgence in the domestic vehicle market.

Ford's "team" was area dealers and others attending the annual Detroit Auto Show Industry Dinner here Jan. 19 at Cobo Hall. Ford was the keynote speaker and he didn't disappoint. He told an attentive audience that business will improve but "we're going to have to work hard for it."

He congratulated dealers for surviving during the flat economy, saying: "You've demonstrated your business abilities in the toughest market situation in the history of our business."

Ford said performance is coming back. "We're putting fun back into cars . . . we're going to give the customer new cars that handle well, that have exciting stying, that slam them against the back of their seats, if that's what they want.

"I think it's high time we give consumers what they want, not what the government thinks they should have, or what our social critics have decided buyers should have."

VW point opens

SMITHFIELD, R. I. — Mutual Volkswagen is Rhode Island's newest Volkswagen dealership.

Chase Manhattan and Volvo sign financing deal

Continued from Page 2

handle also match closely with the Chase preferred customer.

James confirmed that the operation would be handled out of a central location, his division's offices in Lake Success, N. Y.

He said there probably will not be offices across the country to handle this operation, though his staff will be traveling to dealerships to keep the personal contact.

While the specific methods of operation have to be finalized, James said there will be a toll-free telephone number available to the dealers.

For retail finance, the dealer, will be able to call with the credit information and get approval. The payout will be made after the paperwork is received by the bank, but with this method the dealer will know of financing approval and will not have to wait.

Meyers is odd man out in top-level shakeup

Higher profile for French at AMC

Continued from Page 1

tional and special vehicle operations: Lawrence H. Hyde, vice president of those operations (especially Jeep sales and development overseas) continues to report to him.

That leaves Jose Dedeurwaerder—who left Renault only four months ago for the No. 3 AMC slot — as the No. 2 man: President, chief operating officer and effectively in charge of North American operations.

At the same meeting, the board set up a new executive committee: Tippett, Dedeurwaerder and, in the role of committee chairman, the former AMC board chairman himself, Roy D. Chapin Jr.

The management changes are being viewed in Detroit as an attempt by Renault to diplomatically increase its involvement in AMC without exercising its stock option.

Renault's hold on AMC has been increasing gradually. It has invested $350 million to date in the money-losing AMC operations. AMC officials have admitted in the past that Renault will be at the helm in development of all future products except four-wheel-drive vehicles. And Dedeurwaerder's arrival at the AMC engineering complex in September marked the second time a high-ranking Renault manager was recruited to run AMC operations.

• While AMC officials proclaimed the alliance was a marriage, there was little doubt that Renault was head of the household.

Renault U.S.A. General Manager Pierre Gazarian admitted that Renault is following its money into AMC — as auto analyst Arvid Jouppi had speculated in the daily press when the shakeup was first announced.

But Gazarian portrayed Dedeurwaerder's rapid ascent up the AMC ladder as the result of a desire for continuity by the AMC board rather than a further move by Renault into AMC management.

With Meyers stepping out of the picture, it was only natural that the No. 2 man, Tippett, would be named chairman, and the No. 3 man, Dedeurwaerder, would move up a notch, too, Gazarian said.

Jouppi and other industry analysts speculated cause and effect were reversed from Gazarian's scenario. With AMC continuing to lose money and both U. S. sales and market share down from a dismal 1980, Renault felt a need to protect its investments, according to this version.

"They could not have two very strong American influences (Tippett and Meyers) where French capital was keeping everything together," Jouppi told Automotive News.

The AMC management change —even with its implication of a stronger role for Renault, 100-percent owned by Mitterand's France—caused hardly a ripple on Wall Street.

Less than one week after the shakeup, AMC stock was again being traded at 2¾, and it closed the first few days only fractions of a point below the Jan. 14 level.

Gazarian didn't rule out additional infusions of French capital into AMC in the future. Indeed, at the Jan. 15 board meeting, AMC amended its agreements with major bank lenders and with Renault that reduced net-worth restrictions.

An AMC spokesman said the amendments had nothing at all to do with the changes in management.

Yet, indirectly, they do. Anything affecting AMC profits concerns Renault. Renault definitely has bottom-line financial expectations for AMC. It wants the AMC "to stand on its own feet" financially, Gazarian said. And it wants it to sell 100,000 to 150,000 Renault cars a year stateside "very quickly," although this obviously may take more time than anticipated, he said.

In all of 1981, Renault sold only 30,869 cars in the U. S. and that was nearly 22 percent better than in 1980. But when the Renault Alliance starts rolling off the AMC Kenosha (Wis.) line for 1983, the market will suddenly be hit with three times the usual number of Renaults.

• Therein lies one reason for Tippett's rise to the top. Respected through the industry as a master marketer, Tippett clearly has his job cut out for him.

Tippett's first job in the auto industry was with Ford Motor Co.

He came from an ad post at Procter and Gamble to Ford Autolite Division in 1964, and moved up the marketing ladder at Ford and Lincoln-Mercury divisions.

He became vice president of product and marketing for Philco-Ford in 1972, and in 1973 moved to England as director of sales and marketing for Ford of Europe.

He left Ford for STP Corp. in 1975 and was subsequently named president. Then came Singer Corp: Corporate vice president/president of the Sewing Products Group.

Tippett joined AMC as president in October, 1978, filling the vacancy left by Meyers' ascent to chairman when Roy Chapin Jr. retired. Tippett was 45 years old then; today the new AMC chairman is 49.

• Chapin, too, has a heavy streak of marketing in him, although it is likely that his heritage as a second-generation AMC man and his international reputation as a first-class industrialist will be of most use to AMC and Renault now.

Chapin, now 66, will not be taking a day-to-day role in the company. He has continued since his retirement to serve as a consultant to AMC.

Chapin's first job with the firm his father helped found — Hudson Motor Car Co.—was as a test driver, back in 1938. When Hudson and Nash-Kelvinator merged in 1954 to form American Motors, Roy Chapin Jr. was elected to the board.

Over the years, he was AMC treasurer, vice president and executive vice president. He took over as chairman in 1967.

Under his auspices, AMC launched that marketing ploy that has become an industry-wide standard: The Buyer Protection Plan, a comprehensive 12-month/12,000-mile warranty.

Chapin was hailed by Advertising Age as 1972 Adman of the Year for that one; stockholders hailed him for the 21-percent sales gain the plan helped generate.

• Dedeurwaerder recalled it was Chapin, as international vice president, who orchestrated the first encounter between Renault and AMC 20 years ago, when Renault began assembling AMC vehicles in Europe.

Chapin was also responsible for AMC's purchase of Kaiser Jeep in 1970. AMC acquired the company over the protests of Meyers, then vice president of manufacturing.

It was this difference of opinion that prompted talk in Detroit of a rift between Chapin and the man who succeeded him as chairman in 1978. But although Meyers wasn't Chapin's first choice for a successor, Chapin apparently never disapproved of the appointment, Jouppi said.

The latest management shakeup—which brings a bigger role to Chapin and a lesser one to Meyers — apparently was not orchestrated by Chapin.

Chapin's new role is to some degree an expansion of his consulting functions. And it certainly gives at least an appearance of continuity, and probably the real thing as well, to the new management team.

Roy Chapin Jr., incidentally, has passed the auto legacy onto a third generation of his family. His youngest son, Bill, 33, is manager of Renault product planning for AMC. He also did a short stint in three AMC zone offices.

• The mystery man to the U. S., of course, is Dedeurwaerder — pronounced roughly duhrdoo-wah-dair.

Sitting in his office seven months ago, Meyers told Automotive News that AMC was looking for a top-flight manufacturing man from Renault for the Kenosha launch of what is known in Europe as the R-9, but is to be called Alliance when it debuts here as a 1983 model.

The man that Meyers got was Dedeurwaerder. The 23-year Renault man had launched the R-9, and he is given credit in Renault circles for making the Douai (France) assembly plant the most modern, robotized plant in the world.

Now 49, Dedeurwaerder has been chief executive officer of Renault, Mexico (1973-76), industrial director of Renault Argentina (1967-73) and manufacturing director of Renault Belgium (1958-67). He was director of stamping and assembly at Douai until joining AMC in September, 1981, as executive vice president.

He is married, has one daughter, lives in a northern Detroit suburb and said he hasn't had time for golf or scuba diving since joining AMC.

Of Flemish extraction, Dedeurwaerder was a reserve officer—an electronics specialist—in the Belgium Navy until the traditional retirement age for reservists. He holds an engineering degree.

The product, not marketing, will be the area of concentration for successful auto makers of the 1980s, Dedeurwaerder told Automotive News. He also projected a corporate strategy in which engineers, accountants, sales staffs and other auto specialists will work more closely.

AMC and Renault will work more closely, too, he said.

• But he said he did not foresee more Renault people coming to AMC to fill top-level posts.

Dedeurwaerder and Jean-Marc Lepeu, AMC financial vice president, were both recruited from Renault, and AMC has sent one of its top men to Renault, as well.

That kind of permanent exchange is to be replaced by temporary personnel exchanges, Dedeurwaerder said. AMC management is to remain in Detroit, he said.

There are five Renault representatives, including a New York investment banker, on the 16-member AMC board. Dedeurwaerder, also on the board since September, isn't counted among those five.

Any sales/marketing executive to be appointed by AMC would have to be an American who knows the market, he said.

Dedeurwaerder's transfer to AMC was smoothed by the fact that he worked for two years with AMC people in France on the R-9 launch. He came monthly to AMC's Detroit engineering complex.

He said he has not signed a contract that specifies any length of time he is to serve in his new post. He is and feels very much as AMC employe, and will stay as long as the board wants him, he said.

The Kenosha plant is being tooled up to produce 800 to 1,000 Alliances a day, but there is no plan to drop the Concord and Spirit as long as demand holds up, he said.

He noted that the commonality of parts with the 4WD Eagles keeps the components for the two-wheel-drive vehicles in production and, ultimately, reduces the cost of the two-wheel-drive cars, thus lengthening their life spans.

• In the press release announcing the management change, AMC said Meyers "wished to pursue other interests and felt the time had come to turn over leadership of the company to the new team which he had put in place."

Meyers, now 53, entered the auto industry in 1950 at Ford. In 1957, he went to Chrysler, where he did stints in Ohio and Geneva. By 1960 he was director of manufacturing for all of Chrysler's overseas plants.

He joined AMC in 1962 as director of purchase analysis, and repeated his Chrysler-like rapid ascent. In 1967 he became vice president—automotive manufacturing; in 1972, group vice president—product; in 1977, president and chief operating officer; in 1978, chairman.

Last year the French government, which owns Renault, gave him its highest award — the Cross of the Chevalier of the French Legion of Honor — for strengthening Franco-American relationships through the AMC-Renault deal.

W. Paul Tippett

J. J. Dedeurwaerder

Roy D. Chapin Jr.

Gerald C. Meyers

Scattered gains mark November truck market

Continued from Page 18

to 1,808,591. Mediums were down 15.7 percent to 50,087 units, compared with 59,865 the year earlier. Heavies were down 17.6 percent, from 178,405 units in 1980 to 147,005.

There were 290,303 non-captive import registrations in the January-November period, an increase of 5.4 percent over the year-earlier 275,412 and 22.3 percent higher than 237,339 units tallied in the like period in 1979.

The Group 1 non-captive count through November was up 4 percent, from 275,391 in 1980 to 286,446. There were 3,856 Group 2 tallies, 285.6 percent higher than the year-earlier 10. In Group 3, there was one tally, compared with 11 in 1980.

Total industry registrations of Group 1 trucks were down 3.9 percent to 1,006,293 units, compared with 1,047,226 in 1980. Group 2 was off 20.4 percent, from 993,835 in 1980 to 790,674. Group 3 was up 82.4 percent to 11,624 tallies, compared with 6,373 in 1980.

In Group 4, there were only 11 registrations through November, a decline of 94.5 percent from the previous year's 201 units. Group 5 was off 19.8 percent, from 2,131 in 1980 to 1,710, while the Group 6 total of 48,366 units was 15.9 percent lower than the year-earlier 57,533.

Registrations of both Groups 7 and 8 trucks were down 17.6 percent from the previous year's counts. Through November, there were 60,458 Group 7 tallies, versus 73,389 in 1980. The Group 8 count was down from 105,016 to 86,547.

HD registrations for 11 months decline 17.6 pct.

Continued from Page 18

improvement in units registrations through November over the previous year.

International's 11-month total was 37,609 units, an increase of 3.5 percent over the year-earlier 36,321. The company's sales and registrations in 1980 were seriously affected by a six-month shutdown due to a UAW strike.

Volvo's 1981 count through November was 73 percent higher than the previous year, 1,499 units versus 866.

International increased its share of the 11-month industry total by 5.22 percentage points. In 1980, its 36,321 registrations accounted for 20.36 percent of the total, compared with 25.58 percent in 1981 on 37,609 tallies.

No. 2 Ford, which was the leader in 1980, suffered a loss of 3.20 percentage points in market share over the 11-month period. Its 30,869 tallies through November accounted for 21 percent of the total, compared with the year-earlier 24.20 percent on 43,166 registrations.

Other gainers in penetration through November were Mack, Kenworth, Freightliner, Peterbelt, Volvo, Diamond Reo and the miscellaneous group. Other losers were GMC, Chevrolet, White, Autocar and Western Star.

Tire prices raised

AKRON. — Price increases of 1.5 to 5.5 percent have been announced by General Tire & Rubber Co. on its passenger, truck, farm and industrial tire lines.

factories list auction dates

American Motors

Jan. 26 — Ohio Auto Auction, Columbus, O; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Jan. 27—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Jan. 28—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Jan. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 2 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 3 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 4—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 9 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 10—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 11—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 12—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 16—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25—Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Jan. 26 — Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 27—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northway Exchange, Clifton Park, N. Y.

Chrysler Corp.

Jan. 26—Big "H" Auto Auction, Houston, Tex.; Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Jan. 27—St. Pete Auto Auction, St. Petersburg, Fla.

Jan. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used car sales
Auction Averages

January to date	$4,880
Month ago	$4,117
Year ago	$4,009

Model breakdown
Auction Averages

	January To Date	December	November
1982	$7,021		
1981	6,661	$6,424	$6,689
1980	5,278	5,363	5,454
1979	4,546	4,321	4,657
1978	3,569	3,475	3,782
1977	2,943	2,590	2,733
1976	2,528	2,026	2,099
1975	1,695	1,361	1,562
Overall Average	$4,880	$4,117	$4,315

New Bridgeport dealer officers

Officers for the coming year recently installed by the Bridgeport (Conn.) Auto Dealers Assn. are, from left, Leonard Napoli Jr., Napoli Motors, Milford, treasurer; Tom Jones, Curran Volkswagen, Stratford, secretary; James Barry, Barry Oldsmobile-Cadillac, Stratford, president, and Paul Miller Buick, Fairfield, vice president.

To test product improvements for 1982

Subaru salesmen take to the track

SONOMA, Calif. — Subaru salesmen literally got a feel for their '82 lineup at two ride-and-drive sessions at the Sears Point race track here.

Hosted by Subaru of Northern California, about 170 salesmen attended from all 50 of the distributor's dealerships in northern California, Nevada and Utah.

Under the guidance of Bob Bondurant and nine professional drivers from the Bob Bondurant School of high performance driving, the salesmen drove the '82s through curves and straightaways, in a slalom course and around the track.

To demonstrate Subaru's four-wheel-drive capabilities, a special off-road drive was set up. Heavy rains during the two days added to the test.

After each salesman was driven around the track by a Bondurant instructor, he tested the car's driveability for himself.

Before the test driving began each morning, salesmen met with Subaru of Northern California General Manager Barry Moore, who reviewed their sales records for '81 and laid out 1982 objectives.

Erwin Sedlmayer, product planner at the Subaru Technical Center, outlined the 35 product improvements for 1982.

The pre-introduction-day ride-and-drives got the dealer staffs back in time for the 1982 launch. The new models were brought in with television spots and a promotion that tied into Subaru's sponsorship of the U. S. Olympic ski team.

A 30-second television spot, dubbed "Skibaru in a Subaru" stressed the fun of driving the cars. The 4WD option that makes driving through snow easier was also stressed.

Custom-made ski hats and sun glasses — again promoting Subaru and the U. S. ski team — were given to anyone who came in to test drive an '82.

Luna heads deal

BELEN, N. M.—Casey Luna is the new owner of Casey Luna Ford-Mercury here.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-5873

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, FEBRUARY 2, 1982
11 A.M.
AMC FACTORY SALE
CENTRAL OFFICE UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A
CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 6815 Second St., N.W., 505-898-9540.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

TRI-STATE *AUTO AUCTION*
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA 98031.

Use Automotive News Want Ads for Quick Action

SEVILLE "ROADSTER" CONVERTIBLE

"SPORTY AND ELEGANT"

The Seville "Paris" Roadster Convertible from American Custom Coachworks, Ltd. is a personalized 2 passenger touring car designed and styled for individuality and excellent roadability. The top mechanism is fully powered for ease of raising and lowering. Base units can be drop shipped to one of several manufacturing plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643 FOR MORE INFORMATION

★ QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-19

People who need people use Automotive News classified ads.

44 Replies
GROUP VP/ GENERAL MANAGER
AUTOMOTIVE RELATED INDUS
A widely recognized division of a Fortune 100 company cu
an experienced professional to assume group wide profit
sibilities for a multi-plant operation. This position reports
President & Chief
major midwestern
ng general man
k industry. Exp
52 Replies
AUTOMOBILE IMPORT DISTRIBUTOR SOUTHEAST U.S.A.
ZONE SERVICE MANAGERS
Experience in customer relations, war-
ranty, training
INSTRUCTOR
Experience in all phases of training.
Must be able to analyze types of train-
ing needed and develop and teach pro-
grams. Diesel experience helpful
CUSTOMER RELATIONS MANAGER
Experience in dealing with consumer
groups, local, State and Federal regu-
latory agencies and handling all legal
aspects.
BOX 7001
We are seeking a qualified
MIDDLE LEVEL AUTOMOTIVE MARKETING MANAGER
57 Replies
marketing plans—from distribution
through sales—and have an in-
timate, working knowledge of au-
tomobile dealer/factory relation
ships.
All replies will be held in strict
est confidence. Qualified candi
dates should forward resumes to
BOX 6758
MAJOR EAST COAST import distributorship
is seeking 2 qualified district sales managers to
cover eastern New York and northwestern New
York. The candidates selected must have a
thorough background in wholesale and retail
automobile sales. Please send resume and sal-
ary requirements to Box 6557. Our employees
are well aware of this ad.
33 Replies

"Tremendous response; We're always happy with the results we get from classified ads in Automotive News." You will be, too.

Call Marie Hingst, Classified Advertising Manager, at (313) 567-9520 by 5 p.m. Monday . . . see your ad the following Monday. Or write: Automotive News, 965 E. Jefferson Ave., Detroit, MI. 48207.

Automotive News

Citation is second, Escort third

Chevette is top-selling '81 nameplate

By Jenny L. King
Staff Writer

The nameplate sales race is an interesting reflection of the vagaries of consumers' tastes each year.

Using the domestic industry's 5.65-percent sales decline as a point of reference, following are some examples of the fortunes of the best-selling U. S.-built cars in 1981.

Chevrolet Chevette moved into first place, having lost out to Chevrolet Citation in 1980 by less than 1,000 units. Even so, Chevette sales of 346,307 were down 7.40 percent from 373,988 a year earlier. Citation, No. 2 in 1981, was down 19.89 percent, to 300,184 from 374,706.

Ford's Escort replaced the company's Fairmont as the No. 3 seller for the year. Escort, of course, was on the market only three months in 1980, so its sales increased four-fold in '81, to 284,907 from 60,196. Fairmont sales collapsed, down 35.88 percent to 182,909 from 285,272, putting it in 11th place.

Oldsmobile Cutlass Supreme climbed into fourth place from sixth. Its sales were up 2.81 percent, to 266,070 from 258,789. Chevrolet Malibu, though its sales plunged 21.14 percent, slipped only one place, to fifth from fourth, while standard Chevrolet sales dropped 19.63 percent and it lost ground, moving to sixth from fifth place.

Buick's Regal coupe improved its lot, moving into seventh from ninth place, with a sales increase of 4.58 percent. Buick Skylark sales soared 14.07 percent, and the nameplate captured eighth place, up from 11th.

Combined Reliant/Volare sales totaled 196,997, giving the Plymouth K-car and its forerunner ninth place, followed by Oldsmobile Cutlass sedan in 10th. Cutlass sales dropped 10.83 percent in 1981, to 187,952 from 210,784.

There are 79 nameplates on the current list, including twelve new in 1981: Pontiac T1000, Ford EXP, Mercury LN7, Cadillac Cimarron, Lincoln Continental, Oldsmobile Cutlass Ciera, Buick Century (front drive), Chrysler New Yorker, Dodge 400, Chrysler LeBaron (front drive), Chevrolet Celebrity and Pontiac 6000. The new nameplates went on sale as 1982 models at various times during 1981.

DOMESTIC SALES BY NAMEPLATE

1981 vs. 1980

1981 Pos.	1981 Sales	Make	1980 Sales	1980 Pos.
1	346,307	Chevette	373,988	2
2	300,184	Citation	374,706	1
3	284,907	Escort	60,196	39
4	266,070	Cutlass Sup.	258,789	6
5	211,130	Malibu	267,732	4
6	210,424	Chevrolet	261,819	5
7	208,329	Regal Coupe	199,207	9
8	200,460	Skylark	175,741	11
9	196,997	Reliant/ Volare	104,836	†
10	187,952	Cutlass	210,784	8
11	182,909	Fairmont	285,272	3
12	162,445	VW Rabbit	177,106	10
13	161,158	Monte Carlo	165,638	12
14	158,662	Olds 88	147,997	14
15	154,985	Mustang	225,290	7
16	149,653	Aries	80,876	††
17	138,948	Cadillac	126,151	20
18	128,236	Grand Prix	118,414	21
19	123,676	Regal Sedan	145,894	15
20	113,109	Ford	142,819	16
21	109,981	Omega	87,262	27
22	106,996	Granada	88,371	26
23	94,606	Camaro	116,824	22
24	92,809	Lynx	18,196	61
25	88,072	Cavalier/ Monza	150,320	13
26	84,583	Olds 98	73,464	32
27	82,620	Pontiac	105,398	23
28	82,285	Phoenix	98,952	24
29	82,263	LeSabre	89,429	25
30	75,884	J2000/ Sunbird	132,630	18
31	75,377	Horizon	78,823	30
32	73,988	Bonneville/ LeMans	77,911	31
33	69,775	Thunderbird	127,248	19
34	59,846	Concord	64,991	35
35	57,234	Electra	61,792	37
36	56,038	Omni	61,240	38
37	55,868	T1000	.....	
38	54,502	EXP	.....	
39	54,389	Eldorado	52,142	43
40	53,145	Mercury	52,645	42
41	52,188	Firebird	81,592	29
42	51,815	TC3	53,971	41
43	51,743	024	46,658	46
44	50,603	Zephyr	87,032	28
45	47,964	Riviera	42,917	48
46	47,151	Capri	62,592	36
47	46,750	Cougar	31,710	56
48	43,221	Eagle	32,641	55
49	38,609	Toronado	37,051	49
50	36,311	LeBaron (rear drive)	65,519	34
51	33,504	Spirit	49,723	45
52	29,733	Mark VI	35,371	51
53	29,178	Lincoln	30,114	57
54	29,039	Corvette	36,507	50
55	28,706	XR-7	51,857	44
56	25,598	Diplomat	33,157	53
57	23,904	Cordoba	44,908	47
58	22,724	Seville	34,709	52
59	18,217	LN7	.....	
60	17,080	Chrysler	29,321	58
61	14,604	Cimarron	.....	
62	13,947	Mirada	27,595	59
63	10,680	LeBaron (FWD)	.....	
64	10,037	Pinto	142,467	17
65	5,894	New Yorker	.....	
66	5,628	Dodge	16,934	63
67	4,919	Continental/ Versailles	4,219	67
68	4,649	Imperial	2,497	69
69	3,150	Dodge 400	.....	
70	2,882	Cutlass Ciera	.....	
71	2,691	Century (FWD)	.....	
72	2,169	Bobcat	26,821	60
73	1,409	Plymouth	13,682	64
74	1,361	Celebrity	.....	
75	1,325	Pontiac 6000	.....	
76	111	Pacer	2,083	70
77	.....	Skyhawk	5,388	65
78	.....	Starfire	5,334	65
79	.....	LTD II	3,012	68
	6,206,296	Total	6,578,275	

†Reliant/Volare combined for 1981. In 1980: Volare was 33rd with 72,116 sales; Reliant was 54th with 32,720 sales.

††Aries/Aspen combined for 1981. In 1980: Aspen was 40th with 55,092 sales; Aries was 61st with 25,784 sales.

Rose notches 25

S. Michael Rose, left, dealer-operator of S. M. Rose Corp., Bronx, N. Y., receives Chevrolet's 25-year dealer award plaque from William K. Gerrard, Atlantic Coast regional manager.

EPA meeting set

WASHINGTON. — The EPA will hold a hearing Feb. 2 at its Ann Arbor (Mich.) facility to discuss its proposal to allow the averaging of diesel particulate emissions beginning with the 1985 model year.

EXPERT RADIO REPAIR
Complete Repair Facility
"ONE DAY SERVICE"
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687 In Ohio (513) 222-1491
AS-7

YOUR NADA CARES

About YOUR Dealership . Financial Operation
NADA DEALER CANDIDATE ACADEMY

- equips successors with skills required for selection as dealers and for successful dealership operations
- one-year course combines six in-classroom seminars on various areas of dealership with in-dealership work experience
- candidates develop awareness of their role as chief executive officer and opportunity to practice leadership skills

Contact: John Clancey (703) 821-7216

GM and UAW can't agree on major contract issues

Auto talks recessed; Ford may set pattern

Continued from Page 1

J. Pestillo, vice president, labor relations, said he is not sure if GM negotiations have reached an impasse or are at a pause, but he indicated that whatever happens with GM should have very little bearing on Ford's bargaining progress or decisions.

"We expect to do things, if we reach an agreeemnt, that would be very, very attractive to the people of Ford Motor Co.," Pestillo said. "I don't intend to stage any holdup."

• In the past Pestillo has mentioned phased-in benefits based on seniority changes in the lines of demarcation and reducing time off with pay as ways to cut labor costs.

While negotiations never reached any great momentum at Ford, bargaining at GM steamed along. When it broke down, both Fraser and Alfred S. Warren, GM labor relations vice president, said they were "disappointed" an agreement could not be reached.

"We regret very much to learn of the UAW's decision to recess our discussion," Warren said. "It had been our hope to continue and to come to some kind of a successful termination. We regret it very much, not only for the UAW, but also for our employes and our customers, dealers and the nation as a whole."

He said the industry cannot wait until July to cut its labor costs and needs something now.

While negotiations were recessed at GM, Fraser was quick to point out that there was movement, just not enough in the economics, outsourcing, job security and contract length areas.

"I don't mean to leave the impression there wasn't progress in all of these areas," he said. "It's just insufficient progress to result in an agreement."

According to sources, the union wanted a 15-month contract which, if negotiated, would have expired in April, 1983, in the midst of the usually profitable spring selling season. Both Ford and GM are expected to bring out competitive models then.

The union also asked for a moratorium on outsourcing and demanded all operations moved overseas within the past year be returned to the U. S. Also, sources say, the union wants company-wide seniority rather than a plant-by-plant plan.

The UAW plan also dropped labor costs by about $3.50 per hour.

• While Fraser said the union allowed enough time to reach an agreement, he said not having a pressure point, namely a strike deadline, might have caused problems. The union had made Jan. 23 the deadline for new agreements allowing two weeks between the GM and Ford Council meetings in Chicago Jan. 8 and the meetings in Washington last Saturday.

Another problem, according to sources, was a statement by GM Chairman Roger B. Smith in the Detroit Free Press last week. In that story, he said if the union did not grant concessions, plants would be closed and more layoffs would result. GM currently has about 125,000 hourly workers on indefinite layoff.

Smith's statement angered rank-and-file and the negotiating committee, who looked at it as a threat, sources say.

Warren said GM has held back on some of its anticipated plant closings because of the early talks. He said he would not directly link any future closings to the lack of an agreement but said some plants will definitely be closed because of market conditions.

GM has not closed any plants in the three years since the sales slump began. But 19 of its 35 car lines now have inventories over 100-days. The J-cars are exceptionally heavy with 279 days for the J2000, 276-days for the Cavalier and 155 days for the Cimarron.

GM also has a problem with future sales. It had promised to pass on all labor cost savings resulting from the negotiations directly to the consumers by cutting car prices. The market has been slow while customers wait to see how much the prices would drop. Now, if negotiations do not continue, GM must counteract that publicity and still hope to generate sales through other promotions.

Both Fraser and Warren admitted that not resuming negotiations would hurt sales and cost jobs.

• At the start of negotiations both sides agreed to withdraw their proposals if a settlement could not be reached, but Warren said he doesn't see GM discarding that framework although it might be altered if too much time passes.

The framework also would have allowed an independent CPA to see GM's books, provided for job security and equality of sacrifice.

Ford, however, withheld its agreement to the principles, demanding more time to analyze the proposal.

Some analysts have said the pricing strategy was a marketing game which GM would have won. According to one analyst, GM would have benefitted greatly from the price cut while Ford's market share would have been destroyed.

The analyst said GM's small-car market is sliding but the company has the ability to cut prices. Ford, however, has priced its cars below its competitors, according to Philip Caldwell, Ford chairman, and cannot afford to cut its prices equally with GM, which could hurt Ford sales.

GM kept Ford in dark about price-cut plan

DETROIT. — Two days before General Motors announced its pricing agreement with the UAW, top officials of GM and Ford Motor Co. met to map joint bargaining strategy, according to the Detroit Free Press.

Although GM officials had been meeting with the UAW since Nov. 14 on the pricing issue, they did not reveal the strategy to Ford, the story said. The meeting involved GM Chairman Roger B. Smith and Ford Chairman Philip Caldwell along with top negotiators for both sides.

After UAW President Douglas A. Fraser announced that GM would cut car prices penny for penny on any labor-cost savings generated by the new contract, Caldwell telephoned Smith and "reamed his ass," the Free Press said.

Although antitrust laws prohibit companies from discussing pricing policies, the story said UAW officials were dismayed with GM's cavalier handling of the situation.

Labor snag cancels GM price-cut ad blitz

DETROIT. — General Motors called off a multi-media advertising blitz which had been tentatively set for today (Jan. 25), following a breakdown in labor negotiations.

The ads had been planned to announce price reductions.

A new industrial revolution seen by Northwood official

DETROIT. — U. S. companies are creating another industrial revolution, the chancellor of Northwood Institute told an Adcraft Club of Detroit meeting.

Dr. David E. Fry cited several reasons for optimism about the future of U. S. industry.

Productivity has become a "consuming desire" for dozens of firms which are running serious programs to improve it, he said. He cited quality circle groups, increased use of robotics and computers in design and production as examples of how productivity is being stepped up.

"Hundreds of companies are introducing programs aimed at tapping experiences, resources and the advice of their employes . . . quality circle programs have grown one-hundred-fold in 10 years," Fry said.

"Incentive plans are exploding. Profit sharing is gaining adherence in many new places . . . a General Accounting Office study last year showed an average 17 percent work force cost savings for firms using one of these programs," he added.

Robots and computer-aided design and computer-aided manufacturing are in the midst of a revolution, he said.

"General Motors introduced robot welders in 1970 and expects to be using thousands by 1990 and that is only the tip of the iceberg," Fry said.

New corporate structures are evolving to meet new times, and strategic planning is taking a much higher profile, he said.

"Increasingly, if a company wants to get into a market it will often 'buy in' directly rather than starting its own operation," he said. "In the obverse, companies are selling off losing lines much more easily than they used to . . . Several major companies decided it is better to be a smaller survivor than a larger failure."

Finally, he added, research and development for the future is back.

He cited United Technologies as spending an additional $4 million in the next five years on R&D and Allied Corp. as doubling its 1982 R&D over 1979.

"These changes are real. They are signs of vitality, and they are not the thrashing of a dying dinosaur," he concluded.

Chrysler seeks expansion of pension deferral

DETROIT. — Chrysler Corp. has asked the UAW to extend its deferral agreement for about $187 million in pension fund payments, due last year. The union is considering the proposal.

According to a Chrysler spokesman, the company is asking for the extension because of its dwindling cash position. Deferral of the payments would have Chrysler about $93 million in each of the first two quarters of the year.

Barnes Chevrolet point purchased by Allen

BOISE, Idaho.—Bob Allen, a Chevrolet dealer in Royal Oak, Mich., has purchased Larry Barnes Chevrolet, a 28-year-old Boise dealership. Allen said his outlet in Michigan is in the path of an expressway now under construction.

Larry Barnes will retain his two Subaru dealerships as well as his Subaru distributorship serving all of Canada.

North American Auto Plants Closed 1979-1981

Date	City & State	Plant	Company	Employment*
July, 1979	Lyons, Mich.	Lyons Trim	Chrysler†	780
Jan., 1980	Hamtramck, Mich.	Hamtramck Assembly	Chrysler	2,900
March, 1980	Fostoria, Ohio	Fostoria Foundry	Chrysler	375
July, 1980	Fenton, Mo.	Missouri Truck	Chrysler	2,100
Aug., 1980	Detroit, Mich.	Eight Mile Stamping	Chrysler	1,200
Nov., 1980	Detroit, Mich.	Huber Foundry	Chrysler	1,300
Dec., 1980	Cape Canaveral, Fla.	Cape Canaveral Wire Products	Chrysler	500
April, 1981	Detroit, Mich.	Lynch Rd. Assembly	Chrysler	2,300
Oct., 1979	Fairfax, Ohio	Fairfax Transmission	Ford	100**
Feb., 1980	Los Angeles	Los Angeles Assembly	Ford	2,400
June, 1980	Mahwah, N. J.	Mahwah Assembly	Ford	5,275
June, 1980	Dearborn, Mich.	Dearborn Specialty Foundry	Ford	600
Dec., 1980	Flat Rock, Mich.	Michigan Casting	Ford	2,200
Nov., 1981	Northville, Mich.	Northville Valve	Ford	275

*Employment figures include both hourly and salaried workers.

† Chrysler also sold the Michigan City (Ind.) Molded Plastics Products operation as a going concern in August, 1981 and consolidated the Scio (Mich.) Introl operation with Huntsville (Ala.) Electronics in October, 1981. The other Introl facility in Ann Arbor, Mich., was sold to GT Products in January, 1982. Many laid-off workers were offered jobs at other Chrysler plants.

**Workers at the Fairfax facility were transferred to either the Batavia or Sharonville (O.) transmission plants.

Shirley marks 25

C. G. Shirley, right, owner-operator, Twin City Pontiac, Champaign, Ill., is presented with an exclusively designed silver-on-walnut plaque for more than 25 years of service, by H. T. Ridsdale, St. Louis zone manager.

Peugeot elevates ski sponsorship to national level

LYNDHURST, N. J.—Peugeot Motors of America's involvement in professional skiing has been expanded to include a national final as the company is sponsoring the only professional downhill ski race in the U. S. this year.

Anthony Aldarelli, general sales manager for the company, said recently that the national effort, under the banner of the Peugeot Grand Prix, was not in the company's game plan for this year, but with the canceling of another tour, this became the "only game in town," and Peugeot decided to increase its activity to include the national final.

There will be 35 races throughout the country on this circuit, he said, adding that Peugeot's "main goal this year is to make these races the most professional anyone has run."

The company began its involvement with professional skiing several years ago and limited its activity at first to the Northeast, then gradually expanded to other areas of the country.

This slow growth was anticipated to continue this year, he said, but the opportunity to create a national effort was presented and the company decided to take advantage of it.

Import stockpile rises again to 60½ day supply

Continued from Page 1

des-Benz (46½ days), BMW (51½ days) and Porsche (58 days). Volkswagen of America had a 78-day supply of Audis and a 138-day stock of imported VWs. (It also had an 83-day supply of U. S.-built Rabbits in stock.)

Other new-car inventories included Saab, 88 days; Volvo, 89 days; DeLorean, 92 days; Peugeot, 102 days; Jaguar Rover Triumph, 109 days; Alfa Romeo, 110 days; Renault, 175 days; Fiat, 234 days, and Lancia, 250 days.

Days-supply figures for imported pickup trucks in stock Jan. 1 were: Toyota, 60; Datsun, 89; Ford Courier, 111; Isuzu, 200; Chevrolet LUV, 215, Chrysler Corp./Mitsubishi, 237, and Mazda, 252.

With 10 GM plants on the sidelines

Week's car output rises to 92,815

By Patricia Hoffman
Staff Writer

Operations at all Ford Motor, Chrysler Corp., Volkswagen of America and Checker Motors facilities last week helped boost domestic auto production 56.03 percent over the previous week's output.

Last week, the makers scheduled 92,815 units, up from 59,465 the previous week, but down 21.27 percent from 117,886 the comparable 1981 week.

For the first three weeks of production this year, the makers have finished 203,208 units, a drop of 41.19 percent from 345,531 in last year's comparable period.

Eleven assembly points were idle last week for changeover/inventory adjustments. Ten of them were General Motors plants.

GM's Arlington, Baltimore, Framingham, Fremont, Lakewood, Lordstown, Willow Run and Wilmington facilities and American Motors' Kenosha point were all down for inventory control.

GM's Janesville plant was idled last week for changeover to the new J-cars. The plant previously built full-sized Chevrolets.

Also at GM, the Oklahoma City plant was idled Jan. 15 for conversion to a new line of automobiles after a decline in sales of the currently built X-body cars.

According to GM, the facility will continue production of the Chevrolet Citation when operations return sometime in mid-1982. Assembly of the Phoenix will be halted at the plant, leaving Tarrytown the sole producer of that car. GM has not said what other line Oklahoma City will assemble when production resumes.

GM has slated downtime at eight assembly points this week (Jan. 25). They are: Arlington, Baltimore, Framingham, Janesville, Lordstown, Oklahoma City, Willow Run and Wilmington.

On Feb. 1, GM will drop one shift at Fremont. Production will be at 45 units an hour on one shift from the current 45 units an hour on two shifts. This will put 1,900 workers on indefinite layoff.

California to explain rules on sale of 'federal' vehicles

SACRAMENTO. — New provisions that could allow the sale in California of cars certified only to federal emission standards will be explained by the California Air Resources board in El Monte March 4.

The changes stem from legislation passed by the State Legislature last year that:

1. Prevent the ARB from adopting primary emission standards prior to the 1986 model year which are most stringent than those in effect on May 20, 1981.

2. Require the ARB, by the beginning of the 1983 model year, to adopt regulations which allow federal vehicles to be sold in California provided that no comparable model is available in California and that federal vehicle emissions which exceed the California standards are offset by a manufacturer's California certified vehicles which are below the California standards.

3. Require the ARB to adopt regulations which reduce the amount of assembly-line testing of large engine families.

The ARB staff believes only a very few models are not available in California that might qualify for the offset program, such as manual-transmission versions of high-performance cars like the Camaro.

ARB said it will permit the sale of the federal vehicles but only if the maker has California-certified vehicles that are enough below the California standards to offset the excess emissions from the federal vehicle.

ARB said that means that, in addition to the grams-per-mile number differences, the vehicles must also be able to offset inherent emission differences between California and federal vehicles stemming from California's more-stringent requirements pertaining to emission-control warranties, allowable maintenance regulations, high-altitude requirements and other protocol variations.

ARB said offsets will be allowed only between like classes of vehicles and like classes of pollutants. It said offsets must also be used in the model year in which they are accrued and carryover will not be allowed.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
CHEVROLET	12,950	13,730	12,012	38,490	47,402	38,490
DODGE	3,300	1,700	3,215	6,515	3,428	6,515
FORD	13,681	13,499	5,470	19,151	28,295	19,151
GMC	4,600	4,876	3,965	12,788	13,827	12,788
INTERNATIONAL	1,150	1,730	1,029	3,314	5,160	3,314
VOLKSWAGEN	669	650	.....	669	1,414	669
JEEP	.....	1,740*	900*	900*	5,220*	900*
AM GENERAL	50*	85*	50*	100*	255*	100*
MISCELLANEOUS	1,400*	.....	1,400*	4,200*	2,250	4,200*
Total Trucks, U. S.	37,800	38,010	28,041	86,127	107,251	86,127

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
CHRYSLER CORP.	2,000	1,600	1,969	3,969	1,600	3,969
FORD MOTOR	2,907	3,630	351	3,597	12,231	3,597
GENERAL MOTORS	5,632	6,430	5,477	12,937	18,368	12,937
INTERNATIONAL	234	270	241	720	837	720
Total Trucks, Canada	10,773	11,930	8,038	21,223	33,036	21,223
N. American Trucks	48,573	49,940	36,079	107,350	140,287	107,350

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

More plants back; truck production climbs to 37,800

U. S. truck production last week jumped 34.80 percent from the previous week's output due to operations at all General Motors facilities and the return of three Ford Motor points and Volkswagen of America's Westmoreland plant.

The truck makers targeted output last week at 37,800 units, up from 28,041 the previous week, but down slightly from 38,010 in the comparable 1981 week.

So far this year, the manufacturers have assembled 86,127 trucks, down 19.70 percent from 107,251 in last year's comparable period.

Production resumed last week (Jan. 18) at Ford's Kansas City, Norfolk and Twin Cities facilities.

Also back last week was VWoA's Westmoreland point. All the above four facilities have been idle since before the holidays.

American Motors' Toledo point was idle last week for inventory control.

All other truck facilities operated last week.

3 plants return; car production rises in Canada

The return of three assembly points last week helped boost Canadian auto production substantially from the previous week, but the year-to-date total remained below the comparable 1981 period.

Last week's estimated output of 19,524 cars, rose considerably from 8,594 in the previous week, and was up 34.45 percent from 14,521 in the comparable week last year.

Year-to-date, the makers have finished 31,993 units, down 25.43 percent from 42,905 in the comparable 1981 period.

The truck manufacturers targeted output last week at 10,733 units, a gain of 34.03 percent from 8,038 the previous week, but down 9.70 percent from 11,930 the same week last year.

So far this year, the truck makers have assembled 21,223 units, down 35.76 percent from 33,036 in the comparable 1981 period.

Operations resumed last Monday (Jan. 18) at Ford Motor's Oakville facility, General Motors' St. Therese point, and American Motors' Brampton plant.

Also back last week was Ford's Oakville truck point.

All four plants had been idle since Dec. 23.

Ford's St. Thomas car point remained down last week for the third consecutive week. The plant is slated to return today (Jan. 25).

GM's Oshawa (No. 1) car facility will be idle starting today for inventory control. The point is slated to return Feb. 8.

Also GM's Scarborough (van) facility will be idle one week, starting today.

U. S. CAR PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
AMERICAN MOTORS	.....	3,275*	1,600*	1,600*	9,825*	1,600*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,200	14,700	10,429	24,629	24,030	24,629
Plymouth Total	5,900	6,950	3,500	9,400	11,732	9,400
Horizon	2,100	2,350	2,068	4,168	4,431	4,168
Reliant	3,800	4,450	1,432	5,232	7,151	5,232
Volare	.....	.....	.....	.....	.....	.....
Caravelle	.....	150	.....	.....	150	.....
Gran Fury	.....	.....	.....	.....	.....	.....
Chrysler Total	2,800	1,100	3,007	5,807	1,100	5,807
LeBaron	2,800	1,100	3,007	5,807	1,100	5,807
Chrysler	.....	.....	.....	.....	.....	.....
Dodge Total	5,500	6,650	3,922	9,422	11,198	9,422
Omni	1,700	2,250	1,843	3,543	4,145	3,543
Aspen	.....	.....	.....	.....	.....	.....
Aries	2,900	3,500	1,109	4,009	6,153	4,009
Diplomat	.....	900	.....	.....	900	.....
Dodge 400	900	.....	970	1,870	.....	1,870
St. Regis	.....	.....	.....	.....	.....	.....
FORD MOTOR	26,104	22,839	2,807	30,407	61,912	30,407
Ford Division	17,188	15,457	.....	17,188	42,918	17,188
Escort	6,709	8,336	.....	6,709	24,777	6,709
Pinto	.....	.....	.....	.....	.....	.....
Fairmont	3,065	2,926	.....	3,065	10,559	3,065
Must./Must. II	4,222	1,121	.....	4,222	1,121	4,222
Granada	1,776	1,391	.....	1,776	1,391	1,776
T-Bird	1,306	.....	.....	1,306	.....	1,306
Ford	.....	1,683	.....	.....	5,070	.....
EXP	110	.....	.....	110	.....	110
L-M Division	8,916	7,382	2,807	13,219	18,994	13,219
Mercury Total	7,276	6,049	1,310	8,586	16,307	8,586
Bobcat	.....	.....	.....	.....	.....	.....
Lynx	1,572	2,620	.....	1,572	7,675	1,572
Capri	1,096	506	.....	1,096	506	1,096
Zephyr	1,515	914	.....	1,515	3,265	1,515
Cougar	1,462	593	.....	1,462	593	1,462
XR-7	307	.....	.....	307	.....	307
Mercury	1,292	1,416	1,310	2,602	4,268	2,602
LN7	32	.....	.....	32	.....	32
Lincoln Total	1,640	1,333	1,497	4,633	2,687	4,633
Continental ('82)	326	.....	380	1,454	.....	1,454
Lincoln	724	600	614	1,716	1,216	1,716
Mark VI	590	733	503	1,463	1,471	1,463
Versailles	.....	.....	.....	.....	.....	.....
GENERAL MOTORS	49,042	72,522	44,649	143,103	241,306	143,103
Buick Division	12,008	17,408	11,810	31,240	52,227	31,240
Skylark	586	4,503	1,636	3,693	14,132	3,693
Skyhawk J	1,152	.....	575	1,727	.....	1,727
Century	2,825	3,473	813	6,235	9,540	6,235
Regal	3,600	5,112	4,335	7,935	15,183	7,935
Buick	3,350	3,275	3,290	9,994	10,069	9,994
Riviera	495	1,045	1,161	1,656	3,303	1,656
Cadillac Division	6,065	6,420	4,691	14,506	19,567	14,506
Cimarron	335	.....	.....	489	.....	489
Seville	545	720	371	916	2,298	916
Eldorado	1,585	1,460	1,080	2,665	4,627	2,665
Cadillac	3,600	4,240	3,240	10,436	12,642	10,436
Chevrolet Division	10,400	23,595	12,539	38,646	90,747	38,646
Chevette	.....	.....	.....	.....	15,620	.....
Cavalier	1,830	.....	4,462	11,617	.....	11,617
Celebrity	.....	.....	.....	2,196	.....	2,196
Monza ('80)	.....	.....	.....	.....	.....	.....
Camaro	4,155	.....	3,219	10,207	4,865	10,207
Citation	3,495	8,435	2,197	7,807	24,824	7,807
Malibu	.....	5,705	861	2,115	17,207	2,115
Monte Carlo	.....	3,855	922	2,003	11,413	2,003
Chevrolet	320	4,800	316	955	14,436	955
Corvette	600	800	562	1,746	2,382	1,746
Oldsmobile Division	14,247	18,649	9,576	39,860	55,429	39,860
Omega	.....	3,030	2,280	4,894	8,615	4,894
Firenza	1,152	.....	589	1,741	.....	1,741
Cutlass	4,800	9,374	.....	9,626	29,059	9,626
Cutlass/Ciera	1,975	.....	650	5,860	.....	5,860
Oldsmobile	5,330	5,340	5,371	16,063	15,020	16,063
Toronado	990	905	686	1,676	2,735	1,676
Pontiac Division	6,322	6,450	6,033	18,851	23,336	18,851
Acadiant †	.....	.....	.....	.....	694	.....
J2000	.....	.....	648	1,839	.....	1,839
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	.....	.....	.....	.....	.....	.....
Firebird	2,325	.....	1,544	5,180	3,016	5,180
Phoenix	717	2,265	803	2,177	7,029	2,177
Grand Prix	1,640	2,400	1,527	4,835	6,992	4,835
Bonneville ('82)	1,640	.....	1,511	4,820	.....	4,820
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	1,400	.....	.....	4,327	.....
Pontiac	.....	385	.....	.....	1,279	.....
VOLKSWAGEN	3,369	4,550	.....	3,369	8,443	3,369
CHECKER	100	.....	.....	100	15	100
Total Cars, U. S.	92,815	117,886	59,485	203,208	345,531	203,208

CANADIAN CAR PRODUCTION

	Week Ended Jan. 23, 1982	Week Ended Jan. 24, 1981	Week Ended Jan. 16, 1982	Jan. to Date	Jan. 1 to Jan. 24, 1981	Jan. 1 to Jan. 23, 1982
AMERICAN MOTORS	528	600	254	782	1,772	782
CHRYSLER CORP.	3,200	.....	3,282	9,796	.....	9,796
FORD MOTOR	3,600	1,040	240	4,176	2,918	4,176
GENERAL MOTORS	11,972	12,656	4,594	16,566	37,540	16,566
VOLVO	224	225	224	673	675	673
Total Cars, Canada	19,524	14,521	8,594	31,993	42,905	31,993
N. American Cars	112,339	132,407	68,079	235,201	388,436	235,201
N. American Trucks	48,573	49,940	36,079	107,350	140,287	107,350
North American Cars and Trucks	160,912	182,347	104,158	342,551	528,723	342,551

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C 2700 -1 B

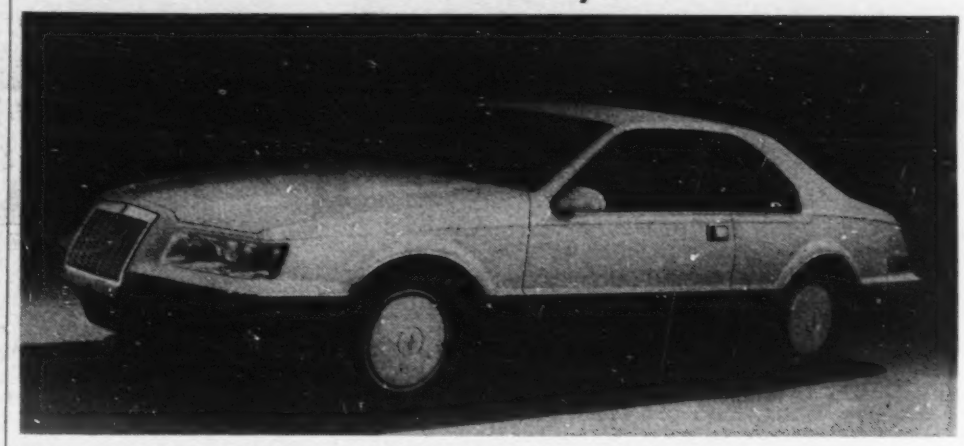
Automotive News

February 1, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Future luxury?



Ford's Continental Concept 90 bows at New York show

A low-slung, rounded five-seater, the Continental Concept 90, was introduced by Ford Motor Co. at the New York Auto Show over the weekend. Based on development models, the CC 90, with its subtle wedge shape, has a better aerodynamic efficiency than any luxury car now made in the U. S., Ford engineers say. The car will be exhibited at auto shows to test its acceptance as a logical forerunner of future luxury models of the mid-'80s and beyond. Story on Page 6.

But it's not a trend for major metro areas, corporation says

GM duals bloom in Chicago, Atlanta

By Joseph Buhn
Marketing Editor

Two General Motors dealers recently set up intracorporate duals in major metro areas, but GM doesn't expect it to be any big trend.

In Chicago, Eugene D. Fanning now has Fanning Cadillac-Fanning Buick, housed in individual facilities of a five-building complex, but with the main showroom equally divided between the two makes.

In Atlanta, Roosevelt Robinson has Robinson Cadillac-Pontiac.

J. Charles Green, executive director of sales, GM Sales and Marketing Staff, said that despite the novelty of such duals in major metro areas, GM hasn't changed its policy toward dualing.

He conceded, though, that with "quite a number" of GM dealers having gone out of business across the country, there are "more opportunities to do more of it (grant duals)."

But Green stressed that GM weighs each potential dual situation carefully, not only in terms of market potential, but also a dealer's ability to provide adequate service, capital, facility space, etc.

Essentially, the divisions involved have to agree to the dual, Green said, with corporate staff reserving final approval.

Green said there hadn't been many requests for car duals in major metro areas.

And he thought the closing of GM points had bottomed out.

"In my opinion, we've reached the crossroads where the number of dealerships closing has just about knocked itself out," he said. "I really think we hit bottom. We have only one place to go, and that's back up."

Fanning acquired Warren Buick, Chicago, to put his dual together. Negotiations for the purchase of the second GM outlet went on for over a year.

To keep the Cadillac and Buick operations separate and distinct, he established separate advertising and marketing and separate sales staffs, but all under one corporate umbrella.

"We plan to give exclusivity to each line. We will not dilute either franchise at the expense of the other," Fanning said.

Fanning's division of operations extends to the service department as well. Service departments for both makes — totally refurbished and retooled— are now housed on separate floors of his facility.

Fanning, chairman of the national Cadillac Dealer Council, has been a GM dealer for 27 years.

In Detroit, Bob Barnett, who owns several dealerships, thought a lot of GM dealers would be interested in dualing with another GM make, and he said he certainly wouldn't mind.

"I would like very much and need very much to dual, and I'd be very interested in dualing," Barnett said.

He owns Bob Barnett Pontiac in Dearborn and, with his son Steve, Steve Barnett, Inc. (Pontiac-Cadillac-Jeep - Renault-DeLorean) in Fort Pierce, Fla., as well as Steve Barnett Imports, Vero Beach, Fla., and Arbor Dodge, Ann Arbor, Mich.

"It's important for the manufacturer to be looking at duals for the salvation of the dealers," Barnett said.

British delay decision on more DeLorean aid

By Edward Lapham
Financial Editor

British officials last week left the DeLorean sports car enterprise, its dealers and workers hanging in the lurch by deferring a decision of whether to provide additional financing until after a 14-day study by accounting firm Coopers & Lybrand.

John DeLorean, DeLorean Motor Co. chairman, had been seeking $60 to $70 million in export financing guarantees from the quasi-governmental Export Credit Guarantees Department.

A spokesman in the company's New York office said that at one point last week John DeLorean had asked British officials for "a restructuring" of the arrangements under which the British Government, through Northern Ireland agencies, already has provided the project with grants, loans and equity investment totaling about $160 million.

The spokesman said DeLorean was "not necessarily" asking for the guarantees but for some other type of arrangement.

DeLorean, who rushed into meetings to discuss the ramifi-

Continued on Page 8, Col. 1

AN JAN83
MO2081ACNGLIAC GE IN095 92001
ACC EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Ford-UAW talks on front burner; pressure grows

By Marjorie Sorge
Labor Editor

After almost three weeks on the back burner while General Motors and the UAW tried to agree on a new contract, Ford Motor Co. and the union will begin full-scale bargaining today (Feb. 1).

Ford talks had originally been scheduled to resume last Friday. Company spokesmen said that the delay was a result of the UAW-General Motors bargaining council meeting and the UAW board meeting being moved to Chicago for the weekend.

When talks began between the UAW and the auto companies three weeks ago, Ford immediately began playing second fiddle to GM where the pattern agreement was being set.

But indications now are that Ford and the UAW may develop a contract different from any negotiated at GM. UAW President Douglas A. Fraser has said different solutions to labor cost problems may be necessary at Ford. He has also indicated the length of an agreement with Ford could be different from the contract at GM which the union wants to expire in September, 1983.

Talks broke off between the union and GM Jan. 20 without a settlement, and Ford negotiators voted to follow suit pending the decision of the UAW Ford and GM Councils Jan. 23. Those councils met in Washington, and both voted to continue bargaining.

However, the proposal met with stiff opposition in the GM Council and a roll-call vote was taken. By a margin of 58 to 42 percent the council voted to resume talks.

When questioned about the closeness of the GM Council vote, Fraser said, "I would hope it would send a message to General Motors that the workers are very cautious about this approach . . . that they have some apprehension. What has come through loud and clear is their basic concern about job security and outsourcing."

Fraser set midnight Thursday (Jan. 28) as the deadline for a new contract with GM which would include labor cost concessions the auto maker says it needs before the current contract expires Sept. 14, 1982.

"This is the final, final chance," he said. "If you don't do it this time, forget about it until July."

At presstime GM and the UAW had not reached an agreement but both sides were optimistic.

• So far only two proposals have been put on the table at Ford and no full-scale negotiations have begun, according to Donald Ephlin, UAW vice president and director of the union's Ford department.

UAW officials say if an agreement is reached at GM, Ford negotiators will spend a good deal of time studying the plan, trying to tailor it to Ford needs. That contract could be different from any reached at GM.

"If they (Ford) have different problems than GM workers, we aren't going to march in lockstep," Fraser said. "If they have different problems that deserve different solutions, then we should look for those different solutions."

Fraser said there may not be any difference in the economics of an agreement at Ford but in-

Continued on Page 42, Col. 1

breaking news

UAW-GM talks fall through

DETROIT. — The UAW and General Motors failed to reach agreement last week on a contract which could have reduced labor costs and passed on those cuts to the customer through lowered car prices. UAW President Douglas A. Fraser said he expects consumers now will be angry at both the UAW and GM and GM car sales will continue to be slow. Failure to reach an agreement will also cause major layoffs at GM and some plant closings. Contract talks will resume in July.

Separately, Ford Motor Co., also seeking concessions, said its under-10-year-seniority SUB fund runs out this week.

General Dynamics top prospect for Chrysler unit

DETROIT.—A list of possible buyers of Chrysler Corp.'s defense subsidiary apparently has been narrowed to General Dynamics Corp. Several firms had expressed interest in acquiring the money-making tank building operation.

See BREAKING NEWS, age 8, Col. 1

Quality Assurance Centers to be closed

Brown cites potential in DeLorean changes

By Edward Lapham
Financial Editor

DeLorean Motor Co. officials are continuing to make product, marketing and sales changes despite the company's unsuccessful bid last week to arrange additional export financing through British sources.

"Given time, there are a lot of things we can do to improve market potential," said C. R. Brown, president of DeLorean Motor Cars of America, the company's U. S. marketing and sales division.

Brown said the quality of the gullwing sports cars being shipped from the Dunmurry (Northern Ireland) plant has improved to the point that he is phasing out the company's three Quality Assurance Centers which will eventually save the company between $1 million and $2 million monthly.

The Michigan center is virtually closed now, he said, and the New Jersey and California sites could be scaled back by as soon as the end of March.

Brown said the company is retaining the top people from the QAC operations and integrating them into operations elsewhere. The company will retain some prep operations, however, to clean the cars and repair any marine damage sustained enroute from Belfast harbor.

The QAC phase-out reflects continuing improvement in product quality. Originally, the "prep" operations were costing the company about $2,000 per car, sources said, although that figure recently has been reduced to about $1,000 per car.

• Brown and his lieutenants are now turning their attention to other matters, including an approved plan to paint some of the cars.

He said there are currently two "proven, tested" systems for applying paint to stainless steel, one by duPont and one by Ditzler. Dealers can paint the cars, if desired, in their own paint bays. Two early colors are a "Ferrari-like" red and a "startling" black, he said.

Brown confirmed that there has been a problem with fingerprint smudges, after five or 10 car washes, when the sealer applied by the company washes off. Brown said duPont has developed a clear coat, which will be applied like paint and sit on the metal.

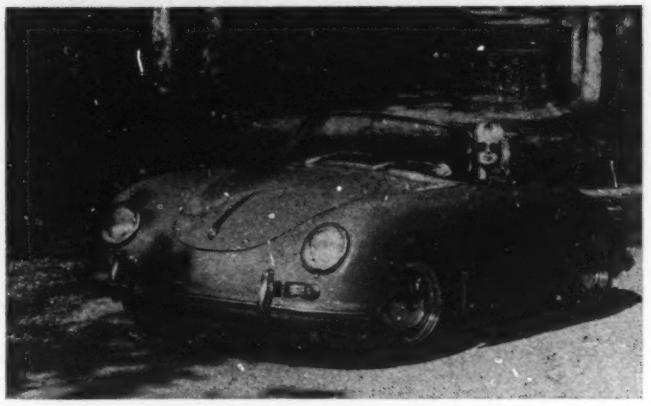
"It is completely impervious to fingerprints," he said, and "enhances the appearance of the stainless steel."

The sales and marketing division also is set to launch a number of sales meetings to "correct infractions" by dealership sales personnel. The infractions, involving improper approaches to "selling a $25,000 car," were discovered by a secret shopper posing as a prospect Brown sent to visit dealerships.

• Brown, who said he still goes to the Dunmurry plant "every month or two" to confer with the production people, said a number of dealers sent telegrams directly to DMC Chairman John Z. DeLorean during the negotiations with British officials to express their view of the situation.

"They were all optimistic and enthusiastic," he said. "And these were dealers from the de-

Continued on Page 8, Col. 2



Sportster RS with heritage

Lafer Auto Sales, North Hollywood, Calif., will introduce at the NADA show the Sportster RS. It is made in Vancouver, B. C., by Intermeccanica International, owned by Frank Reisner, who founded Carrozzeria Intermeccanica in Italy in 1959. This Porsche replica, designed for performance, is based on modified VW Beetle mechanicals. It features roll-up side windows, GT driving seats and torsion bar suspension and may be ordered with a hardtop individually fitted to the car. Base price is $17,900, and annual production is estimated to run near 150.

French influence grows at AMC

Tippett talks about new products

By Al Fleming
Industry Editor

SOUTHFIELD, Mich. — Tough economic times are not changing or delaying American Motors' new-product plans.

W. Paul Tippett spelled that out to Automotive News in no uncertain terms exactly one week after being elected chairman of the board and chief executive officer of the company on Jan. 15.

Those plans include:

The start this month of export shipments of Jeep CJ-models from Toledo to French parent Renault, for marketing in France and Belgium.

Introduction in March of the Renault Fuego, a sporty two-seat car, in the U. S.

Introduction next September of the U. S.-produced version of the Renault R-9 front-wheel-drive small car.

Availability of diesel engines for Jeeps and the imported Renault 18i during 1982.

Debut of a new generation of downsized, fuel-efficient Jeeps in the spring of 1983, along with a brand new AMC-designed-and-built four-cylinder engine.

And phase-out of AMC's rear-wheel-drive cars by the start of the 1985 model year, at which time the company will be marketing a variety of front- and four-wheel-drive vehicles and powertrains.

• "The history of this company has been that we've never had a steady flow of new products," said Tippett, who succeeded Gerald Meyers as chairman in a sudden top-level shift in mid-January.

"We'd come out with a hot new product, then have to sit in the weeds for a while. We want to avoid that; we've got an effective line of products coming, and they're starting to roll now."

The 49-year-old auto executive added: "We expect to spend about $1 billion over the next five years. That's a big capital expenditure for us, or just about anybody. Those plans are proceeding and the products are coming."

Tippett said the company will start exporting Toledo-made Jeep CJs this month, starting with diesel-powered models. Gasoline versions will follow later this year. The diesel is a Renault four-cylinder 2.2-liter engine.

AMC already sells Jeeps in Italy, Germany, Spain, the UK and Switzerland through its international operations. Renault will handle distribution in France and Belgium, where the French company is particularly strong.

"I'd say we might expect to sell 5,000 to 10,000 Jeeps in Europe this year," Tippett said. "The four-wheel-drive market is much smaller there than here." But he expects it to grow.

• Tippett estimated the diesel-engine Jeep going overseas will boast the equivalent of 30 miles per gallon U. S. fuel economy in city driving. He said the U. S. Jeep CJ with four-cylinder gasoline engine gets 23 MPG city.

Next month AMC/Renault dealers in the U. S. will begin selling the Fuego. Reportedly, the introduction date is March 10 for the little sportster, whose price tag is expected to be in the $8,500 range.

Tippett said Fuegos have started arriving from Europe, "and by the time we get distribution sorted out, we'll probably launch in the middle of March."

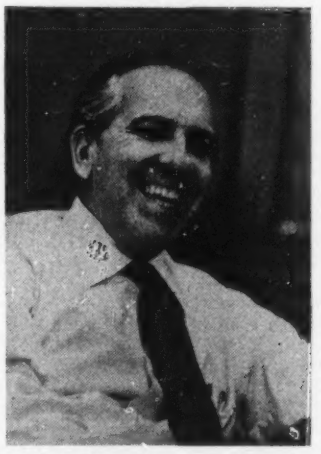
He said Fuego "will have turbocharged and fuel-injection versions. We're not just selling econoboxes here; we want to sell some things that get people's blood stirring a bit. I think it (Fuego) will have a significant appeal and bring some romance back into the business."

While declining to talk about specific price or planned import volumes, Tippett declared: "I think you'll be surprised at how attractively it's priced."

He added that prices will be in "a rather broad range, starting at about the Datsun 200-SX and going through Volkswagen Scirocco and Toyota Celica Supra—the cars we expect it (Fuego) to compete with."

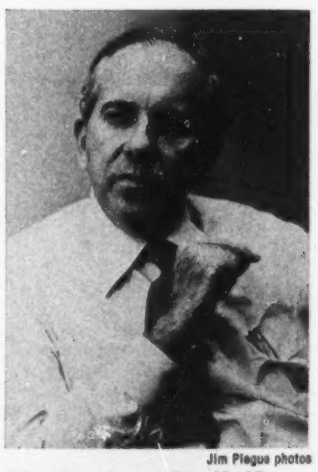
He said sales will depend on

Continued on Page 42, Col. 3



On Jeep

AMC Chairman W. Paul Tippett looks to European Jeep sales of 5,000 to 10,000 for '82. Next year, downsized Jeeps will debut. "The trick is to make them lighter and smaller without sacrificing packaging and toughness," Tippett says.



Jim Piegue photos

Big Numbers for X-42

"I think we'd want to sell 100,000 a year," Tippett says of the Renault car code-named X-42 that is to be built in Kenosha beginning this summer. AMC's current rear-drive cars are to be phased out by 1985, replaced with X-42 derivatives.

Debt to banks paid off early by Chrysler

By Edward Lapham
Financial Editor

DETROIT.—Chrysler Corp. officials could hardly conceal their glee last week when they announced early repayment of $47.5 million in bank debt which will save the company about $2.5 million in interest charges.

The payment, which will be made today (Feb. 1) instead of March 31, is the fourth and final installment in a $1.3 billion debt restructuring plan with 150 lenders. It will virtually remove all bank debt from the auto maker's balance sheet.

Chrysler Chairman Lee Iacocca said that the early payment is "only the latest indication" of "improved financial position."

He said, "Chrysler's cost-cutting efforts, its efficient manufacturing operations, and its strong sales performance in a severely recessed market have put us in a strong cash position."

Under the terms of the restructuring agreements, Chrysler's 150 lenders agreed to accept repayment of about half the $1.3 billion debt at the rate of 30 cents on the dollar. The other half of the debt was repaid with Chrysler preferred stock.

The company said it issued about 343,000 of the preferred shares, each with a redemption value of $3,200.

That means a total redemption value of nearly $1.1 billion in exchange for the $686 million in debt.

The $47.5 million payment made today is the final payment in the 30-cents-on-a-dollar portion of the bank debt.

The company also made a $71 million payment last March, a

Continued on Page 43, Col. 3

Trade-zone status to save Chrysler $300,000 a year

DETROIT. — Chrysler Corp. has been granted free trade sub-zone status for its Jefferson Ave. assembly plant, which could save the auto maker as much as $1.5 million in duty payments over the next five years.

The status was granted by the Commerce Department through Greater Detroit Free Trade Zone, Inc., which last year successfully brought a free trade zone to the city.

The sub-zone status will allow Chrysler to pay a lower duty rate on imported Mitsubishi 2.6-liter engines it installs as an option in the K-cars assembled at the Jefferson Ave. plant by deferring duty until the vehicle is completed. The duty will then be lower than it would be on a component.

The company said the duty rate differential will amount to about $300,000 annually. The status is good for five years with an option to renew for an additional five years.

A company spokesman said some "procedural matters" need to be resolved before the company can assume the status. One source said the status is likely to go into effect this spring.

Ford Motor Co.'s Romeo (Mich.) tractor plant and Volkswagen's Westmoreland (Pa.) assembly plant also have sub-zone status.

index

Auction reports	28
Classified advertising	30
Editorial page	12
Obituaries	40
Production by makes	43
Truck highlights	10

57th year — No. 4900

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing o...ces. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

All-new Town and Country for '82

About the only thing that stays the same on the Chrysler LeBaron Town and Country wagon for '82 is the simulated wood-grain exterior panels. The luxury downsized model is the first domestic midsize wagon with front-wheel drive, and it incorporates more than 30 chassis and suspension-system changes.

Chrysler's LeBaron wagon first in class with FWD

DETROIT. — Chrysler Corp. has unveiled the first domestic front-drive midsize station wagon, as the 1982 LeBaron Town and Country.

The four-door model is equipped with two bench seats for seating six. A four-cylinder, 2.6-liter (156 CID) Mitsubishi-built MCA-Jet engine is the only powerplant available. Rated at maximum of 92 HP and torque of 131 pounds-feet, the engine is mated to a three-speed automatic transmission.

Chrysler Corp. said some 30 suspension-system and chassis component changes were made to improve the ride and noise level in the downsized Town and Country wagon.

Included in the changes is an improved Iso-strut front suspension design using a linkless sway bar mounted directly to the suspension crossmember for greater roll stability. Reduced front coil spring rates and modifications to the steering arm geometry are said to provide better response in curves and turns.

Low-friction rear gas shocks and low-rolling-resistance steel-belted radial tires specially tuned to the car are both designed for a smoother ride. The front bumper and a dynamic absorber on the steering wheel hub have been tuned to absorb vibration inherent with transverse-mounted four-cylinder engines.

Town and Country employs hydraulic, diagonally divided power front disk and rear drum brakes. The system is said to stop the car evenly and quickly, even in instances of hydraulic failure. A new damped-iron rotor in the disk brakes is said to provide quiet, high performance.

Another engineering change for '82 is a new, quieter, lighter, five-blade engine fan.

The Town and Country continues to appeal to the upscale wagon buyer, with its simulated woodgrain exterior panels, standard plush carpeting, dual remote rearview mirrors and fully reclining adjustable front bucket seats.

Additional standard equipment includes clock, inside hood release, AM radio, dual horns and warning light package.

A rectangular grille is flanked by dual rectangular halogen headlamps.

The extensive optional equipment list includes a luggage rack with skid strips, wire wheel covers, aluminum road wheels, velvet high-back bucket seats and deluxe stereo and speaker package.

Town and Country is built on a 99.9-inch wheelbase and has an overall length of 179.8 inches; height, 52.7 inches; width, 68.5 inches, and curb weight, 2,710 pounds.

Japan reports on car exports

TOKYO. — Passenger-car exports from Japan numbered 293,839 in October, the most recent month for which detailed figures are available, according to the Japan Automobile Manufacters Assn.

North America accounted for more than half the total, with 133,344 going to the U. S. and 14,641 to Canada.

Other leading countries on the export list were: Australia, 12,099; West Germany, 13,678; the Netherlands, 9,696; Saudi Arabia, 7,924; New Zealand, 7,409; Belgium, 7,383; Malaysia, 7,247; Switzerland, 6,651; England, 5,678, and Nigeria, 4,606.

Continental Concept 90 lifts the curtain

Ford to accent aerodynamic styling

NEW YORK. — Aerodynamic styling, which the automobile industry has previously reserved for small sporty cars, will be introduced by Ford Motor Co. to the luxury market in the near future.

Ford is testing its "aero" design by displaying for the first time a one-of-a-kind model called Continental Concept 90 on the Lincoln-Mercury stand at the New York Auto Show. The

Picture on Page One.

show opened Jan. 30 and will run through Feb. 7.

Joseph E. Cappy, Lincoln-Mercury general marketing manager, told newsmen at a preview here that Continental Concept 90 will give luxury-car buyers "a taste of the mid-80's and beyond and will give us an opportunity to research the reaction to such a complete departure from the company's traditional luxury car design themes."

Donald F. Kopka, Ford vice president - Design, explained that "aerodynamic design not only is the most contemporary look in automotive styling, it also is the most fuel-efficient because it minimizes power-robbing air resistance."

Kopka said the "great majority" of cars of the future will remain in the four-to-six-seat size, but the aerodynamic influence will be clear.

"We believe our future cars will be so distinctive in appearance that they will be immediately distinguishable from everything else on the road," he said.

• Continental Concept 90 has the styling cues of Ford Motor Co.'s Continental luxury car. The Continental Concept 90 is a five-passenger car, and the rear deck lid carries a hint of the Continental "spare tire" conformation.

In profile, the sleek, rounded pearlescent-white two-door hardtop exhibits a subtle wedge shape that results in an estimated coefficient of drag rating of 0.32. The aerodynamic design also is apparent when viewed from above—slightly tapered at front and rear to hold airflow tight to the body.

"One of the most distinctive design elements of the Continental Concept 90 has important consumer benefits besides aerodynamics," said Cappy. "The doors are limousine-style and carry up into the roof surface. They not only provide easier entry and exit, they permit us to hide the drip rails within the door openings and gain a further reduction in air resistance."

Throughout, the car shows attention to aerodynamic detail. It has integrated, flush headlamps and wraparound taillamps, as well as flush-appearing glass. A lower front valance panel heightens aerodynamic efficiency, as does the concealed windshield wiper system.

Airflow openings are meticulously arranged to provide good cooling and excellent airflow management. The "fast" windshield and backlite angles contribute to the smooth airflow over the top of the vehicle and reduce air resistance, and the free-standing side-view mirrors are designed to be highly aerodynamic.

Bumpers are completely flush, integrated into the body shape, and an integrated wraparound moulding for bodyside and bumper protection carries around the car. Flush wheelcovers add further to the car's "slipperiness."

Complementing the design features that give the concept car its superb aerodynamic promise are several functional engineering features. Based on the principle that the stance of the vehicle as it meets the onrushing air affects aerodynamic drag, the car can vary its dynamic vehicle attitude and improve fuel economy by a further 4 percent.

Another advance is the thermostatically controlled louvered grille. It is designed to match the engine and air conditioning cooling requirements to the airflow over the surface of the car.

As low speeds, as when the car is climbing a steep grade at 30 miles per hour, a maximum amount of air would pass through the grille, for maximum cooling. At highway cruising conditions, the louvers' angle would change to minimize the cooling drag by diverting a greater proportion of the airflow over the car and improving fuel economy by an additional 6 percent.

Continental Concept 90 has a low profile, with an overall heights of 53.2 inches. It sits on a 108.3-inch wheelbase and is 200 inches long. By comparison, the 1982 Mark VI stands 55.4 inches, the wheelbase is 114.3 inches and length is 216.0 inches.

Toyota still studying reports on possibility of U. S. plant

TOKYO.—Toyota plans to invest about $1.2 billion this year, the same as in 1981.

About half that amount is going into Toyota's belated program to switch to front-wheel drive. Little money will be spent on new overseas plants, however, except in Taiwan, if as expected, Toyota wins that contract.

The company says that costs in the U. S. are too high, and blames the UAW for obtaining too-high wages from the manufacturers. However, Toyota is watching the current renegotiations with interest, and Shoichiro Toyoda, president of Toyota Motor Sales, told Automotive News that if the result is substantially lower manufacturing costs, then Toyota might think again.

However, Toyota is still mulling over the three reports on U. S. manufacture it commissioned a couple of years ago. These were submitted last March, yet the company says that it has yet to make a decision on the matter. This long delay makes a positive reaction very unlikely.

Toyoda said that a plant in Taiwan was much more attractive than one in the U. S., owing to the lower labor rates. In addition, Toyota hopes to be able to build quality products as a demonstration to its Japanese employes that quality is not a Japanese prerogative.

Toyoda said that it would be no problem for Toyota to sell cars built in Taiwan through its existing overseas sales network.

Mid-month tally is 129,894

New-car sales lowest since 1958

By Jenny L. King
Staff Writer

Domestic new-car sales kept a very low profile during the mid-January period. Presumably many customers were waiting for the outcome of the early renegotiations between General Motors, Ford and the UAW. Price reductions had been hinted at earlier in the month.

Total sales for the nine days between Jan. 11 and 20 were 129,894, down 4.86 percent from 136,524 a year earlier and lowest for the period since the 117,221 reported back in 1958.

The daily selling average was 14,433 based on nine days, down 15.43 percent from 17,066 for eight days a year ago.

All five major U. S. auto makers were down from 1981 on a daily-rate basis, while Ford Motor Co. was up on a year-to-year comparison. Ford sales numbered 33,397, up 10.19 percent from 30,308 (down 2.05 percent daily rate basis). General Motors, source of the price-cut rumors, was down 6.90 percent, to 77,247 from 82,976 (down 17.25 percent daily rate).

Chrysler Corp., which has not been involved with contract talks, was down 9.46 percent, to 14,846 from 16,398 (down 19.50 percent daily rate); Volkswagen of America plunged 54.03 percent, to 1,904 from 4,142 (down 59.03 percent daily rate), and estimated sales of American Motors passenger cars were 2,500, down 7.41 percent from 2,700 (down 17.60 percent daily rate).

DOMESTIC SALES

	Jan. 11-20, 1982	Jan. 11-20, 1932
AMERICAN MOTORS	2,500†	2,700†
Chrysler	2,942	2,896
Imperial	81	99
Plymouth	6,031	6,605
Dodge	5,792	6,796
CHRYSLER CORP.	14,846	16,398
Ford	23,684	22,289
Mercury	7,737	6,770
Lincoln	1,976	1,249
FORD MOTOR	33,397	30,308
Buick	13,879	13,155
Cadillac	5,160	5,707
Chevrolet	28,309	34,480
Oldsmobile	18,621	16,967
Pontiac	11,278	12,667
GENERAL MOTORS	77,247	82,976
VOLKSWAGEN	1,904	4,142
INDUSTRY TOTAL	129,894	136,524

†Estimate

GM earned 59.47 percent of the mid-month market, down from 60.78 percent last year. Ford helped itself to a generous 25.71 percent, up from 22.20 percent. Chrysler slipped to 11.43 percent from 12.01 percent. VWoA pinched off 1.47 percent, down from 3.03 percent, and AMC had the remaining 1.92 percent, down from 1.98 percent. On a year-to-year basis, six makes were up during the period. Lincoln enjoyed the greatest climb, up 58.21 percent; Mercury was up 14.28 percent; Oldsmobile was up 9.75 percent; Ford was up 6.26 percent; Buick was up 5.50 percent, and Chrysler was up 1.59 percent.

VWoA turned in the poorest performance, down 54.03 percent; Imperial was down 18.18 percent; Chevrolet was down 17.90 percent; Dodge was down 14.80 percent; Pontiac was down 10.97 percent; Cadillac was down 9.58 percent; Plymouth was down 8.69 percent, and AMC was down 7.41 percent.

Sales through Jan. 20 totaled 231,093, down 12.65 percent from year-to-date sales of 264,565.

Japan's top seller is Toyota Corolla

TOKYO. — Once again, the Toyota Corolla was the top selling passenger car in 1981 in Japan with 251,005 units.

It was followed by the Nissan Bluebird (810), 183,906; Mazda GLC, 166,284; Nissan Sunny, 160,180, and Toyota Cressida, 116,724. Indiciations are that the Bluebird will fall below the GLC and Sunny this year.

Large car plans scrapped

Cash, sales woes kill Opel Rekord project

BERLIN. — A new Opel Rekord, scheduled to go into production in August/September, 1983, as a 1984 model, has suddenly been canceled.

Preliminary designs showed a car of conventional concept and fairly large size, continuing the Rekord's traditional role of bridging the gap between the mid-size family car (Ascona) and the big luxury car (Senator).

Some of the reasons for the cancellation are obvious, while others remain obscure. It is known the General Motors subsidiary is going through something of a liquidity crisis, and that pressure was put on management to make cutbacks in its spending plans, including investment spending.

Why the Rekord was chosen for the chopping block also is no mystery.

Current models have not lived up to sales targets, and to replace them with a more modern design to fit into the same slot in the market was an idea that lately lost its attraction.

The mystery concerns Opel's alternative plans. One option is not to replace the Rekord with a separate car line.

Model breakdown
Auction Averages

	January To Date	December	November
1982	$7,098		
1981	6,488	$6,424	$6,689
1980	5,174	5,363	5,454
1979	5,437	4,321	4,857
1978	3,627	3,475	3,782
1977	2,920	2,590	2,733
1976	2,368	2,026	2,099
1975	1,829	1,361	1,562
Overall Average	$5,021	$4,117	$4,315

Hoover appointed

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America has appointed Jeanne K. Hoover sales promotion and merchandising manager. She formerly was vice president, account supervisor at Campbell-Ewald Co., Hollywood, Calif.

It is doubtful that Opel's marketing specialists will allow the Rekord name to die, and it is easy to visualize a stretched Ascona (J-car) with more power and higher-grade trim and equipment to fit into the Rekord price slot.

Ditching the Rekord program does not mean Rekord production will necessarily end in the summer of 1983. If there is a continued demand of sufficient volume for the old model, Opel could keep it in production into the second half of the 1980s.

Nor does it mean that an all-new Rekord program cannot be activated later. That looks less and less likely, however, in view of Opel's downward expansion in the market, with the addition in 1982 of the S-car below the Kadett.

Opel's high-volume car lines will then be the S-car, the Kadett and the Ascona. A new Rekord with specific components could probably not be justified by the expected sales volume.

As for the problem of filling the gap between the high-volume cars and the Senator/Monza prestige models, it may disappear by itself. The Senator/Monza, new in 1979, never gained the expected popularity and Opel is losing money on this car line.

If the cars are discontinued, Opel has the freedom to build the future Rekord, if it decides to go with one, at whatever market level is favorable for a new entry.

Used car sales
Auction Averages

January to date	$5,021
Month ago	$4,117
Year ago	$3,981

factories list auction dates

American Motors

Feb. 2 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 3 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 4—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 9 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 10—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 11 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 16 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City. Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Auto Auction, Taylor, Mich.

used-car auction directory

Display Rates: $89.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, FEBRUARY 9, 1982
10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
• Our 29th Year
• Buy and Sell with Complete confidence
• New Expanded Facilities
• Guaranteed Titles
• Auction Checks
• Cab fare paid from Airport
• Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD FLINT, MICHIGAN 48506 PHONE (313) 736-2700

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete reconditioning facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

AUCTION SCHOOL

Meadowhall School of Auctioneering. America's Top-Quality Auction School. Veterans Free. Cat. Write or Call. P.O. Box 7[illegible] High Point, N. C. 27264. (919) 887-[illegible]

NEW MEXICO

Greater Albuquerque Auto Auction — Mexico's only dealer auction. Sale Thurs., 12:00 Member NAAA & [illegible] 8815 Second St., N.W., 505-898-[illegible]

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. every Weds., 6 p.m. Just No. of Syra Exit 30/Rte. 81. 4 action packed 500 cars each wk. 1-315-699-2792

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

Use Automotive News Classified Section

WASHINGTON

SOUTH SEATTLE AUTO AUCTION
28th ANNIVERSARY SALE
WEDNESDAY, FEBRUARY 10, 1982
10 A.M.
1000 CARS — $1250 CASH DRAWING
Budget — 30 1981 Lincoln Town Cars & Ma[illegible]
150 1981 Ford and Mercury Products
Please call for reserve numbers, hotel reservations, airport pick up service
(206) 872-6800
19443 76th Ave. S. P.O. Box 5189 Kent, Wash. 9803[illegible]

Use Automotive News Want Ads for Quick Action

BEST AVAILABLE COPY

Steel-belted most popular on '81 cars, but fiberglass gains, too

Radials are boss, but what kind?

By Joseph Bohn
Marketing Editor

With radial tires now standard equipment, the only question is what kind of radials will auto makers be using in the future?

Meanwhile, white sidewall tires continue to be very popular, although raised-letter tires appear to have very limited appeal, an AUTOMOTIVE NEWS survey of '81 model car production reveals.

Radial tires, whether of steel or fiberglass-belted construction, went onto 99.72 percent of domestic '81 cars. Except for temporary-use spares, all '82 models have radials.

However, the kind of radial mix offered on future models is still a moot point — since auto companies, although they prefer the longetivity of steel radials, are also trying to hold costs down.

In the '81 model year, 69.94 percent of domestic cars had steel-belted radials, up slightly from 68.97 percent penetration in '80.

Meanwhile, penetration of fiberglass-belted radials jumped to 29.78 percent from 26.47 percent in '80.

General Motors is still unwilling to commit itself to an across-the-board use of steel radials, as Ford Motor has done.

On the new J-cars, for example, the Cadillac Cimarron had standard steel-belted radials, but the Chevrolet Cavalier had an 87.20 percent penetration of fiberglass-belted radials.

GM will probably continue the pattern of offering versions of each, depending on the car's price range and other appointments.

Chrysler continues to be the heaviest user of fiberglass-belted radials, with an 84.17 percent penetration, up from 81.23 percent in '80.

Since cost-cutting is the name of the game these days, it remains to be seen whether Ford can continue to afford top-of-the-line steel radials as standard equipment on all future models.

Volkswagen put steel radials on 98.7 percent of domestically built Rabbits and didn't offer a glass-version of the radial last year.

White sidewall, or striped tires, went onto 81.57 percent of cars last year and raised-letter tires onto 3.19 percent. The total of 84.76 penetration of these fancier types of tires compared with a combined 85.94 percent penetration on '80 models.

Toyota Soarer honored

Toyota announced that its Soarer has been named Japan's car of the year for 1981-82. Toyota said the award is presented by a 14-member committee of experts in automotive and mass media fields. The Soarer, which is not sold in the U. S., has the basic underpinnings of the Toyota Supra.

TIRE OPTIONS ON 1981 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Raised Letter Sidewalls	Percent of Output
AMERICAN MOTORS	29,963	21.85	107,123	78.12	88,047	64.21	872	0.64
Spirit	1,817	4.10	42,782	95.90	29,370	65.90	707	1.60
Concord	9,164	16.60	45,933	83.30	38,540	69.90	165	0.30
Eagle	8,624	59.50	5,862	40.50	9,386	64.80	.....	.....
SX/4	10,358	45.10	12,546	54.70	10,751	46.90	.....	.....
CHRYSLER CORP	105,927	14.44	617,404	84.17	577,990	78.80	15,567	2.12
Chrysler-Plymouth Total	61,422	14.57	352,689	83.67	338,165	80.22	3,915	0.93
Horizon	8,052	9.20	79,475	90.80	63,457	72.50	.....	.....
Reliant	18,018	8.80	186,730	91.20	177,721	86.80	.....	.....
TC3	8,360	16.00	43,893	84.00	33,129	63.40	3,449	6.60
Gran Fury	294	3.80	883	11.40	1,177	15.20	.....	.....
Cordoba	13,231	65.20	7,062	34.80	19,826	97.70	466	2.30
LeBaron	5,373	14.00	32,160	83.80	32,275	84.10	.....	.....
Chrysler	8,094	76.50	2,486	23.50	10,580	100.00	.....	.....
Dodge Total	44,505	14.27	264,715	84.85	239,825	76.87	11,652	3.74
Omni	6,570	10.10	58,477	89.90	45,273	69.60	.....	.....
Mirada	7,330	61.60	4,569	38.40	10,757	90.40	1,142	9.60
Aries	12,028	7.60	146,241	92.40	141,176	89.20	.....	.....
Diplomat	1,909	8.90	19,540	91.10	15,980	74.50	.....	.....
024	15,790	31.70	34,021	68.30	24,607	49.40	10,510	21.10
St. Regis	878	15.90	1,867	33.80	2,032	36.80	.....	.....
FORD MOTOR	1,503,946	100.00	.....	.....	1,048,796	69.74	24,183	1.61
Ford Division	1,021,945	100.00	.....	.....	670,725	65.63	14,322	1.40
Escort	320,727	100.00	.....	.....	103,274	32.20	.....	.....
EXP	71,644	100.00	.....	.....	.....	.....	10,245	14.30
Fairmont	160,828	100.00	.....	.....	144,584	89.90	.....	.....
Mustang/Mustang II	182,562	100.00	.....	.....	151,161	82.80	3,834	2.10
Granada	121,341	100.00	.....	.....	113,818	93.80	243	0.20
Thunderbird	86,693	100.00	.....	.....	86,693	100.00	.....	.....
Ford	78,150	100.00	.....	.....	71,195	91.10	.....	.....
Lincoln-Mercury Division	482,001	100.00	.....	.....	378,071	78.44	9,861	2.05
Lynx	111,978	100.00	.....	.....	55,541	49.60	.....	.....
Capri	58,946	100.00	.....	.....	26,231	44.50	2,947	5.20
Zephyr	66,509	100.00	.....	.....	61,454	92.40	.....	.....
Cougar	53,653	100.00	.....	.....	51,292	95.60	107	0.20
XR-7	37,275	100.00	.....	.....	37,275	100.00	.....	.....
Mercury	61,638	100.00	.....	.....	61,083	99.10	.....	.....
LN7	22,465	100.00	.....	.....	15,658	69.70	6,807	30.30
Lincoln	32,839	100.00	.....	.....	32,839	100.00	.....	.....
Mark VI	36,698	100.00	.....	.....	36,698	100.00	.....	.....
GENERAL MOTORS	2,909,760	69.21	1,287,809	30.63	3,782,453	89.97	175,140	4.17
Buick Division	634,992	74.10	220,270	25.70	828,016	96.62	4,505	0.53
Skylark	68,953	26.50	191,642	73.50	245,192	94.10	1,376	.50
LeSabre	88,484	99.20	726	0.80	87,423	98.00	.....	.....
Century	116,365	80.70	27,902	19.30	139,860	96.90	222	0.20
Regal	240,200	100.00	.....	.....	234,551	97.60	2,907	1.20
Electra	68,983	100.00	.....	.....	68,983	100.00	.....	.....
Riviera	52,007	100.00	.....	.....	52,007	100.00	.....	.....
Cadillac Division	252,256	100.00	.....	.....	245,429	97.29	.....	.....
Cimarron	14,048	100.00	.....	.....	7,221	51.40	.....	.....
Seville	28,606	100.00	.....	.....	28,606	100.00	.....	.....
Eldorado	60,557	100.00	.....	.....	60,557	100.00	.....	.....
Cadillac	149,045	100.00	.....	.....	149,045	100.00	.....	.....
Chevrolet Division	816,257	48.79	852,074	50.93	1,379,247	82.44	117,553	7.03
Chevette	23,607	5.20	430,374	94.80	390,425	86.00	2,270	0.50
Cavalier	8,337	12.80	56,793	87.20	40,120	61.60	1,172	1.80
Camaro	126,138	100.00	.....	.....	63,826	50.60	59,663	47.30
Citation	127,826	30.90	285,553	69.10	354,265	85.70	9,094	2.20
Malibu	142,611	62.90	79,354	35.00	205,188	90.50	453	0.20
Monte Carlo	157,115	100.00	.....	.....	155,230	98.80	.....	.....
Chevrolet	184,992	100.00	.....	.....	170,193	92.00	.....	.....
Corvette	45,631	100.00	.....	.....	.....	.....	44,901	98.40
Oldsmobile Division	822,265	87.41	118,390	12.59	910,584	96.80	6,477	0.69
Omega	41,502	28.00	106,416	71.90	133,773	90.40	1,254	0.80
Cutlass	183,756	93.80	11,974	6.10	190,596	97.30	194	0.00
Cutlass Supreme	285,835	100.00	.....	.....	278,311	97.30	5,029	1.70
Oldsmobile	268,568	100.00	.....	.....	265,300	98.70	.....	.....
Toronado	42,604	100.00	.....	.....	42,604	100.00	.....	.....
Pontiac Division	383,990	79.82	97,075	20.18	419,177	87.14	46,605	9.69
Firebird	70,899	100.00	.....	.....	24,389	34.40	44,808	63.20
Phoenix	56,767	44.40	71,102	55.60	117,467	91.90	1,653	1.30
Grand Prix	108,344	100.00	.....	.....	107,369	99.10	.....	.....
LeMans	45,975	63.90	25,973	36.10	69,574	96.70	144	0.20
Pontiac	102,005	100.00	.....	.....	100,378	98.40	.....	.....
VOLKSWAGEN	177,300	98.70	.....	.....	15,103	8.40	.....	.....
Total Cars, U. S.	4,726,896	69.94	2,012,336	29.78	5,512,389	81.57	215,762	3.19

NOTE: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Study in plastic body panels more than a Fiat show car

TURIN, Italy. — Fiat has unveiled a prototype which it is using to investigate mass production techniques for plastic body panels.

Although the prototype is expected to be nothing more than a show car, the money spent on its development may have been profitable for Fiat. Introduction was timed to put pressure on the Italian government to grant Fiat a long-awaited $1.25 million for automotive R&D.

The plastic prototype project was financed by Fiat but developed by a recently established research organization here, the Institute of Automotive Development (I.D.E.A.). It is directed by Franco Mantegazza and staffed by Fiat and independent experts.

The grant that Fiat is seeking would represent 30 percent of the company's planned R&D expenditures for the 1981-85 period.

Meanwhile, introduction of the all-new replacement for the 127 has been delayed until at least winter, 1982. The decision to delay the "Modello Uno" was made more than a year ago. Its design was said to be unsatisfactory.

As a consequence, the 127 is to remain on the market and was facelifted for its December introduction.

Trade bill eyed; would give U.S. firms a break

WASHINGTON. — A broad trade bill involving changes in regulations on dumping, escape clause and reciprocity is under consideration by Senator John Heinz, Pennsylvania Republican, who is up for election this year.

Of special concern to the auto industry is a provision which Heinz says could give the President greater authority to retaliate against countries that do not provide U. S. producers with reciprocal access to their markets for goods and services.

Moreover, Senator John Danforth, Missouri Republican, who chairs the Trade Subcommittee of the Senate Finance Committee, has expressed interest in a similar move obviously aimed at U. S.-Japan auto trade.

Riviera appoints Haas

HILLSBORO, Ore. — Jeffrey W. Haas has been appointed district sales manager in western Washington for Riviera Motors, Inc. Riviera is the Volkswagen distributor for Washington, Oregon, Montana, Idaho and Alaska.

Pontiac appoints eight to product engineering posts

PONTIAC. — Pontiac has announced eight appointments on its product engineering staff.

William G. Hartmann has been named body staff engineer and assumes responsibilities for GM Design Staff liaison and interior color and trim projects.

John Seaton has been appointed staff engineer for heating, ventilating and air conditioning. He also assumes the responsibilities of GM lead division engineer of HVA/C.

Richard V. Trax has been appointed staff engineer, experimental engineering.

Robert R. Kern is the new assistant staff engineer, experimental test.

Richard T. Hartzell has been named staff engineer — project manager organization. His responsibilities include car line project managers, mass control group, export engineering and product information.

John A. Alfes has been appointed staff engineer—advanced engineering.

Edward W. Hufnagle is the new project manager for Pontiac's A-car and X-car lines.

Dean O. Hilke has been named supervisor of the product compliance, surveillance and certification group. He is responsible for engine emissions compliance with the government regulations.

Herbert E. Kadau has retired after 31 years with Pontiac and General Motors.

February schedule is 16 pct. below last year

14 plants idle; auto output drops

By Patricia Hoffman
Staff Writer

Downtime at 14 assembly points last week dragged domestic auto production down from the previous week's output, and the year-to-date total remains substantially below that of the comparable 1981 period.

Last week, the auto makers scheduled 80,141 units, off 11.86 percent from 90,925 the previous week and down 33.06 percent from 119,713 in the comparable 1981 week.

For the first four weeks of production this year, the makers have built 281,459 cars, down 38.60 percent from 458,888 in the comparable 1981 period.

For February, the makers forecast 403,368 cars, down 16.33 percent from 482,074 in the same month last year.

Checker Motors is the only company scheduling a gain for February, with output slated at 400 units, up 60.64 percent from 249 built in February last year.

February breakdown for the other companies is: General Motors, 255,000, down 14.43 percent from 298,004 last year; Ford Motor, 73,000, down 25.13 percent from 97,505; Chrysler Corp., 56,000, down 12.55 percent from 64,033; Volkswagen of America, 14,268, down 13.88 percent from 16,568, and American Motors, 4,700, a drop of 17.76 percent from 5,715.

Of the fourteen assembly points idle last week (Jan. 25), nine were at General Motors. They were: Arlington, Baltimore, Framingham, Janesville, Lansing, Lordstown, Oklahoma City, Willow Run and Wilmington. The Oklahoma City and Janesville facilities were idle for changeover. The others were down for inventory control.

GM's Fremont plant will cut production today (Feb. 1) from two shifts at 45 units an hour to one shift at 45 an hour. There will be 1,900 workers on indefinite layoff. Fremont builds Celebrity, Cutlass and Cutlass Ciera.

Also dropping a shift starting today is GM Lakewood. The plant was building 46 units an hour on two shifts and now will turn out 46 an hour on one shift. There will be 1,500 workers put on indefinite layoff. Lakewood assembles Chevette, T1000 and Acadian.

Also idle last week were Ford's Atlanta, Dearborn, Kansas City and Wayne facilities and Chrysler's St. Louis point.

Daily overtime was scheduled last week at Ford Wixom. The plant operated nine-hour daily shifts.

AMC's Kenosha point will be idle starting today. The plant is slated to resume Feb. 8, with a line-rate reduction from 510 units a day on one shift to 310 a day.

Breakdown for last week by company is: GM, 65.21 percent; Chrysler, 15.35 percent; Ford, 12.87 percent; VWoA, 4.45 percent; AMC, 2.0 percent, and Checker Motors, 0.12 percent.

Week's truck output rises; gain slated for February

The gradual line-rate increase of the new Ranger compact at Ford Motor's Louisville point and the return of American Motors' Toledo (Jeep) facility helped boost domestic truck production last week.

Production of the Ford Ranger began Jan. 18 on two shifts at Louisville. Output will increase until the full rate is reached in April. Ford would not disclose what that rate will be.

U. S. truck production was targeted at 38,563 units last week, a gain of 2.40 percent from 37,658 the previous week, and up 4.66 percent from 36,846 the comparable 1981 week.

So far this year, the makers have finished 124,548 trucks, down 14.54 percent from 145,731 in the comparable period last year.

Most of the makers forecast gains for February, with total output slated at 143,352 units, up 11.89 percent from 128,121 in the comparable 1981 month.

Only International Harvester and Volkswagen of America expect declines this month. International is slating output at 3,500 units, down 39.59 percent from 4,971 a year ago; VWoA, with 2,852, will be down 30.66 percent from 4,113.

Production by other companies is expected to be up in February with General Motors targeting output at 65,000, up 4.70 percent from 62,084 last year; Ford, 53,000, up 16.62 percent from 45,447; Chrysler, 12,000, up 140.43 percent from 4,991; and AMC, 7,000, up 7.44 percent from 6,515.

GM's Lordstown (van) facility was idle last week for inventory control. The plant will also be down this week.

AMC's Toledo (Jeep) facility will be idle this week. Operations are scheduled to resume Feb. 8 with a line-rate reduction from 395 units a day on one shift to 350 units a day.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 30, 1982	Week Ended Jan. 31, 1981	Week Ended Jan. 23, 1982	Jan. Est.	Jan. 1 to Jan. 31, 1981	Jan. 1 to Jan. 30, 1982
CHEVROLET	11,626	14,192	12,693	49,859	61,504	49,859
DODGE	3,300	1,650	3,133	9,648	5,112	9,648
FORD	14,472	11,328	13,137	33,079	39,781	33,079
GMC	4,652	5,471	4,598	17,438	19,315	17,438
INTERNATIONAL	1,150	1,730	1,131	4,445	6,877	4,445
VOLKSWAGEN	713	650	616	1,329	2,392	1,329
JEEP	1,200*	1,740*	900*	3,000*	6,960*	3,000*
AM GENERAL	50*	85*	50*	150*	340*	150*
MISCELLANEOUS	1,400*	.....	1,400*	5,600*	3,450	5,600*
Total Trucks, U. S.	38,563	36,846	37,658	124,548	145,731	124,548

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 30, 1982	Week Ended Jan. 31, 1981	Week Ended Jan. 23, 1982	Jan. Est.	Jan. 1 to Jan. 31, 1981	Jan. 1 to Jan. 30, 1982
CHRYSLER CORP.	2,000	1,600	2,016	5,985	3,107	5,985
FORD MOTOR	2,995	3,600	2,810	6,495	16,349	6,495
GENERAL MOTORS	3,720	6,406	5,593	16,618	25,010	16,618
INTERNATIONAL	232	270	240	958	1,108	958
Total Trucks, Canada	8,947	11,876	10,659	30,056	45,574	30,056
N. American Trucks	47,510	48,722	48,317	154,604	191,305	154,604

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Car production in Canada shows gain for January

The return of Ford Motor's St. Thomas facility last week helped boost Canadian auto production 9.52 percent from the previous week's output despite downtime at General Motors' Oshawa (No. Two) point.

The auto makers scheduled 20,406 units last week, up from 18,633 the previous week, and a substantial jump from 2,825 completed in the comparable 1981 week.

The estimated January output is 51,508 cars, up 12.41 percent from 45,822 in the comparable period last year.

The truck makers slated 8,947 units last week, down 16.06 percent from 10,659 the previous week due to downtime at GM's Scarborough (van) facility. The total was also down 24.66 percent from 11,876 in the comparable 1981 week.

Truck output for January is estimated at 30,056 units, down 34.05 percent from 45,574 in the comparable January, 1981.

GM will begin one-shift operations today (Feb. 1) at its St. Therese car facility. The single shift will assemble 45 units an hour, the same number as was previously produced on two shifts.

Downtime is slated for GM's Oshawa truck facility starting next week (Feb. 8). The point will be idle one week for inventory control.

Debt to banks paid off early by Chrysler

Continued from Page 3

$24 million payment in September and a $47.5 million payment in December, for a total of $190 million repaid on $618.9 million in debt. In addition, the company made a full-force, 100-cents-on-the-dollar payment of $4.2 million to a few lenders last year.

In his statement, Iacocca again mentioned the progress Chrysler has made in reducing costs while maintaining future product programs and improving current product.

"We are determined to continue our aggressive actions to move through this economic downturn," he said. "And when the upturn comes, Chrysler is ready to go."

Two weeks earlier, Iacocca told a press conference the company is financially "very close to break-even" with a monthly sales volume of 65,000 cars and trucks.

U. S. CAR PRODUCTION

	Week Ended Jan. 30, 1982	Week Ended Jan. 31, 1981	Week Ended Jan. 23, 1982	Jan. Est.	Jan. 1 to Jan. 31, 1981	Jan. 1 to Jan. 30, 1982
AMERICAN MOTORS	1,600*	3,275*	.....	3,200*	13,100*	3,200*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,300	17,300	14,107	36,836	41,645	36,836
Plymouth Total	6,100	7,750	5,920	15,520	19,612	15,520
Horizon	2,100	2,400	1,850	6,018	6,841	6,018
Reliant	4,000	4,900	4,070	9,502	12,180	9,502
Volare	.....	.....	.....	.....	.....	.....
Caravelle	.....	100	.....	.....	241	.....
Gran Fury	.....	350	.....	.....	350	.....
Chrysler Total	1,200	2,100	2,778	6,985	3,242	6,985
LeBaron	1,200	1,200	2,778	6,985	2,342	6,985
Chrysler	.....	900	.....	.....	900	.....
Dodge Total	5,000	7,450	5,409	14,331	18,791	14,331
Omni	1,900	2,400	1,637	5,380	6,647	5,380
Aspen	.....	.....	.....	.....	.....	.....
Aries	2,800	3,900	2,874	6,783	10,125	6,783
Diplomat	.....	850	.....	.....	1,719	.....
Dodge 400	300	.....	398	2,168	.....	2,168
St. Regis	.....	300	.....	.....	300	.....
FORD MOTOR	10,318	35,104	26,021	40,642	97,194	40,642
Ford Division	5,262	23,807	17,319	22,581	66,929	22,581
Escort	2,752	8,395	6,541	9,293	33,261	9,293
Pinto	.....	.....	.....	.....	.....	.....
Fairmont	.....	3,322	3,084	3,084	13,826	3,084
Must./Must. II	.....	4,049	4,311	4,311	5,241	4,311
Granada	1,199	3,614	1,941	3,140	5,095	3,140
T-Bird	1,169	2,741	1,333	2,502	2,741	2,502
Ford	.....	1,686	.....	.....	6,765	.....
EXP	142	.....	109	251	.....	251
L-M Division	5,056	11,297	8,702	18,061	30,265	18,061
Mercury Total	3,220	9,966	7,055	11,585	26,226	11,585
Bobcat	.....	.....	.....	.....	.....	.....
Lynx	647	2,675	1,614	2,261	10,366	2,261
Capri	.....	1,390	1,020	1,020	1,868	1,020
Zephyr	.....	972	1,472	1,472	4,292	1,472
Cougar	801	1,650	1,325	2,126	2,141	2,126
XR-7	444	1,863	300	744	1,863	744
Mercury	1,293	1,416	1,310	3,913	5,696	3,913
LN7	35	.....	14	49	.....	49
Lincoln Total	1,836	1,331	1,647	6,476	4,039	6,476
Continental ('82)	368	.....	329	1,825	.....	1,825
Lincoln	805	588	711	2,508	1,813	2,508
Mark VI	663	743	607	2,143	2,226	2,143
Versailles	.....	.....	.....	.....	.....	.....
GENERAL MOTORS	52,256	59,484	47,209	193,526	294,431	193,526
Buick Division	12,450	16,845	11,932	43,614	69,470	43,614
Skylark	585	5,445	770	4,462	19,727	4,462
Skyhawk J	1,600	.....	1,069	3,244	.....	3,244
Century	2,825	3,511	2,604	8,839	12,995	8,839
Regal	3,600	3,474	3,637	11,572	18,812	11,572
Buick	3,350	3,275	3,290	13,284	13,386	13,284
Riviera	490	1,140	562	2,213	4,550	2,213
Cadillac Division	5,900	6,420	5,757	20,098	25,662	20,098
Cimarron	170	.....	167	491	.....	491
Seville	545	720	486	1,402	2,910	1,402
Eldorado	1,585	1,460	1,534	4,199	5,877	4,199
Cadillac	3,600	4,240	3,570	14,006	16,875	14,006
Chevrolet Division	15,650	14,720	9,343	53,239	99,715	53,239
Chevette	3,350	.....	.....	3,350	15,620	3,350
Cavalier	1,830	.....	1,849	13,466	.....	13,466
Celebrity	1,900	.....	.....	4,096	.....	4,096
Monza ('80)	.....	.....	.....	.....	.....	.....
Camaro	4,155	2,630	3,340	13,547	7,495	13,547
Citation	3,495	2,015	3,237	11,044	24,397	11,044
Malibu	.....	3,510	.....	2,115	19,425	2,115
Monte Carlo	.....	965	.....	2,003	11,757	2,003
Chevrolet	320	4,800	310	1,265	18,016	1,265
Corvette	600	800	607	2,353	3,005	2,353
Oldsmobile Division	11,600	18,659	14,220	51,433	73,263	51,433
Omega	.....	3,034	.....	4,894	10,991	4,894
Firenza	.....	.....	1,072	3,261	.....	3,261
Cutlass	.....	9,375	4,707	9,533	38,253	9,533
Cutlass/Ciera	3,675	.....	2,087	9,647	.....	9,647
Oldsmobile	5,330	5,340	5,403	21,466	20,382	21,466
Toronado	995	910	951	2,632	3,637	2,632
Pontiac Division	6,656	2,840	5,957	25,142	26,321	25,142
Acadian†	.....	.....	.....	.....	694	.....
J2000	.....	.....	.....	1,839	.....	1,839
Sunbird ('80)	.....	.....	.....	.....	.....	.....
T1000	331	.....	.....	331	.....	331
Firebird	2,325	1,450	1,871	7,051	4,466	7,051
Phoenix	720	1,005	801	2,981	3,147	2,981
Grand Prix	1,640	.....	1,647	6,482	6,980	6,482
Bonneville ('82)	1,640	.....	1,638	6,458	.....	6,458
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	4,364	.....
Pontiac	.....	385	.....	.....	1,670	.....
VOLKSWAGEN	3,567	4,550	3,488	7,055	12,430	7,055
CHECKER	100	.....	100	200	88	200
Total Cars, U. S.	80,141	119,713	90,925	281,459	458,888	281,459

CANADIAN CAR PRODUCTION

	Week Ended Jan. 30, 1982	Week Ended Jan. 31, 1981	Week Ended Jan. 23, 1982	Jan. Est.	Jan. 1 to Jan. 31, 1981	Jan. 1 to Jan. 30, 1982
AMERICAN MOTORS	600	600	528	1,382	2,371	1,382
CHRYSLER CORP.	3,200	.....	3,276	13,072	.....	13,072
FORD MOTOR	7,037	800	3,643	11,256	3,543	11,256
GENERAL MOTORS	9,344	1,200	10,962	24,900	39,008	24,900
VOLVO	225	225	224	898	900	898
Total Cars, Canada	20,406	2,825	18,633	51,508	45,822	51,508
N. American Cars	100,547	122,538	109,558	332,967	504,710	332,967
N. American Trucks	47,510	48,722	48,317	154,604	191,305	154,604
North American Cars and Trucks	148,057	171,260	157,875	487,571	696,015	487,571

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

- 1 C 2700-1 A -

Automotive News

February 8, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Centauri at NADA

Winnebago's $8 million gamble

A plush van conversion with a body by Winnebago, Inc., mounted on a diesel-powered chassis designed by Renault of France will make its public debut at the NADA convention and exposition in Atlanta Feb. 20-23. Winnebago said it is gambling $8 million in development costs that the unit, called Centauri, will be a big hit in the luxury van market. Story on Page 16.

UAW's demand at Ford: Replace exported jobs

By Marjorie Sorge
Labor Editor

DEARBORN.—The UAW will ask for an automatic reopener and labor content plan in its opening proposal to Ford Motor Co., according to a high-ranking official.

That proposal could come this week and will be a counter offer to one Ford has had on the table since Jan. 15. Ford talks were on the back burner while the union and General Motors negotiated.

The UAW asked for an automatic reopener at GM during talks there. The clause would have reopened the contract for negotiations if car sales improved to a specified level. If GM sales increased above the average for the 1977-80 period, the contract could have been reopened, officials said.

At Ford, no such trigger level has yet been determined. But the offer of profit sharing in the Ford proposal could make it higher than it was at GM, officials said.

The UAW will also put a labor content proposal on the table. It will be a demand that every job exported by Ford be replaced by a job imported from one of its overseas subsidiaries.

The union is also hoping to work with Ford to lower the costs of insurance during the course of the contract. UAW Vice President Donald Ephlin had said earlier that certain health care benefits are not giving the union its money's worth. Those, he said, could be eliminated, but that elimination might not be part of the contract currently being negotiated.

Some union insiders also think costs could be cut by giving workers participating in group-practice plans full coverage, while those using private medical services would co-pay.

• The Ford proposal calls for a new national contract which would expire in September, 1984. Local agreements would extend for the duration of the new contract. The current national contract expires Sept. 14, 1982.

That proposal gives workers with 15 years or more seniority guaranteed income for life if they are laid off or their plant is closed. That income would be at least 50 percent of their base hourly rate until (30-and-out) retirement or age 62.

Workers with 10 years or more seniority could get a maximum of two years supplemental unemployment benefits (SUB) pay if they were laid off.

Ford also proposed a one-year moratorium on plant closings while holding onto the right to close plants. Employes who lose jobs if plants close would have preferential hiring rights on other work within the company.

Ford has closed six parts and assembly plants since October, 1979, costing around 10,850 hourly and salaried jobs. It has also notified workers the Sheffield (Ala.) aluminum casting plant it will be phased out beginning in March, affecting 940 production workers and 166 salaried employes.

The Sheffield plant was closed because workers refused to accept wage and benefit cuts requested by Ford last November. Ford has said the plant was a losing operation.

UAW Vice President Donald

Continued on Page 41, Col. 1

Justice Department papers tell almost all

Chrysler-Mitsubishi pact detailed

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Most of the details of the dual distribution agreement between Chrysler Corp. and Mitsubishi have been obtained by AUTOMOTIVE NEWS from Justice Department papers.

Only a few closely guarded secrets have been excluded — identities of models for 1983 and later, certain spending figures such as for advertising, and the price formula used by Chrysler to pay Mitsubishi.

Unlike the previous agreement between the firms, which was in perpetuity, the changes finalized last September expire in 1990, although they are subject to renewal.

Mitsubishi is not expected to start selling under its own banner until the 1983 model year, although dealers for Mitsubishi Motor Sales of America (MMSA) could start selling models identical to those the parent company builds for Chrysler Corp. in the 1982 model year.

Mitsubishi had long wanted its own dealer network in the U. S. After two years of negotiations, it got a new agreement last September. Chrysler, which holds a 15-percent stake in Mitsubishi, bargained away its right to be sole U. S. distributor of the Mitsubishi-built cars and light trucks.

Mitsubishi committed itself to providing financing for vehicles shipped to Chrysler (more correctly, to delay the sale or title change for vehicles held in ports for varying periods). That commitment expires in 1985.

Justice Department papers show the changes allow both distributors — Chrysler and MMSA — to sell identical models for a certain period, as well as to sell different models.

Chrysler got the blessings of both the Justice Department's Antitrust Division and the Chrysler Loan Guarantee Board to restrict Mitsubishi from dualing with Chrysler dealers or stealing Chrysler dealers for its own network.

Complex arrangements were hammered out to deal with limitations imposed by the so-called voluntary quotas on Japanese imports.

Mitsubishi's allotment of the total Japanese imports is to be shared between Chrysler and MMSA.

Chrysler wanted to be sure all its orders under a quota system would be honored. It also wanted to make sure Mitsubishi would not retain the so-called "hot" products for its own MMSA dealers, or perhaps provide them for markets other than the U. S.

• The massive and intricate agreement sets up procedures to find out in advance Chrysler's minimum commitments for each future model year. At the same time, it provides assurances that Mitsubishi will not discriminate against Chrysler in favor of its own subsidiary.

This means the prices to both distributors will not tilt against Chrysler, and will give Chrysler margin for the profit it has historically realized.

Chrysler will have access to a wide variety of models and generally to volumes at least equal to 10 percent of the total number of Japanese imported cars and 23 percent of certain Japanese imports of small trucks.

Chrysler and MMSA will have the same deal for certain advertising, promotion or sales incentive programs allowed by the factory.

The agreement also stipulates that before April 1, 1985, MMSA will not franchise any dealer who has had a Chrysler franchise during the preceding six months at the same sales or ser-

Continued on Page 44, Col. 1

breaking news

New Jersey V-8-6-4 case is state class action

MORRISTOWN, N. J.—A lawsuit filed by Adrian Karp charging that the Cadillac V-8-6-4 engine is a safety hazard has been ruled a state class action by Superior Court Judge Arnold M. Stein. That ruling makes about 7,500 New Jersey residents who are past or present owners of '81 Cadillacs with the V-8-6-4 eligible to participate in the suit. About 150 have already shown an interest.

Ford's '81 loss put at $1 billion

DEARBORN. — Ford Motor Co. will report a loss of more than $1 billion for 1981, according to Peter J. Pestillo, vice president, labor relations. The loss figure came in response to requests by the UAW, which is currently negotiating with the company. Pestillo said Ford has not ruled out asking for a wage freeze in any new contract.

Fisher Body to close trim plant

DETROIT. — Fisher Body has announced it is permanently closing its automotive trim plant in Euclid, O., idling another 1,115 workers in addition to 300 already on indefinite layoff. The closing was said to be a direct result of the breakdown in General Motors-UAW contract negotiations on worker concessions.

See BREAKING NEWS, Page 8, Col. 1

Output slumps to 35-year low

By Patricia Hoffman
Staff Writer

The domestic auto makers started 1982 on shaky ground as January production was the lowest for that month in 35 years, and the lowest for any month since August, 1968.

The makers finished 280,179 units in January, a 39.39 percent drop from 462,284 completed in the comparable 1981 period, and the lowest total for the month since 1947 when only 248,657 cars were built. Production hasn't been lower for any month since August, 1968, when the makers completed only 196,823 due to model changeover.

Only one of the six auto companies showed a gain last month. Checker Motors finished 200 units in January, up 17.65 percent from 170 in the comparable 1981 month.

Losses for the other companies were: General Motors, down 36.31 percent from 300,313 to 191,267; Ford Motor, down 58.21 percent from 97,698 to 40,832; Chrysler Corp. down 11.55 percent from 41,725 to 36,905; Volkswagen of America down 45.82 percent from 12,923 to 6,996, and American Motors down 57.96 percent from 9,465 to 3,979.

With 21 assembly points idle last week, the auto makers targeted output at only 59,923 units, down 22.17 percent from 76,993 the previous week and down 51.02 percent from 122,345 the comparable 1981 week.

So far this year, the manufacturers have completed 340,102 cars, a drop of 41.83 percent from 584,629 in the comparable period last year.

There were 19 car assembly plants idle last week for inventory control, plus two which remained down for model change-

Continued on Page 46, Col. 1

NEWSPAPER

AN
DC2001ACNGLIAD OEA FMJT
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

AMC sweetens pot; Chrysler response due

Ford is matching GM's rebates

By Joseph Bohn
Marketing Editor

Rebates once again have become the promotional tool with which Detroit hopes to market its way out of a sales slump.

In the wake of General Motors' rebate announcement, Ford, Chrysler and American Motors all went back to their drawing boards to come up with competitive programs.

What happens when it all ends in April is anyone's guess. But, for the time being, dealers should see a sharp increase in traffic, field stock should come down and sales should increase to the benefit of everyone.

A lot of promotional hoopla and ad support is being given the rebate programs, both on corporate and divisional levels.

Ford Motor's response to the GM rebate is a program that pretty closely matches GM's.

Ford's rebates run from Feb. 2 to April 3. They cover '81 and '82 new cars and trucks, with a 25 percent dealer contribution on all vehicles, except the Courier pickup for which there is no dealer cost-sharing.

Ford is giving dealers a choice of retaining its previous dealer cash incentive program or taking the new rebates. The vast majority of dealers are expected to opt for rebates.

In switching to rebates, Ford also dropped a previous cash-payments-to-salesmen program it had in effect.

Under its new program, Ford continues to offer rebates of 5 percent on Escort/Lynx and the two-year-warranty / free-maintenance program for those models. It has now been extended to April 3.

Ford also retained a special $500 dealer cash incentive payment on EXP/LN7, now extended through April 3. The EXP/LN7 also qualify for the two-year - warranty / free - maintenance-coverage program plus a 5 percent rebate.

• During Feb. 2 to April 3, Ford also is offering $750 rebates on Fairmont/Zephyr, Mustang/Capri and Granada/Cougar, with a 25 percent dealer contribution.

At Lincoln-Mercury, there is a $2,000 rebate on Continental, with a 25 percent dealer contribution.

LTD/Marquis get $500 dealer incentives, after a one-unit qualifier.

Ford is also paying $750 rebates on all light-duty conventional size pickup trucks, vans, Broncos and club wagons.

It has a separate program for Courier pickups.

The '82 Couriers come in for a $750 rebate.

The '81 Couriers continue to receive $750 dealer cash incentives, previously offered, through Feb. 10, plus a new $250 consumer rebate.

On Feb. 10, '81 Couriers are divided into two payment groups.

Those Couriers eligible for a $750 dealer cash incentive under a previous order provision program (dealers had to order and retail the units within 60 days of receipt) will continue to be eligible for a $750 dealer cash incentive, beginning Feb. 10, plus a $250 consumer rebate.

All other '81 Couriers, previously in dealer inventory and not subject to the order provision, qualify for a flat $750 consumer rebate. (No cash incentive.)

Ford's rebates on cars and trucks require that a unit be retail delivered between Feb. 2 and April 3; or a dealer can place the customer order by Feb. 28 (it can be received in the zone office by March 3) and the vehicle qualifies for a post-April 3 delivery rebate.

Ford also has a separate fleet rebate program.

The fleet rebates cover only '82 units and don't include any dealer cost sharing.

Ford is paying fleet buyers $500 on Escort/Lynx, $600 on Fairmont/Zephyr and $600 on Mustang/Capri and Granada/Cougar.

Also, it is paying $550 on pickup trucks, vans, club wagons and Broncos; $750 on Courier pickups and $375 on the new Ranger compact truck.

To qualify, all fleet rebate vehicles must be delivered between Feb. 2 and April 3, or orders must be received in the factory field office by March 17 for post-April 3 delivery.

Ford had previously offered a 24-month-warranty / free-maintenance program on some fleet vehicles, and this has been discontinued.

Ford will spend $15 million over a two-month period promoting its rebates and "carefree maintenance" offer, according to Philip E. Benton Jr., vice president for sales operations.

Benton anticipated the new marketing program would increase sales of covered models by 20 to 25 percent which would offset costs enough to make it profitable.

If Ford picked up only 15 percent more sales volume, that would not be enough to make it profitable, Benton said.

• General Motors earlier kicked off a "Let's Get Moving" rebate campaign, paying from $500 to $2,000 on units delivered between Feb. 1 and March 31.

The GM program covers '81 and '82 X-cars, J-cars, the new A-bodies, Chevette/T1000 and Seville, along with trucks and vans.

There is a 25 percent dealer contribution.

Payments include: $2,000 on Cadillac Seville; $750 on Chevrolet Cavalier, Pontiac J2000; Oldsmobile Firenza; Buick Skyhawk and Cadillac Cimarron.

Also, there is a $750 rebate on Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark.

The new Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century (front-drive models only) come in for $500 rebates; the Chevette and Pontiac T1000 for $500, also.

Additionally, GM has rebates on all its light trucks.

The Chevrolet and GMC light-duty trucks, including pickups,

Continued on Page 6, Col. 1

His third store

Don Carter, right, president of the newly opened Carter Lincoln-Mercury of Bridgeton, Inc., Bridgeton, N. J., shows off the new facility to William E. Nieporte, L-M's Philadelphia district sales manager. Carter owns and operates three Lincoln-Mercury dealerships in New Jersey.

World champion is sure-footed

Hurling this Ford Escort over some of the worst roads in the world, Finland's Ari Vatanen won the 1981 World Rally Drivers' championship. The 29-year-old Vatanen won three championship rallies, in Greece, Finland and Brazil, on his way to the title. He used Pirelli P7 radials, and his victory made a total of nine World Rally Championships won in the past 10 years on Pirelli tires.

Sales problems, heavy layoffs expected

GM-UAW failure will hurt both

By Marjorie Sorge
Labor Editor

Heavy layoffs and slow sales will almost certainly result from the failure of the UAW and General Motors to negotiate a new contract which would have lowered labor costs and car prices, according to UAW President Douglas A. Fraser.

GM has already tried to perk up the dead new-car market by offering rebates on about half its car lines without any aid from union concessions. That plan would have been longer and covered more vehicles had an agreement been reached, according to GM Chairman Roger B. Smith.

But when the Jan. 28 midnight deadline came, the company and the union were still decidedly split on job security and outsourcing, Fraser said. He said GM had offered the union a better plan earlier that week but backed off on the deadline day. Other sticking points were in economics and equality of sacrifice.

Although the parties were far apart, union officials conceded it would have been difficult to sell any contract concessions to the membership.

The UAW/GM Council voted by a 57 to 43 percent margin to continue negotiations after talks had first broken off. The close margin put a cloud over talks as they resumed and showed that the workers were very cautious about concessions, Fraser said.

GM's year-end report of $333 million profit and no cut in the dividend would also have made it more difficult to sell any scaled-down contract, sources say. The profit represented a $1.1 billion turnaround from the $763 million GM lost in 1980.

The union had demanded equality of sacrifice from all non-UAW groups at GM including white-collar workers, executives and stockholders.

Also, the union's 11-member bargaining team was divided on the advisability of granting concessions and Fraser admitted there were differences in the ranks.

"There was no dissension," he said. "There was a helluva lot of debate. I'm proud of the committee, and the disagreements they had are no different than the disagreements among 11 other people."

Breaking off the talks without an agreement leaves both GM and the UAW in poor strategic and image shape. GM had promised to pass through all labor savings to the consumer by lowering prices. Since the announcement was made over four weeks ago, GM sales have fallen off as consumers waited to find out what the specific decrease would be in sticker prices.

"We knew going in that if we didn't succeed it would have a detrimental impact on the image of the UAW," Fraser has said. "It was a risk that we took. Certainly this is a setback from a public relations point of view."

Fraser said he now expects the consumer will be angry with both GM and the UAW and indicated he expects sales to remain sluggish. He said GM sales are probably softer now than they would have been if negotiations had never begun.

But GM is trying to counter-

Continued on Page 6, Col. 3

Dealer shop business winds up a good year

By Francis J. Gawronski
Service Editor

The nation's new-car dealers had a good month of service and parts business in December to close out one of their better shop years.

According to the Automotive News Service Index, service and parts business in December amounted to 106.3 percent of the business achieved in the same month in 1980.

December also marked the 10th consecutive month in which the dealers' shop volume showed an increase over the year-earlier month.

Service and parts business for all of 1981 amounted to 105.5 of the business conducted in all of 1980 for the eighth best showing in the 21-year history of the Service Index.

The 12-month record occurred in 1978 when the service-parts volume increased 12.0 percent above the business for the previous year.

All indicators used in the Service Index, except repair orders written, made good gains in the 12-month period of 1981 and in December.

Gross profit on all labor, parts and accessory sales — the most important indicator to dealers — gained a healthy 9.2 percent over the previous 12-month period. Profits were up 4.9 percent in December.

Repair orders for the year were down 3.2 percent from the year-earlier figure. December showed a decline of 1.5 percent in the number of repair orders written in the same month the year before.

Total labor sales — customer paid and warranty — climbed 4.3 percent for the 12-month period and 8.1 percent in December.

Shop parts sales (customer-paid and warranty) advanced 6.7 percent in 1981 and 9.5 percent in December.

Sales of all parts and accessories increased 8.8 percent for the year, while December's business increased 10.2 percent over the volume recorded in the same month in 1980.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
106.3*

	Dec., '81 vs. Dec., '80	12 mos., '81 vs. 12 mos., '80
Gross Profit on All Labor and P&A Sales	+ 4.9%	+ 9.2%
Repair Orders Written	− 1.5%	− 3.2%
Total Labor Sales (Customer & Warranty)	+ 8.1%	+ 4.3%
Shop Parts Sales (Customer & Warranty)	+ 9.5%	+ 6.7%
Sales of All P&A	+10.2%	+ 8.8%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1981, was 106.3 percent of business in Dec., 1980. Service business in the 12 months of 1981 was 105.5 percent of business in the corresponding period in 1980.

A move to revive 2 major operations

Stempel to lead Chevy; Lund heads GM sales

By John K. Teahen Sr.
Managing Editor

Thirteen months ago, General Motors promoted F. Alan Smith to executive vice president in charge of finance, putting him in line for the chairman's job when Roger B. Smith retires in 1990.

Last week, GM may have tagged a future president: Robert C. Stempel, 48.

Stempel was named general manager of Chevrolet, GM's most important division, but one that lately has not been living up to the corporation's high expectations.

Stempel's appointment was one of a series of high-level personnel changes at GM last week.

At Chevrolet, Stempel succeeds Robert D. Lund, 62, who moved to vice president in charge of the Sales and Marketing Staff.

Stempel, a GM vice president, returns from West Germany where, for the past 18 months, he has been managing director of Adam Opel A. G. and responsible for GM's European-sourced passenger-car operations.

GM made two other vice-presidential changes last week.

Ferdinand P. J. Beickler went to Germany to replace Stempel, and Robert D. Burger was named assistant general manager of Cadillac. Beickler, a vice president since 1979, is a former Opel man who has been chairman and managing director of Vauxhall Motors, Ltd., in England. Burger had headed the Sales and Marketing Staff.

GM watchers couldn't remember when—or if—GM has ever had an assistant general manager of a car division. But Burger may be an assistant with the right of succession. Edward C. Kennard, Cadillac general manager, is 62. Burger is 57.

Chevrolet has been an important steppingstone to the top for the last three GM presidents. Edward N. Cole, Elliott M. Estes and F. James McDonald all headed that division.

McDonald, the current president, is 59. Stempel is young enough to succeed him. He may even be young enough to succeed McDonald's successor.

Stempel has been given the difficult job of turning Chevrolet around. The division has faltered the last couple years. As general manager, Lund must bear a portion of the blame, but many observers feel it's a bum rap.

Internal factors, like GM's pricing policies and product-sharing among divisions, have contributed to Chevrolet's troubles. So have external factors like the sky-high interest rates and the economic downturn.

But wherever the blame lies, it's a fact that Chevrolet's sales last year were down 17.47 percent from 1980 (which was no barn-burner) while Buick, Oldsmobile and Cadillac sales were up and Pontiac was off 10.16 percent. GM as a whole was down 7.77 percent.

Put it another way: Chevrolet car sales were down 305,253 units last year. GM's car sales (including Chevrolet) were down 319,786. Chevrolet accounted for 37.99 percent of GM's car sales in 1981, down from 42.45 percent in 1980.

If Stempel can change those numbers—and it will be a monumental task—he'll certainly be on his way to the corporate heights.

Stempel has been with GM since 1958. He was at Oldsmobile in engineering until 1973 when he became assistant to the GM president (Cole). He moved to Chevrolet in 1974 and was director of engineering for Chevy when he was named Pontiac general manager in 1978.

In August, 1980, Stempel went to Opel, gaining the overseas experience that is so necessary to top auto executives these days. Opel has been having its troubles, too, and the German operation isn't out of the woods yet. Stempel wasn't really there long enough for Opel to show the effects of his ministrations.

Opel, incidentally, is no far-flung outpost on the GM map. In recent years, it has vied with Oldsmobile for second place in vehicle production among all GM units. Chevrolet is first, of course, by a wide margin.

Lund's move to the Sales and Marketing Staff can be viewed as an effort to pump new life or a different life into that activity. Chevrolet's current troubles notwithstanding, Lund has the well-earned reputation of a super-salesman.

He's been with GM 36 years, all but two of them with Chevrolet. The two non-Chevy years (1973-74) were spent as general manager of Cadillac. He was Chevrolet general sales manager when he went to Cadillac at the beginning of 1973, and he returned to Chevrolet as general manager in November, 1974.

• GM made several other personnel changes last week, one of them overseas and a number on this side of the pond.

John M. Fleming, 51, succeeded Beickler as chairman and managing director of Vauxhall. Fleming had been Vauxhall's director of commercial vehicle operations. He's a onetime Oldsmobile marketing director and assistant general sales manager and also has been Opel sales director.

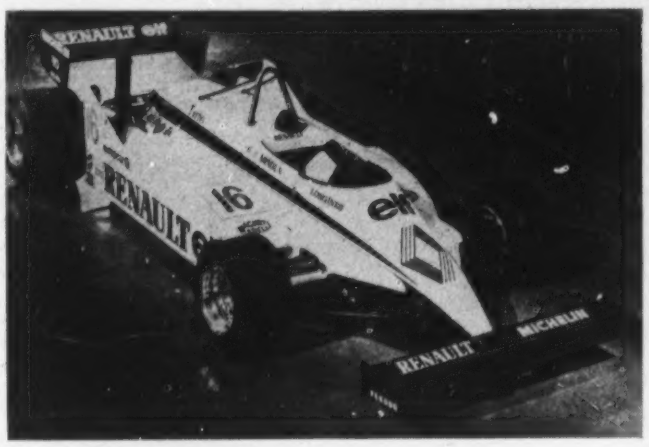
William B. Larson, 50, director of the Worldwide Product Planning Group, was named program manager of new-vehicle development, reporting to the office of the GM president.

Larson's successor was something of an eyebrow-raiser. John M. Smith Jr., 43, corporate comptroller, was named director of the Worldwide Product Planning Group.

A finance guy as GM's top product planner? Well, Roger Smith and former Chairman Thomas A. Murphy had non-finance assignments on their way up the ladder. So did F. Alan Smith. John Smith may be a name to paste in the GM future book. One thing is certain: He has the surname for it.

Robert T. O'Connell, 43, corporate treasurer, was elected comptroller, succeeding John Smith, and Courtney F. Jones, assistant treasurer, moved up to treasurer, succeeding O'Connell.

W. Gordon Binns Jr., 52, coordinator of pension fund investment and assistant treasurer, was named chief investment funds officer, reporting to the vice president in charge of the Financial Staff.



Racer from Renault

The 1982 turbocharged Formula One Renaults will be coded RE 30/Bs. Although they look nearly the same as the 1981 machines, they have a new body surrounding the 1.5-liter twin turbocharged 540-HP engine. Premiere of the Renault Formula One team in the U. S. will be at Long Beach, Calif., in April, shortly after introduction here of Renault's first production turbo, the Fuego.

Chrysler report card is less than glowing

WASHINGTON.—In the most recent report to Congress made by the Chrysler Loan Guarantee Board — unfortunately covering only the first nine months of 1981 — the board continues to stress "there is no guarantee of the company's success."

If Chrysler is to "remain viable," it adds, "steadily improving performance of actual market conditions must occur."

Moreover, even though the first nine months of 1981 are better than earlier years, "further progress may prove difficult," it said.

Although this fails to take into account several major actions taken by Chrysler since September and although it stops short of saying the company is not viable — a statement that would have the effect of eliminating any possibility of the last $300 million in federal loan guarantees — it is not a rosy picture.

Meanwhile, the board is analyzing Chrysler's new four-year plan and looking for a "reasonable prospect" of Chrysler's continuation with no more than the $1.5 billion of federal help through 1983 and its continued viability after that without further federal assistance.

The last drawdown was for $400 million and at that time, the board made its finding of viability required by the law.

Since then, Chrysler Chairman Lee Iacocca has sworn he will do everything possible rather than face the bad publicity and a possible slowdown in sales attendant with applying for the last $300 million in federal loan guarantees.

Conceivably, Iacocca is also leery of forcing the board to make once again a finding of "viability" — which becomes increasingly hard during a period of falling sales.

Moreover, the real spadework for the last drawdown was made during the Carter Administration — Jan. 19 — just one day before the swearing-in of President Reagan, whose Administration is philisophically opposed to "bailout" or any interference with market operations.

• The only retained member of the Chrysler board is Federal Reserve Chairman Paul Volcker. The new Treasury secretary is Donald Regan and the new comptroller is Charles A. Bowsher. Ex-officio members are Transportation Secretary Drew Lewis and Labor Secretary Raymond Donovan.

Since that last drawdown, the board has been exercising its authority to review asset sales in excess of $5 million and even any contract by the company in excess of $10 million.

But each time, the board has found the government's interest (chance of collecting) not endangered and the company's ability to survive not adversely affected.

It also notes in passing that the profit-sharing plan worked out in connection with the last drawdown is expected to be discussed during the coming September negotiations with the UAW to see if it should be extended beyond 1983.

The board also revealed it had allowed Chrysler to create a new subsidiary, Automotive Financial Services, as a bank of initial deposit for the company's cash draft collection system. This was needed because the

Continued on Page 45, Col. 1

Robert D. Burger

Ferdinand Beickler

Robert C. Stempel

Robert D. Lund

New Chevy boss has fine track record

23 years of high marks for Stempel

Robert C. Stempel is a big man (6-feet-4, 225 pounds) who has made a big — and a very favorable — impression everywhere he's been in his 23-year career with General Motors.

And he's been quite a few places. Oldsmobile, where he rose to assistant chief engineer. Assistant to the GM president. Chevrolet, where he became director of engineering. Pontiac, where he was general manager from 1978 to 1980. Opel in Germany, where he was managing director from 1980 until last week.

Now he's returning to Chevrolet as general manager.

Stempel is described as an "engineer's engineer" by many who have worked with him. Other terms that dot their evaluation are "an excellent communicator," "good-natured," "a great sense of humor," "everything he does, he does well."

And another accolade that is highly prized in Detroit: "He's a real *car* man."

Stempel joined Oldsmobile in 1958 and spent 15 years there. He held a number of engineering positions with that division and along the way became an expert on front-wheel drive — not a bad qualification to have these days.

An early associate gives him the credit for "figuring out the front-end steering geometry" of the Olds Toronado, which was the first of the current generation of domestic front-drive cars. Toronado debuted as a 1966 model.

Stempel's abilities were recognized by GM President Edward N. Cole who appointed Stempel assistant to the president in 1973. One of his assignments was acting as liaison man inside and outside GM on the catalytic converter.

GM had made a commitment to go across the board on the catalytic converter for 1975 models. Stempel was the expediter between the president's office and the divisions that were working on it. He also participated in numerous briefings on the device throughout the U. S. with the media and with government personnel.

He's remembered as a first-rate communicator, a man who could put the catalytic converter technology in layman's terms and make it understandable.

Stempel's next stop was Chevrolet engineering in October, 1974, and a year later he became director of engineering for that

Continued on Page 44, Col. 4

index

Advertising news	20
Auction reports	32
Classified advertising	34
Editorial page	18
Production by makes	46
Truck highlights	16

57th year — No. 4901

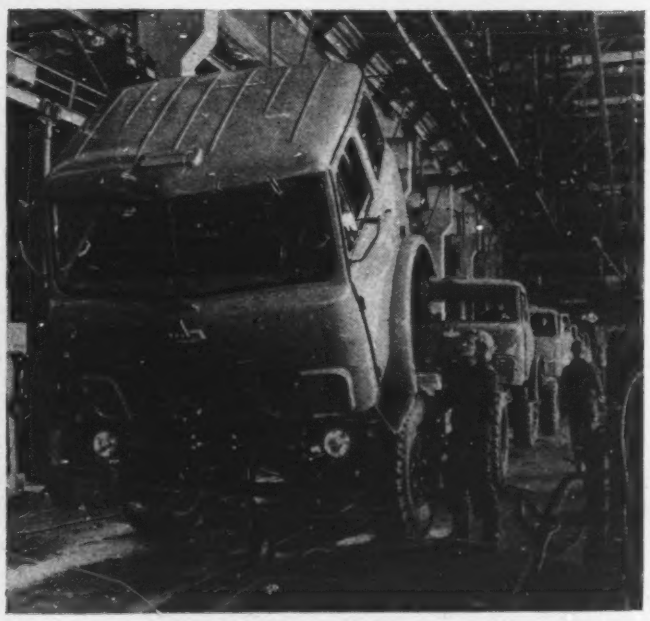
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Ivan keeps on truckin'

Rolling down the assembly line at Soviet Union's Zil auto plant in Moscow, these trucks appear somewhat dated. Note the wraparound windshields.

Checking out Ladas quality

Workers at end of assembly line at Soviet Union's Togliatti auto plant check fit and finish on newly assembled Zhiguli (Lada) cars.



Coming down the line

Trucks inch down the assembly line at the Soviet Union's Kamaz Auto Plant, the newest truck factory in the nation.

Production rises; exports grow; new models due

Soviet auto industry moves ahead

By Lev Shugurov
Special to Automotive News

MOSCOW.—The Soviet Union has a developed automobile industry.

It is the world's leading bus manufacturer, the world's third-largest and Europe's biggest truck builder. It holds the sixth place in the world in output of passenger cars.

The Soviet automobile industry manufactures motor vehicles of over 300 models and modifications enabling this country to export more than 300,000 automobiles annually.

In the next few years the Soviet automobile industry will be further developed. Three factories will start manufacturing front-drive cars and a sharp increase is expected in the output of special-purpose vehicles, namely, refrigerator vans and dump trucks for open pits and farming.

Many new diesel and gas-powered trucks and buses will be made and a broader use will be made of aluminum to cut their weight.

In the next five years serial production will start of electric-powered cars, mostly wagon-type, and the Volga cars with pre-chamber combustion. This is going to reduce the consumption of conventional oil fuels and add to environmental protection efforts.

• The first Russian gasoline-burning car was built in 1896 by Yevgeni Yakovlev and Pyotr Freze. Weighing 300 kilograms and having a 2-HP engine, the car did not make a great success.

In the years prior to 1914, when domestic automobile production was stopped altogether, plants of Russo-Balt, Lessner, Puzyrev, Leitner, Freze, Duks and others put out not more than one thousand motor vehicles. Production of automobiles in this country was resumed only in 1917, after the October revolution.

Russia's automobile industry was pushed forward in the early '30s, when two modern works, ZIL and GAZ, were built in Moscow and Gorki with the aid of the American Ford Motor Co.

At the dawn of Soviet automobile-making, trucks made up the bulk of its output. Their share, however, was steadily declining from 92 percent in 1940 to 36 percent in 1980.

The 1970s-80s saw a sharp rise in the manufacture of passenger cars. To gain time the Soviet Union used the experience of Fiat and Renault, which assisted in the building and redevelopment of the three major car works, AZLK in Moscow, VAZ in Togliatti and IZh in Izhevsk.

The expected result was reached soon—today the private car fleet numbers eight million.

• Out of 1,327,000 cars manufactured in 1980, 328,900 were exported and the remainder sold to private owners and state organizations.

According to the Central Statistical Board, 1,107,000 new and used passenger cars were sold to private owners in 1980, as against 123,000 in 1970. Parallel with the growing scope of production, the assortment of passenger cars, now manufactured by eight works, was growing, too.

Geography of the Soviet Union—large distances between cities and difficulties in a fast development of a network of roads and servicing stations—is the cause of enhanced demands to the automobile design.

Soviet automobiles have a body stronger than their European counterparts, greater service intervals (normally 10,000 kilometers), are less demanding to lubricants and other service materials, and have a higher clearance (of at least 170 millimeters).

For these reasons the four-wheel drive UAZ, Niva and LUAZ are in high demand in this country, especially in rural areas.

The country's climate, too, lays its claims to the design of Soviet automobiles. All passenger cars are fitted out with heaters and easy-starting devices for winter. Trucks are manufac-

Continued on Page 43, Col. 1

SOVIET CARS EXPORTS
Including Parts for Assembly
(Thousands)

1970	91.8
1971	156.8
1972	203.7
1973	274.4
1974	302.5
1975	310.2
1976	360.1
1977	377.2
1978	402.0
1979	378.8
1980	328.8

SOVIET 1980 CAR EXPORTS

Bulgaria	52,817
Hungary	49,698
Czechoslovakia	34,927
GDR	33,750
Yugoslavia	24,265
Belgium	12,548
France	12,358
Great Britain	11,851
Rumania	11,380
Finland	9,762
Poland	8,879
Canada	8,721
the Netherlands	7,010
Cuba	6,786
Sweden	3,919
West Germany	3,421
Denmark	3,361
Italy	3,106
Austria	2,221
Iraq	2,726
Colombia	2,670
Norway	1,803
Egypt	1,003

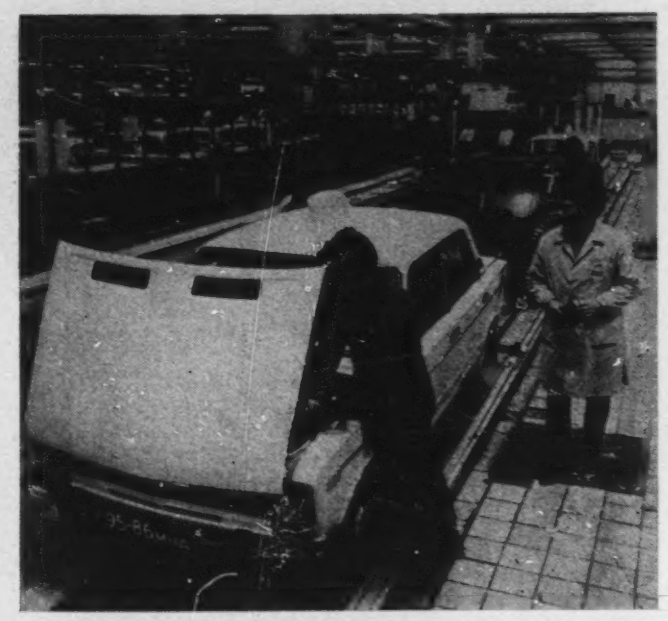
Soviet Motor Vehicles Production

Year	Passenger Cars	Trucks and Special-Purpose Vehicles	Buses	Total
1930	160	4,019	47	4,226
1940	5,511	135,958	3,921	145,390
1950	64,554	294,402	3,939	362,895
1960	138,822	362,008	22,761	523,591
1970	344,248	524,507	47,363	916,118
1971	529,041	564,250	49,316	1,142,607
1972	730,105	596,797	51,926	1,378,828
1973	916,700	629,481	56,023	1,602,204
1974	1,119,422	666,290	60,233	1,845,945
1975	1,201,210	695,779	66,860	1,963,849
1976	1,239,000	716,000	70,000	2,025,000
1977	1,280,000	734,000	74,000	2,088,000
1978	1,312,000	762,000	77,000	2,151,000
1979	1,314,000	780,000	79,200	2,173,000
1980	1,327,000	787,000	85,000	2,199,000

Today's Soviet Passenger Car Production

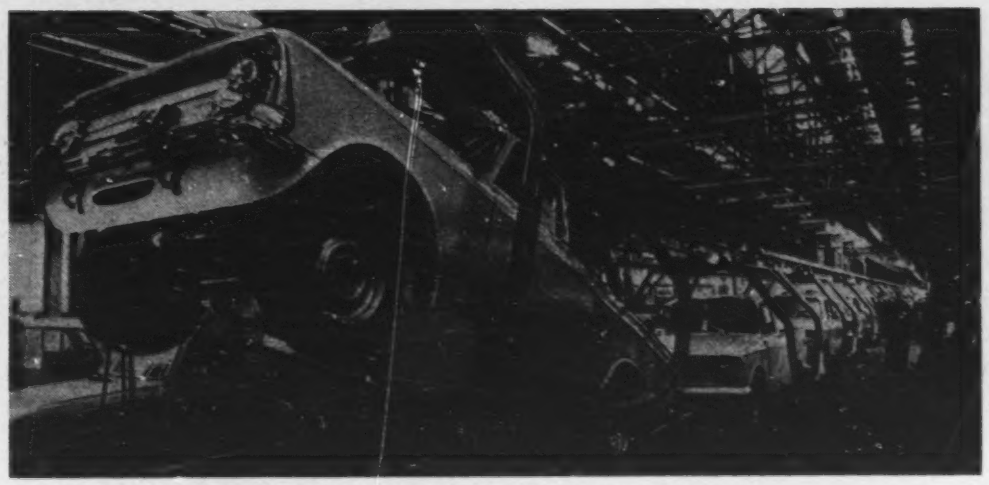
Factory, Location	Make	Model	Cylinders	Displacement, in cc	HP	Rev./Min.	Number of Seats/Doors	Length in meters	Overall Weight, in Kg	Speed, km/hr.
ZIL	ZIL	114	8	6,960	300	4,400	7-4	6.31	3,085	190
(Moscow)	ZIL	117	8	6,960	300	4,400	5-4	5.72	2,880	200
GAZ						4,200	7-4	6.11	2,590	175
(Gorki)	Chaika	14	8	5,526	220	4,500	5-4	4.96	1,450	150
	Volga	3,102	4	2,445	105	4,500	5-4	4.73	1,420	145
	Volga	24	4	2,445	95	4,500	5-4	4.73	1,420	130
	Volga	24-01	4	2,445	85	4,500	7-5	4.73	1,550	140
	Volga	24-02	4	2,445	95					
UAZ										
(Ulyanovsk)	UAZ	469B	4	2,445	75	4,000	7-5	4.03	1,540	100
AZLK	Moskvich	2140	4	1,478	75	5,800	4-4	4.25	1,080	140
(Moscow)	Moskvich	21406	4	1,478	68	5,800	4-4	4.25	1,080	130
	Moskvich	2137	4	1,478	75	5,800	4-5	4.21	1,120	120
	Moskvich	2138	4	1,358	50	4,750	4-4	4.25	1,080	120
	Moskvich	2136	4	1,358	50	4,750	4-5	4.21	1,120	120
	Moskvich	2140-SL	4	1,478	75	5,800	4-4	4.25	1,080	140
VAZ	Zhiguli	2106	4	1,568	80	5,200	5-4	4.17	1,045	152
(Togliatti)	Zhiguli	21061	4	1,452	77	5,600	5-4	4.17	1,045	150
	Zhiguli	2105	4	1,294	69	5,600	5-4	4.13	995	145
	Zhiguli	21051	4	1,198	62	5,600	5-4	4.13	995	140
	Zhiguli	2103	4	1,452	77	5,600	5-4	4.12	1,030	150
	Zhiguli	21033	4	1,294	69	5,600	5-4	4.12	1,030	143
	Zhiguli	21035	4	1,198	62	5,600	5-4	4.12	1,030	140
	Zhiguli	2102	4	1,198	62	5,600	5-5	4.06	1,010	135
	Zhiguli	21021	4	1,294	69	5,600	5-5	4.06	1,010	138
	Zhiguli	21023	4	1,452	77	5,600	5-5	4.06	1,010	145
	Zhiguli	21011	4	1,294	69	5,600	5-4	4.04	955	143
	Zhiguli	2101	4	1,198	62	5,600	5-4	4.07	955	140
	Niva	2121	4	1,596	80	5,200	5-3	3.72	1,150	130
	Zhiguli	2107	4	1,452	77	5,600	5-4	4.15	1,030	150
IZh	IZh	412IE	4	1,478	75	5,800	4-4	4.12	1,045	140
(Izhevsk)	IZh	2125	4	1,478	75	5,800	4-5	4.12	1,100	140
ZAZ	Zaporozhets	968M	4	1,198	41	4,400	4-2	3.76	840	118
(Zaporozhye)	Zaporozhets	968M	4	887	28	4,200	4-2	3.76	840	105
LUAZ	LUAZ	969M	4	1,198	39	4,300	4-3	3.37	960	85

A quick look at the Soviet auto industry



A main repair line at Zhiguli service center in Moscow.

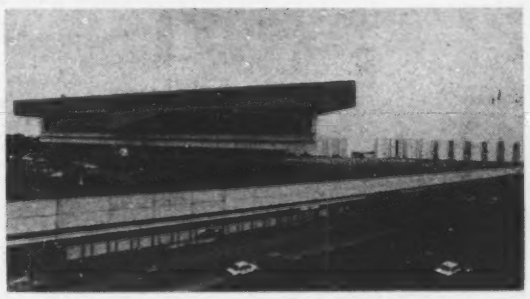
Belaz trucks undergo testing procedure. Big dumpers are used in mining and construction.



Moskvich cars move down the assembly line at Izhevsk auto plant.

Traditionally dressed and coifed model and new Moskvich.

New Ladas parked in marshaling yard at Togliatti Auto Plant.



Zhigili car service center in Moscow.

A repair shop in the Zhiguli service center.

Lada 2105, a new model from Togliatti.

The Soviet system

The auto industry — like everything in the Soviet Union—is built to a giant scale. Auto plants are huge (or, as in the case of Togliatti, gigantic) and so is the Moscow service center.

Also built to oversize scale are some of the Belaz trucks. Most of the passenger cars, although they seem somewhat dated in appearance, are designed to cope with the brutal weather and tough road conditions in the Soviet Union.

The Soviet Union ranks sixth in the world in output of cars, third in trucks and first in buses. The first gasoline car in Russia was built in 1896, but real volume production did not get under way until recent years.

New model of the Volga, produced in Gorky.

Production rises; exports grow; new models due

Soviet auto industry moves ahead

Continued from Page 4

tured aso in the "Arctic version" for the extreme North and the "tropical version" for Central Asia.

Here are some design specifications of the Soviet passenger cars now in serial production:

Aluminum crankcase (Moskvich, IZh, Volga, and Chaika); balance shaft (in Zaporozhets and LUAZ); full-flow oil filter (in Zhiguli and Moskvich); hydraulic lifters (in ZIL and Chaika); pre-chamber combustion (in Volga-3102); air-cooling (in Zaporozhets and LUAZ); automatic transmission (in ZIL and Chaika); permanent four-wheel drive (in Niva); interaxle differential (in Niva); disc brakes (in ZIL, Chaika, Moskvich, and Zhiguli); independent suspension of all wheels (in Zaporozhets and LUAZ), and hydraulic light beam corrector (in Zhiguli-2107).

In the late '50s, every Soviet automobile plant began putting out vehicles of a definite design so as to rationalize automobile manufacture. A number of factories specialized in the manufacture of buses and trolley buses, while others only in dumpers or other vehicles.

Standing apart among the buses are the special four-wheel drive models PAZ-3201 and UAZ-452 for the rural areas and the LAZ intercity coaches with independent front-wheel suspension. Pneumatic suspension is used in the big LIAZ buses and the ZIU trolley-buses for cities.

A few words about the TOARZ car factory in Tallinn: Every year it turns out 50 racing cars. The last model, Estonia-20 of the Vostok formula, has a wedge-shaped body of fiberglass, side radiators and magnesium-alloy wheels.

• For decades the Soviet automobile industry relied mostly on domestic supplies of sets of equipment, semi-finished products and primary materials. It depends on foreign partners neither in metallurgy, nor the manufacture of machine-tools or ballbearings.

However, over the last few years cooperation with factories abroad began to expand. Thus, shock absorbers, storage batteries, ignition switches, headlights, brakes, and a number of other things now arrive from Bulgaria, Hungary, East Germany, Poland, Czechoslovakia and Yugoslavia.

In turn, the Soviet Union sells to these countries ready-made cars and chassis and parts such as wheels, shock-absorbers and front axles.

Exports of Soviet motor vehicles grows, too, with passenger cars making an appreciable part of them.

The bulk of the Soviet imports is made up of the Hungarian buses Ikarus, Czechoslovak refrigerator trailers Skoda, and IFA dumpers from East Germany.

The Soviet Union also purchases numbers of the West German Magirus-Deutz and Czechoslovak Tatra trucks, Polish Nysa microbuses and wagon cars, Canadian Lectra Howl and Japanese Komatsu dumpers for open-pit mining.

Only recently the USSA began importing the Czechoslovak Avia wagon and refrigerator trucks.

Designed for the Soviet boondocks

This four-wheel-drive LUAZ Volyn is popular in remote and rural regions of the Soviet Union. It uses a four-cylinder, 35-horsepower engine.

letterbox

Continued from Page 18

pay and the Cartermen sent him $5,800 last year to shore him up, with which he purchased a vintage Corvette which he "shows" all summer while I work each day at the dealership where I'm a commissioned salesman of 30 years' tenure.

This summer vacation program is so commonplace to his kids they think it's part of their normal vacation time and are quite surprised when the neighbors go to work all summer.

Now, Mr. Westfall, if this is your typical UAW auto worker, I sure envy them and their lifestyle. He's ruined my business, will probably ruin the entire industry and may end up ruining the nation. These people admit they would rather stay home than work, and why not?

"Job Security" should include *earning* what you get, paying your way and filling a need. Michigan is over $1 billion in debt to the federal government for unemployment, our cars are priced beyond all but the automotive worker pay scale and our government is floundering in massive debt, part of which is the gift of TRA for auto workers.

When we return to a "dollar paid for a dollar earned" rather than "how much can I get for how little can I do," then we will be approaching affordable "job security."

Meanwhile, our UAW "prima donnas" are in for some surprises or I miss my guess. The companies are as guilty as the unions in expecting this "blood out of a turnip" economic philosophy to support them. Weak company negotiators over the past 20 years have done much to get us where we are.

It is inconceivable to me that the auto dealer has any idea of the extent to which the auto worker has been subsidized in this business. The salesman reports to work six days a week and gets paid for what he does and only for what he does. Where do the dealer and salesman figure in the TRA plan? Who cares, for that matter?

Further argument is not necessary. The economics of the thing will dictate, yes, are dictating the answer.—**Kenneth C. Floria,** Smith & Doster, Inc. (Ford), Delton, Mich.

Bringing buyers back

Read your editorial about "Get 'em in the tent" (Dec. 21), and it was right on target.

For quite a few years, we in the automobile business have necessarily been so intent on producing cars with low pollution and high mileage characteristics that we have relegated automobiles to a mundane "utility" category.

Before that, customers bought new cars not only because they needed them, but because they *wanted* them. Customers were pleased with the improvements and conveniences that were *apparent*, and were particularly attracted by the fresh styling of new cars. The new cars were exciting; customers wanted them.

Now, having relegated the automobile to a utility item like a furnace, a vacuum cleaner or a washer, people are buying them on a need basis. And, of course, the American automobiles can go much farther than most customers or critics ever realized.

All this brings me to another point. How can the American automobile, which has been so downgraded in the customer's perception of quality, run over 100,000 miles?

Some people, somewhere, were wrong in their criticism of the American automobile. It has proven, in use, to be a much better car than the critics had anticipated. Is it possible our severest critics were wrong in condemning the quality of the American cars?

The American public's perception of the American automobile should be upgraded, and will be if the facts are brought out. But if our critics keep on complaining about the quality of the American car, and there is no rebuttal, eventually customers accept the criticism as fact.

"Slow traffic" in domestic car salesrooms is one of the inevitable results of this criticism (as we are now witnessing). Of course, there are other reasons why customers aren't eagerly buying new American cars, but certainly the above stated reasons are an important part of the problem.

Let's get 'em in the tent!—**James V. Mancuso,** chairman, Mancuso Chevrolet, Skokie, Ill.

'Quite simple'

May I respectfully suggest that the solution to Detroit's key problem is really quite simple. The UAW hourly pay at auto industry supplier companies is about $7/hr., whereas the same person doing essentially the same work at the auto makers gets about $12.50/hr.

So . . . let the auto makers sell the cars and have them made by suppliers. — **Midwest Reader.**

Opel launches Family 2 diesel Kadett

BRUSSELS.—General Motors' Opel launched the diesel version of its Family 2 four-cylinder gasoline engine at the auto show here in January.

The 1.6-liter, 54-horsepower engine will go into the hatchback Kadett—where it will give Opel some clout against the diesel Golf (Rabbit)—and into the new Ascona.

The engine, made at Kaiserslautern in West Germany, is said to have very good torque, and to return excellent fuel economy.

It forms part of an expansion of Family 2 derivatives. At the Geneva Auto Show in March Opel will unveil a fuel-injected, 1.8-liter version.

While this will go into the front-drive Kadett and Ascona, its first application will be in the front-engine, rear-drive Manta coupe.

Vital to public transportation

With few privately owned automobiles in the Soviet Union, buses are considered the way to go. As a result, the country ranks first in the world in bus production.

People who need *Engineers* use Automotive News' SAE Classifieds!

AUTOMOTIVE DEVELOPMENT ENGINEER
Manufacturing Engineer
ENGINEERING EXECUTIVE
Rapidly growing automotive parts producer has a challenging position to manage and direct the company's engineering activity. Position requires close liaison with Japanese corporate associates.
Also . . .
• Ability to develop and manage an engineering

You won't find a better recruiter for qualified engineers than a classified ad in Automotive News' SAE Show Issue. A classified ad will put you in touch with experienced automotive engineers from across the nation.

Your ad will bring maximum exposure in this timely issue. In addition to our 65,000 regular circulation, we'll be distributing 5,000 bonus copies of Automotive News SAE Show Issue with your ad to engineers right at the show from our own booth.

Don't hesitate—Call our Classified Advertising Manager, Marie Hingst at (313) 567-9520 today to place your ad in this important recruiting issue.

Automotive News' SAE Show Issue
Publishing Date: February 15
Ad Closing Date: February 8
(no later than 5 p.m.)

SEVILLE "ROADSTER" CONVERTIBLE

"SPORTY AND ELEGANT"

The Seville "Paris" Roadster Convertible from American Custom Coachworks, Ltd. is a personalized 2 passenger touring car designed and styled for individuality and excellent roadability. The top mechanism is fully powered for ease of raising and lowering. Base units can be drop shipped to one of several manufacturing plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643 FOR MORE INFORMATION

★ QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-20

SPECIAL Save up to $500.00! February Price Cuts

LANAIR™

Waste Oil Fired Heaters

Act now! Choose the model that's right for you.

	Retail Price	February Price	Save
Series L 55 Heats up to 1,200 sq. ft.	$ 675	$ 575	$100
Series L 110 Heats up to 4,000 sq. ft.	$1245	$ 995	$250
Series L 220 Heats up to 12,000 Sq. ft.	$2495	$1995	$500

Bottom-hatch steel cut

All models listed by ETLM to UL 731 & UL 896 criteria

Start saving today! Turn your waste oil into no-cost heat. To order your unit for immediate C.O.D. delivery . . . call toll free (800)356-9424, in Wisconsin (608)752-1601, or complete and mail the attached coupon.

Name _____
Business Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Authorized Signature _____

I want to slash my heating costs! Please send me:

Quantity	Model	Price	Total
_____	L 55	$ 575	_____
_____	L 110	$ 995	_____
_____	L 220	$1995	_____
	Wisconsin Residents Add 4% Sales Tax	Grand Total	_____

Heaters shipped FOB (freight collect) Janesville, WI or from local dealer/distributor.

Check state and local codes for proper installation.

Send to:
Lanair, Inc.
PO Box 1017
Janesville, WI 53547

LANAIR™

State capitol roundup

More states mull higher gas tax

By Mary G. Jones
Special Correspondent

This year, Georgia will reconsider a 1981 bill to increase its motor fuel tax from 7½ to 9½ cents. Bills to increase the state tax on gasoline and diesel fuel are expected to be considered in at least nine other states.

Other legislative methods of raising motor fuel tax revenues such as imposition of a sales tax on motor fuel, levying of local gasoline or sales taxes or changing the taxing mechanism to a variable method of taxation are also highly likely to be considered in many states.

In 1981, 27 states considered bills to increase their state's tax on gasoline and diesel fuel. Sixteen states and the District of Columbia actually approved these measures.

Legislative increases were approved in California, Colorado, Delaware, District of Columbia, Idaho, Iowa, Minnesota, Nevada, New Hampshire, North Carolina, South Carolina, South Dakota, Tennessee, Utah, Vermont and Wisconsin.

All of these increases, except in California became effective during the 1981 calendar year. The California increase from 7 to 9 cents per gallon is scheduled to become effective Jan. 1, 1983.

• Two of these states increased their tax by one cent per gallon; nine states and the District of Columbia by 2 cents; three states by 3 cents; and two states by 4 or 4½ cents per gallon.

STATE FUEL TAXES
(Gasoline, as of 1-1-82)

	Cents
1. Alabama	11
2. Alaska	8
3. Arizona	8
4. Arkansas	9.5
5. California	7
6. Colorado	9
7. Connecticut	11
8. Delaware	13
9. Dist. of Col.	13
10. Florida	8
11. Georgia	7.5
12. Hawaii	8.5
13 Idaho	11.5
14. Illinois	7.5
15. Indiana	11.1
16. Iowa	13
17. Kansas	8
18. Kentucky	10
19. Louisiana	8
20. Maine	9
21. Maryland	9
22. Massachusetts	12.2
23. Michigan	11
24. Minnesota	13
25. Mississippi	9
26. Missouri	7
27. Montana	9
28. Nebraska	13.9
29. Nevada	10.5
30. N. Hampshire	14
31. New Jersey	8
32. New Mexico	9
33. New York	8
34. N. Carolina	12
35. N. Dakota	8
36. Ohio	10.3
37. Oklahoma	6.58
38. Oregon	8
39. Pennsylvania	11
40. Rhode Island	12
41. S. Carolina	13
42. S. Dakota	13
43. Tennessee	9
44. Texas	5
45. Utah	11
46. Vermont	11
47. Virginia	11
48. Washington	12
49. W. Virginia	10.5
50. Wisconsin	13
51. Wyoming	8

Delaware, Hawaii, Illinois, Michigan, Vermont and Washington will also reconsider bills in 1982 which adopt a variable method of taxation.

This method ties the tax imposed on motor fuel to the wholesale price or the average statewide retail price of fuel. Therefore, the amount of tax will automatically increase as the price of motor fuel increases.

The laws generally limit the amount the tax can be increased during a specified period, by providing maximum and minimum statutory limits. The rates are usually recalculated quarterly or semi-annually.

There are now eight states which impose a variable fuel tax. This is a relatively new concept in motor fuel taxation as the first variable fuel tax was enacted in Washington in 1977.

This was followed by New Mexico in 1979; Indiana, Kentucky, Massachusetts and Nebraska in 1980, and Ohio and Rhode Island in 1981.

The Ohio variable method of calculating tax is slightly different. The tax there is based on a formula which uses highway maintenance costs and fuel consumption patterns as factors.

• All states with variable fuel taxes increased their tax during the first part of 1981. During the last quarter of 1981, however, Kentucky and Massachusetts actually slightly decreased their tax by a portion of one cent.

In the first period of 1982, Kentucky, Massachusetts and Washington again decreased their gasoline tax. In Nebraska and Rhode Island, the 1982 tax will remain the same as it was for the last six months of 1981.

The number of states increasing their motor fuel tax has increased steadily in recent years. In 1978, only four states increased their tax; in 1979, 10 states; and in 1980, 11 states. In 1981, 25 states and the District of Columbia increased their motor fuel tax either legislatively or administratively.

The highest gasoline taxes are centered in the North Central states. The state levying the highest tax on gasoline is Nebraska at 13.9 cents. Five other states and the District of Columbia levy a tax of 13 cents per gallon.

Texas has the lowest gas tax rate at five cents followed by Oklahoma at 6.58 cents per gallon. Included elsewhere on this page is a chart which shows the state gasoline taxes of Jan. 1, 1982.

• Currently, eight states and the District of Columbia impose a sales tax on the sale of gasoline and motor fuel. These states are California, Georgia, Hawaii, Illinois, Indiana, Michigan, Mississippi and New York.

In 1982, measures will be considered in Minnesota, Ohio and Rhode Island to impose a sales tax on the sale of motor fuel. New York bills are also pending to exempt the sale of motor fuel from the state sales tax.

Bills pending in Hawaii and New York would reduce the amount of sales tax levied on the sale of motor fuel.

State highway funds are in double jeopardy. There has been a tremendous increase in construction and maintenance costs due to the effect of inflation on both materials and labor. Therefore, most states are only able to perform minimal maintenance on their roads. Few states plan new road construction projects.

The Federal Highway Administration rates less than one-third of all major roads and streets in the United States in the "good" category for pavement conditions. Sixty percent are rated "fair" and 10 percent are rated "poor." This represents a decrease of 5 percentage points in the "good" category from 1975 to 1978.

• Road fund balances have been lower in recent years as people drive more fuel-efficient vehicles and cut their fuel consumption and the total gasoline revenues fall.

According to statistics compiled by the Federal Highway Administration, the average vehicle's annual fuel usage dropped from 830 gallons in 1970 to 735 gallons in 1980. This represents a decrease of 11 percent.

Other Federal Highway Administration figures show that state tax revenues raised from motor fuel taxes decreased by $400 million from 1979 to 1980.

Two Datsun decades

Jack Heinrich, right, Heinrich Motors, Hillsboro, Ore., is presented with a plaque marking his 20 years as a Datsun dealer. Making the award is Bob Chase, Portland assistant regional sales manager for Nissan.

BODY SIDE MOLDING TAPE

GORILLA Tape™ cuts installation time in half and at the same time acts as a water tight gasket around rivet holes.
A super tack "ACRYLIC" adhesive allows installation in almost any temperature.
Stocking sizes are 1/2" X 1/32" X 72 yds. (24 rolls per case), 1" X 1/32" X 72 yds. (12 rolls per case).

VALLEY INDUSTRIAL PRODUCTS
1145 MICHAEL DRIVE, SYOSSET, NEW YORK 11791
Phone 516-364-3200 — 212-343-4664

46-year Chevrolet veteran

Gordon A. Wilson, right center, retiring after 46 years as a Chevrolet dealer near Detroit's Tiger Stadium, is honored by colleagues and family. From left are: Red Stewart, Chevrolet regional manager, north central region; Bud Feely, Chevrolet director of marketing; Richard P. Loughman, Detroit zone manager, and Wilson's wife, Margaret.

factories list auction dates

American Motors

Feb. 9 — Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 10—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 11 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Feb. 16 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City. Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

But truck registrations decline 9.7 pct.

Car sales steady in Japan in '81

TOKYO. — Truck sales in Japan in 1981 declined for the second consecutive year, but car sales held steady and sales of midget cars — those powered by engines of less than 550cc— increased for the second straight year.

Vehicle sales — excluding the midgets — stood at 3,897,200 units, off 2.6 percent from the 1980 total, the Japan Economic Journal reported.

That was broken down into 2,701,156 car sales, up 0.8 of a percent from 1980; 1,173,147 trucks, down 9.7 percent, and 22,897 buses, down 2.1 percent.

The midget-car total was estimated at 1,229,821 units, up 21.4 percent from a year earlier and the second highest total ever. The best sales year for the midgets was in 1970, when sales totaled 1,255,913.

The financial newspaper reported that Honda was the only maker of full-size vehicles to show an increase in registrations for 1981. Its total of 192,646 cars and trucks was a 12.7-percent increase over 1980.

Registrations of other full-size units were reported as follows: Toyota, 1,492,699, down 0.1 percent; Nissan, 1,134,347, down 2.8 percent; Mitsubishi, 327,542, down 10.8 percent; Toyo Kogyo, 334,274, down 0.8 percent; Isuzu, 189,475, down 2.8 percent; Daihatsu, 71,546, down 22.4 percent; Fuji Heavy Industries, 56,555, down 7.3 percent; Hino Motors, 38,922, down 17.5 percent; Nissan Diesel Motor, 20,905, down 18.6 percent, and Suzuki, 179, down 52.3 percent.

Imported-car registrations were also down for the year, to 38,110 units, a 15.1 percent decline.

The story was reversed for the midgets: Only one of six major makers lost ground in '81. That was Toyo Kogyo, whose registration total of 51,650 units was off 6.1 percent.

Major makers who increased their midget-car registrations in 1981 were Honda, 141,793, up 41.7 percent; Fuji Heavy Industries, 173,685, up 33.4 percent; Daihatsu, 242,160, up 23.0 percent; Mitsubishi, 187,781, up 17.3 percent, and Suzuki, 432,721, up 16.1 percent.

Specht takes sales post at General Warranty

MARINA DEL REY, Calif. — Barbara J. Specht has been named national sales administrator of General Warranty Corp.

She will coordinate a national distribution network of independent general agents serving dealers. Specht established and managed a similar operation while at American Warranty Corp.

Model breakdown
Auction Averages

	January	December	November
1982	$7,432		
1981	6,435	6,424	6,689
1980	5,144	5,363	5,454
1979	5,184	4,321	4,657
1978	3,633	3,475	3,782
1977	2,857	2,590	2,733
1976	2,343	2,026	2,099
1975	1,854	1,361	1,562
Overall Average	$4,904	$4,117	$4,315

Used car sales
Auction Averages

January	$4,904
Months ago	$4,117
Year ago	$4,099

MVMA distributes specs booklets for crash studies

DETROIT. — The MVMA has begun distributing to accident investigators the 1981 edition of a specifications booklet.

The new edition provides 21 specifications on 1972 through 1981 domestic and foreign passenger cars. With the book, accident investigators prepare detailed accident reports that are used by MVMA researchers to learn about the performance of vehicles in traffic accidents.

More than 400 copies of the new edition, prepared with the cooperation of Automotive News, are going to investigators at DOT, the Motor Carrier Safety Bureau, NHTSA, the Canadian Ministry of Transport and private laboratory and university research groups.

MVMA has been distributing the specifications booklet for five years.

MVMA has worked with government agencies in accident investigation since 1958 to correlate accidents with impact testing and computer modeling.

used-car auction directory

Display Rates: $69.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9529. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

DOUBLE HEADER
TUESDAY, FEBRUARY 16, 1982
STARTING 10 A.M. — FORD MOTOR CO.
FORD & LINCOLN-MERCURY SALE
FORD AND LINCOLN-MERCURY DEALERS ONLY!
250 UNITS TO CHOOSE FROM
10:45 A.M. — AMC
FACTORY SALE
ALL MAKES & MODELS
250 UNITS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1129 Nathan Lane, Minneapolis, Minn. 55441
612-545-2403

WASHINGTON

SOUTH SEATTLE AUTO AUCTION
28th ANNIVERSARY SALE
WEDNESDAY, FEBRUARY 10, 1982
10 A.M.
1000 CARS — $1250 CASH DRAWING
Budget — 30 1981 Lincoln Town Cars & Marks
150 1981 Ford and Mercury Products
Please call for reserve numbers, hotel reservations, airport pick up service
(206) 872-6800
19443 76th Ave. S. P.O. Box 5189 Kent, Wash. 98031

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Meadowhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

COLORADO

Denver Auto Auction, 4265 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Reese Custer—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3060, Greenville, S. C.

Use Automotive News Classified Section

Imports dip in January, but grab 31 pct. of market

Domestic sales lowest since 1954

By Jenny L. King
Staff Writer

The new-car sales recession deepened the first month of 1982, with domestics plunging to their lowest level since 1954 and imports, though down in numbers, claiming a record 31.08 percent of the market.

U. S. auto makers retailed 368,138 new cars in January, down 21.64 percent from the year-ago 469,832 and worst for the month since 355,437 back in 1954.

Import sales totaled 166,172, down 6.33 percent from 177,395 last year.

Combined sales reached 534,310 units, down 17.45 percent from 647,227 in January of 1981.

The domestic selling rate averaged 14,726 last month, based on 25 selling days. That was down 18.51 percent from 18,070 for 26 days a year ago.

General Motors sales numbered 222,544, down 24.10 percent from 293,219 in 1981 (down 21.06 percent daily rate). Ford Motor Co. reported sales of 88,806, down 9.35 percent from 97,969 (down 5.73 percent daily rate). Chrysler Corp. sales of 45,290 were down 18.33 percent from 55,452 (down 15.04 percent daily rate).

American Motors sales totaled 6,173, down 42.41 percent from 10,719 last year (down 40.11 percent daily rate), and Volkswagen of America plunged 57.31 percent, to 5,325 from 12,473 (down 55.57 percent daily rate).

GM earned 60.45 percent of the domestic market, down from 62.41 percent a year ago. Ford sales accounted for 24.12 percent, up from 20.85 percent. Chrysler climbed to 12.30 percent from 11.81 percent. AMC stood at 1.68 percent, down from 2.28 percent, and VWoA cornered 1.45 percent, down from 2.65 percent.

Only two U. S. makes, Chrysler and Lincoln, were up during the month. Chrysler edged ahead 8.89 percent and Lincoln pushed up 28.69 percent.

Fifteen imports were up in January. Volvo, Peugeot and Jaguar reported record sales. Top-selling Toyota was down 19.17 percent; Datsun was down 1.76 percent; Honda was up 9.92 percent; Subaru was up 1.39 percent, and Mazda was down 23.10 percent.

Imports claimed 31.03 percent of the month's market, up dramatically from 27.41 percent a year ago.

Third-period domestic sales were down 32.59 percent, to 137,472 from 203,948 in 1981. The daily selling rate was 15,275 (for nine days), down 25.10 percent from 20,395 (for 10 days).

IMPORTED CAR SALES

	Jan., 1982	Jan., 1981
Alfa Romeo	104	55
Audi	3,229	3,120
BMW	3,092	2,390
Challenger	1,042	947
Champ	3,389	2,808
Colt	3,570	2,779
Datsun	32,522	33,103
DeLorean	400†	.....
Fiat	908	1,874
Fiesta	.....	3,922
Honda	34,333	31,234
Isuzu	1,114	11
Jaguar	634	286
Lancia	37	84
Mazda	9,896	12,868
Mercedes-Benz	4,485	4,097
MG	.....	299
Peugeot	1,134	1,013
Porsche	829	706
Renault	2,008	2,769
Rover	.....	81
Saab	1,143	1,074
Sapporo	822	922
Subaru	11,470	11,313
Toyota	38,088	47,121
Triumph	.....	603
Volkswagen	4,543	5,521
Volvo	7,380	6,289
TOTAL	166,172	177,395

† Estimate

Where Auto Market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	86,627	16.22
COMPACT	92,490	17.31
INTERMEDIATE	106,540	19.95
STANDARD	54,220	10.15
LUXURY	28,261	5.29
IMPORT	166,172	31.08
TOTAL	534,310	100.00

U.S. CAR SALES BY MARKETING UNITS

	Jan., 1982	Jan., 1981
Chevrolet	84,345	114,255
Ford	62,132	75,389
Oldsmobile	51,219	67,902
Buick	38,963	51,448
Toyota	38,088	47,121
Pontiac	31,965	43,020
Datsun	32,522	33,103
Plymouth	21,311	27,089
Honda	34,333	31,234
Dodge	23,133	26,847
Mercury	21,570	22,536
VW of America	13,926	21,820
Cadillac	16,052	16,594
AMC-Renault	8,181	13,488
Mazda	9,896	12,868
Subaru	11,470	11,313
Chrysler/Imperial	9,669	9,026
Volvo	7,380	6,289
Lincoln	5,104	3,966
Mercedes-Benz	4,485	4,097
BMW	3,092	2,390
Fiat	945	1,958
Jaguar-Rover-Triumph	634	1,269
Isuzu	1,114	.....
Peugeot	1,134	1,013
Saab	1,143	1,074
DeLorean	400†	.....
Alfa Romeo	104	55
TOTAL	534,310	647,227

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.
† Estimate

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1982	Same Period, 1981	January, 1982	Same Month, 1981
Spirit	.....	.....	1,240	3,003
Concord	.....	.....	1,738	3,741
Pacer	.....	.....	.....	19
Eagle	.....	.....	3,195	3,956
AMERICAN MOTORS*	2,000	4,100	6,173	10,719
Horizon	1,484	2,754	3,948	6,272
TC3	909	1,169	2,691	2,739
Reliant/Volare	3,477	5,443	9,688	13,915
Plymouth	244	148	773	379
Total Plymouth	6,114	9,514	17,100	23,359
LeBaron	119	1,793	270	4,074
LeBaron K	1,814	.....	5,198	.....
Cordoba	387	1,316	1,166	2,928
New Yorker	949	.....	2,826	.....
Chrysler	.....	651	.....	1,686
Total Chrysler	3,269	3,760	9,460	8,688
Total Imperial	72	154	209	338
Omni	1,217	2,219	3,406	4,976
024	1,008	1,090	3,052	2,468
Aries/Aspen	2,833	4,111	8,303	11,162
Dodge 400	547	.....	1,681	.....
Diplomat	423	1,144	1,447	2,384
Mirada/Magnum	236	649	632	1,556
Dodge	.....	234	.....	575
Total Dodge	6,264	9,447	18,521	23,121
CHRYSLER CORP.	15,719	22,875	45,290	55,452
Pinto	.....	1,113	.....	2,831
EXP	1,223	.....	2,573	.....
Escort	13,498	9,914	25,873	21,628
Mustang	2,255	4,989	6,770	11,490
Fairmont	2,956	5,291	8,684	13,913
Granada	2,878	3,791	7,532	7,614
Thunderbird	1,320	2,719	3,285	6,299
Ford	2,937	3,251	7,415	7,692
Ford Division	27,067	31,068	62,132	71,467
Bobcat	.....	279	.....	644
LN7	482	.....	982	.....
Lynx	3,466	2,697	6,426	6,051
Zephyr	909	1,710	3,235	3,932
Cougar/Monarch	1,427	1,353	3,203	2,847
XR-7	461	1,006	1,172	2,265
Capri	680	1,365	1,849	3,106
Mercury	1,992	1,576	4,703	3,691
Total Mercury	9,417	9,986	21,570	22,536
Cont./Versailles	827	.....	2,256	.....
Lincoln	570	754	1,495	1,861
Mark VI	495	923	1,353	2,105
Total Lincoln	1,892	1,677	5,104	3,966
L-M Division	11,309	11,663	26,674	26,502
FORD MOTOR	38,376	42,731	88,806	97,969
Skyhawk	0	.....	0	.....
Skylark	3,347	7,389	9,310	14,111
Century FD	1,374	.....	3,291	.....
Regal Sedan	1,831	4,958	4,944	10,198
Regal Coupe	2,970	6,704	8,573	13,933
Le Sabre	2,466	2,682	6,293	5,671
Electra	1,435	1,970	3,666	4,165
Riviera	995	1,678	2,886	3,370
Buick Division	14,418	25,381	38,963	51,448
Cimarron	348	.....	985	.....
Seville	538	987	1,351	2,253
Cadillac	3,679	4,277	10,082	10,294
Eldorado	1,210	1,723	3,634	4,047
Cadillac Division	5,775	6,987	16,052	16,594
Chevette	5,294	13,018	17,727	28,135
Cavalier/Monza	2,447	2,281	5,966	5,969
Citation/Nova	6,935	10,128	17,757	23,075
Camaro	2,882	2,658	6,778	6,378
Celebrity	1,285	.....	2,932	.....
Malibu	2,966	8,083	9,746	18,519
Monte Carlo	2,803	5,581	8,266	12,483
Chevrolet	4,603	7,566	13,390	17,187
Corvette	673	1,134	1,783	2,509
Chevrolet Division	29,888	50,449	84,345	114,255
Firenza/Starfire	1	.....	1	.....
Omega	1,929	3,141	5,864	7,827
Cutlass Ciera	1,606	.....	4,176	.....
Cutlass	.....	6,854	.....	18,015
Supreme	6,841	8,338	21,427	20,443
Olds 88	3,896	4,802	10,936	11,911
Olds 98	2,249	2,788	6,588	6,752
Toronado	825	1,138	2,227	2,954
Oldsmobile Division	17,347	27,061	51,219	67,902
T-1000	1,588	.....	4,301	.....
J-2000/Sunbird	1,165	3,913	3,116	9,074
Phoenix	1,567	2,733	4,400	6,442
Firebird	1,967	1,921	4,919	4,303
6000	733	.....	1,961	.....
Bonneville/LeMans	1,862	2,625	5,533	6,387
Grand Prix	2,282	3,926	6,506	9,127
Pontiac	424	3,402	1,229	7,687
Pontiac Division	11,588	18,520	31,965	43,020
GENERAL MOTORS	79,016	128,398	222,544	293,219
VOLKSWAGEN	2,361	5,844	5,325	12,473
DOMESTIC TOTAL	137,472	203,948	368,138	469,832
IMPORT TOTAL	.....	.....	166,172	177,395
INDUSTRY TOTAL	.....	.....	534,310	647,227

*—AMC does not issue a nameplate breakout for 10-day-periods.

UAW to seek reopener, labor content from Ford

Continued from Page 1

Ephlin, who is also director of the union's Ford department, said keeping Sheffield open will be part of the talks with Ford.

• The proposal also calls for the elimination of all paid personal holidays. There are eight scheduled for calendar 1982.

There are also reductions in relief time and phased-in benefits based on seniority. The proposal says workers should not reach full wage and benefit levels until they have five years seniority.

According to the Detroit News, the proposal also asks for a 15-month freeze on cost-of-living allowances (COLA) at the current $2.03 level. No COLA increases would be paid until June, 1983, according to Peter J. Pestillo, Ford vice president-labor relations.

The News also said paid vacation time would be reduced by one week and premium pay and COLA would not be paid for days off, such as holidays and vacations. White-collar workers at Ford already have had similar reductions.

There are no proposed reductions in pension benefits.

"It's a start," Ford's Pestillo said when questioned about the proposed contract. "We're realistic. We don't think we can come all the way back immediately."

Although parts of the new agreement would be costly for Ford, company officials say they could break new ground for more cooperation between union and management.

Ephlin said the income guarantee proposal is "interesting" to the union, but he indicated a freeze on COLA is "less appealing." He said the union might like to see the guaranteed income made available to workers with 10 years' seniority, instead of 15.

Both Pestillo and Ephlin said they hope to conclude negotiations quickly but had not set a deadline at press time. Pestillo said talks would not go on for more than two weeks.

Chrysler, UAW agree on pension-fund payments

DETROIT. — Chrysler Corp. and the UAW have reached an agreement on Chrysler pension fund payments for the 1980 calendar year.

Payments of the 1980 obligation, estimated at $187 million, will be made in April, 1982; September, 1983, and September, 1984. Chrysler agreed to begin early payments on a monthly basis on the 1981 calendar-year UAW pension fund contribution of an estimated $187 million, due Sept. 15, 1982.

Isuzu to establish Central Region for truck deals

LOS ANGELES. — American Isuzu Motors announced it will open a third regional office, this one in the Chicago area.

Its jurisdiction will be called the Central Region and will consist of 11 Midwest states. The new region will have truck-only dealers at this time Although a parts warehouse will be established in the region eventually, there will be none initially, the company said.

The Central Region includes Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Final site for the new office has not been selected. Temporary offices are at 1900 East Golf Road, M-100, Schaumburg, Ill. 60195. The phone number is (312) 843-7230.

The Central Region will be under the management of Jerrald G. O'Connor, who has been promoted from his position as dealer development manager. Douglas Sprague has been appointed regional sales manager, and David Corker will be regional parts and service manager.

Caldwell thanks UAW negotiators

DEARBORN.—Ford Chairman Philip Caldwell attended a main-table bargaining session last week to thank UAW negotiators for beginning contract talks early and for considering the Ford contract proposal despite the failure to reach an agreement at General Motors.

He also made it clear he will have very little to do with current bargaining. Caldwell left last week for a 3½-week tour of Ford Asia-Pacific operations.

Peter J. Pestillo, Ford vice president, labor relations, said Caldwell's trip "will not bear upon our ability to reach a decision."

EPA hears complaints on diesel exhaust proposal

Makers blast emissions averaging

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — Manufacturers have had their first shot at telling the EPA what they think of that agency's proposal for 1985 to average light diesel particulate pollution among engine families.

They don't like it.

Averaging among light-duty diesels was offered by the EPA. It would be an alternative to rules calling for compliance to a standard by each vehicle configuration separately.

Besides particulate averaging in general, makers don't like the proposed standard of 0.2 grams per mile for cars and 0.26 gpm for light trucks. All say they can't meet it.

gine particulate standard is 0.6 gpm.

Manufacturers and others made their contentions in a highly repetitious, day-long session of testimony at the agency's laboratory here. They testified orally and in writing that there is no technology available — with or without averaging — to allow their vehicles to meet the standard, and there won't be for years to come.

The 1982 light duty diesel engine particulate standard is 0.6 gpm.

Organizations trying to make a case against averaging particulates now included Chrysler Corp., Mercedes-Benz of North America, Peugeot S.A., Volvo of America Corp., BMW, Ford Motor Co. and Garrett Corp. The California Air Resources Board (CARB), by letter, also took a swing at particulate averaging.

The Manufacturers of Emission Controls Assn. supported the standard and, with caveats, the averaging plan.

General Motors and Volkswagen of America said they like averaging — with reservations. Those two companies last year suggested the concept to EPA.

Others agreed on the concept but said gasoline engine particulates should be included or other modifications made. They said averaging helps large companies to the disadvantage of smaller companies.

GM suggested expressing particulates standards as a function of vehicle weight which it said has a strong influence on particulates.

As did all the others, GM said it could not meet a 0.2 gpm standard.

Manufacturers agreed particulate trap-oxidizers under development are far from production.

Mercedes-Benz, for example, said its most promising trap oxidizer has: Continuing backpressure problems, decreased fuel economy and engine performance, negative driveability and reduced engine durability.

The notice of proposed rule making hearing here is being followed by a 30-day comment period.

January truck production lowest for month since '63

U. S. truck production for January was the lowest for the month in 19 years, and the total dropped 11.84 percent below the comparable 1981 period.

Last month, the truck manufacturers completed 127,201 units, down from 144,284 last year. It was the lowest total for the month since 1963 when only 123,424 trucks were assembled.

Last week's truck production was targeted at 26,881 units, down 32.95 percent from 40,088 the previous week and down 14.36 percent from 31,396 in the comparable 1981 week.

General Motors' Lordstown (van) facility was idle last week for inventory control.

Also down due to high inventories were Ford's Lorain, Norfolk, Twin Cities, and San Jose plants, and American Motors' Toledo (Jeep) facility.

The AMC Toledo point is scheduled to resume operations today (Feb. 8) with daily production reduced from 395 units on one shift to 350 units, also on one shift.

Downtime is slated next week (Feb. 15) for International Harvester's Ft. Wayne facility.

In January slump

Car output at 35-year low

Continued from Page 1

over. Down for inventory reasons were:

General Motors — Arlington, Flint, Framingham, Lakewood, Linden, Lordstown, South Gate, Tarrytown, and Wilmington points. Chrysler Corp. — Belvidere, Jefferson and St. Louis. Ford Motor—Atlanta, Dearborn, Kansas City, Lorain, San Jose and Wayne. American Motors—Kenosha.

Still down for model changeover were GM's Janesville and Oklahoma City points.

Downtime is slated this week at seven GM and two Chrysler facilities. They are GM Framingham, Janesville, Lakewood, Lordstown, Oklahoma City, South Gate and Wilmington and Chrysler Belvidere and Jefferson.

AMC's Kenosha plant resumed operations today (Feb. 8) with production reduced from 510 units a day on one shift, to 310 units a day.

Production shares for last week by company are: GM, 75.49 percent; Ford, 11.89 percent; Chrysler, 6.50 percent; Volkswagen of America, 5.95 percent; and Checker Motors, 0.17 percent.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 6, 1982	Week Ended Feb. 7, 1981	Week Ended Jan. 30, 1982	Jan. Total	Jan. 1 to Feb. 7, 1981	Jan. 1 to Feb. 6, 1982
CHEVROLET	10,998	14,580	11,425	49,459	71,993	60,457
DODGE	1,600	.....	3,399	9,747	5,148	11,347
FORD	6,808	8,139	14,043	32,650	48,074	39,458
GMC	4,210	5,002	4,815	17,601	24,317	21,811
INTERNATIONAL	1,150	.....	1,163	4,478	6,830	5,628
VOLKSWAGEN	715	650	687	1,303	3,637	2,018
JEEP	.....	1,740*	3,106	6,213	10,356*	6,213
AM GENERAL	.....	85*	50*	150*	425*	150*
MISCELLANEOUS	1,400*	1,200*	1,400*	5,600*	4,900*	7,000*
Total Trucks, U. S.	26,881	31,396	40,088	127,201	175,680	154,082

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 6, 1982	Week Ended Feb. 7, 1981	Week Ended Jan. 30, 1982	Jan. Total	Jan. 1 to Feb. 7, 1981	Jan. 1 to Feb. 6, 1982
CHRYSLER CORP.	2,000	.....	2,050	6,035	2,841	8,035
FORD MOTOR	407	1,250	2,971	6,471	15,916	5,878
GENERAL MOTORS	2,008	6,454	3,800	16,698	31,457	18,706
AMERICAN MOTORS	.....	270	.....	.....	270	.....
INTERNATIONAL	232	270	241	967	1,380	1,199
Total Trucks, Canada	4,647	8,244	9,062	30,171	51,864	34,818
N. American Trucks	31,528	39,640	49,150	157,372	227,544	188,900

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-contract vehicles.

Jan. auto output climbs in Canada; truck build falls

Canadian auto production for January was considerably ahead of the comparable 1981 period, but the truck manufacturers finished the month with the lowest output in seven years.

During the first four weeks of production this year, the auto makers completed 51,920 units, a 10.59 percent gain from 46,423 built in January last year, but less than the 65,780 built in January, 1980.

The truck makers finished 30,171 units last month, down 30.83 percent from 43,620 in January, 1981, and the lowest January output since 28,767 units were assembled in 1975. The total was the lowest for any month since 26,422 units were completed in August, 1980.

Auto production last week was slated at 12,413 units, down 40.40 percent from 20,827 in the previous week, and 25.26 percent below 16,609 in the comparable 1981 week, due to downtime at all Ford Motor car facilities. Last week's poor showing cut into the year-to-date gain made by the auto manufacturers in January. So far in 1982, the auto manufacturers have assembled 64,333 units, a gain of only 2.06 percent from 63,032 in the comparable 1981 period.

The truck makers targeted output last week at 4,647 units, down 48.72 percent from 9,062 the previous week, and a 43.63 percent decline from 8,244 in the same week last year.

All of Ford's car and truck facilities were idle last week (Feb. 1) for inventory control.

Also down last week were General Motors' Oshawa (No. One) car point, and GM's Oshawa truck and Scarborough van facilities.

The GM St. Therese point dropped one of two shifts last week, but kept output at the same 45-units-an-hour rate.

U. S. CAR PRODUCTION

	Week Ended Feb. 6, 1982	Week Ended Feb. 7, 1981	Week Ended Jan. 30, 1982	Jan. Total	Jan. 1 to Feb. 7, 1981	Jan. 1 to Feb. 6, 1982
AMERICAN MOTORS	.....	475*	1,990	3,979	9,940*	3,979
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	3,900	15,150	12,369	36,905	56,875	40,805
Plymouth Total	2,200	8,400	6,331	15,751	28,604	17,951
Horizon	.....	2,800	2,235	6,153	10,025	6,153
Reliant	2,200	4,900	4,096	9,598	17,166	11,798
Caravelle	.....	.....	.....	.....	224	.....
Gran Fury	.....	700	.....	.....	1,189	.....
Chrysler Total	.....	500	1,007	6,792	3,799	6,792
LeBaron	.....	.....	1,007	6,792	2,497	6,792
Chrysler	.....	500	.....	.....	1,302	.....
Dodge Total	1,700	6,250	5,031	14,362	24,472	16,062
Omni	.....	2,100	1,706	5,186	8,427	5,186
Aries	1,700	3,800	3,029	7,012	13,764	8,712
Diplomat	.....	.....	.....	.....	1,622	.....
Dodge 400	.....	.....	296	2,164	.....	2,164
St. Regis	.....	350	.....	.....	659	.....
FORD MOTOR	7,125	21,114	10,508	40,832	118,812	47,957
Ford Division	2,846	14,246	5,561	22,880	81,875	25,726
Escort	1,501	8,256	2,948	9,489	41,641	10,990
Fairmont	.....	4,018	.....	3,084	17,898	3,084
Must./Must. II	.....	.....	.....	4,311	5,399	4,311
Granada	1,345	286	1,294	3,235	5,452	4,580
T-Bird	.....	.....	1,195	2,528	3,025	2,528
Ford	.....	1,686	.....	.....	8,460	.....
EXP	.....	.....	124	233	.....	233
L-M Division	4,279	6,868	4,947	17,952	36,937	22,231
Mercury Total	2,302	5,537	3,102	11,467	31,550	13,769
Lynx	675	2,820	564	2,178	13,187	2,853
Capri	.....	.....	.....	1,020	1,727	1,020
Zephyr	.....	1,233	.....	1,472	5,587	1,472
Cougar	639	192	718	2,043	2,404	2,682
XR-7	.....	.....	437	737	1,645	737
Mercury	988	1,292	1,315	3,935	7,000	4,923
LN7	.....	.....	68	82	.....	82
Lincoln Total	1,977	1,331	1,845	6,485	5,387	8,462
Continental ('82)	396	.....	368	1,825	.....	2,221
Lincoln	807	611	808	2,511	2,358	3,318
Mark VI	774	720	669	2,149	3,029	2,923
GENERAL MOTORS	45,233	80,974	50,309	191,267	381,287	236,500
Buick Division	11,185	18,822	12,308	43,478	88,085	54,663
Skylark	2,225	6,827	578	4,455	25,222	6,680
Skyhawk J	1,920	.....	1,637	3,281	.....	5,201
Century	2,660	3,398	2,642	8,656	16,356	11,316
Regal	1,205	5,192	3,612	11,584	24,128	12,789
Buick	3,175	3,150	3,375	13,315	16,568	16,490
Riviera	.....	1,255	464	2,187	5,811	2,187
Cadillac Division	3,600	6,436	5,914	20,112	31,813	23,712
Cimarron	.....	.....	172	493	.....	493
Seville	.....	812	506	1,363	3,583	1,363
Eldorado	.....	1,373	1,638	4,252	7,083	4,252
Cadillac	3,600	4,251	3,596	14,004	21,147	17,604
Chevrolet Division	8,039	32,930	14,686	52,157	137,052	60,196
Chevette	.....	9,030	3,333	3,333	24,650	3,333
Cavalier	.....	.....	1,833	13,469	.....	13,469
Celebrity	439	.....	1,441	3,637	.....	4,076
Camaro	4,180	2,960	3,553	12,877	10,279	17,057
Citation	.....	7,020	3,595	11,144	32,982	11,144
Malibu	1,196	5,200	.....	2,115	25,755	3,311
Monte Carlo	1,204	3,120	.....	1,953	15,628	3,157
Chevrolet	420	4,800	327	1,272	23,793	1,692
Corvette	600	800	604	2,357	3,965	2,957
Oldsmobile Division	16,829	18,266	11,134	50,768	93,528	67,597
Omega	1,775	3,256	.....	4,901	14,924	6,676
Firenza	1,920	.....	1,634	9,532	.....	11,452
Cutlass	4,800	8,520	.....	8,980	47,044	13,780
Cutlass/Ciera	2,929	.....	3,203	3,285	.....	6,214
Oldsmobile	5,405	5,530	5,291	21,427	26,961	26,832
Toronado	.....	960	1,006	2,643	4,599	2,643
Pontiac Division	5,580	4,520	6,267	24,752	30,809	30,332
Acadiant †	.....	250	.....	.....	944	.....
J2000	.....	.....	.....	1,838	.....	1,838
T1000	.....	.....	240	240	.....	240
Firebird	2,300	1,115	2,047	6,773	5,543	9,073
Phoenix	.....	2,835	670	2,931	10,983	2,931
Grand Prix	1,640	.....	1,690	6,438	6,980	8,078
Bonneville ('82)	1,640	.....	1,620	6,532	.....	8,172
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	4,364	.....
Pontiac	.....	320	.....	.....	1,995	.....
VOLKSWAGEN	3,565	4,550	3,508	6,996	17,463	10,561
CHECKER	100*	82*	100*	200	252	300
Total Cars, U. S.	59,923	122,345	76,993	280,179	584,629	340,102

CANADIAN CAR PRODUCTION

	Week Ended Feb. 6, 1982	Week Ended Feb. 7, 1981	Week Ended Jan. 30, 1982	Jan. Total	Jan. 1 to Feb. 7, 1981	Jan. 1 to Feb. 6, 1982
AMERICAN MOTORS	537	600	607	1,389	2,970	1,926
CHRYSLER CORP.	3,840	1,800	3,265	13,137	1,800	16,977
FORD MOTOR	363	1,232	7,436	11,655	5,389	12,018
GENERAL MOTORS	7,448	12,752	9,294	24,840	51,760	32,288
VOLVO	225	225	225	899	1,113	1,124
Total Cars, Canada	12,413	16,609	20,827	51,920	63,032	64,333
N. American Cars	12,336	138,954	97,820	332,099	647,661	404,435
N. American Trucks	31,528	39,640	49,150	157,372	227,544	188,900
North American Cars and Trucks	103,864	178,594	146,970	489,471	875,205	593,335

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

/C 2700-1 B-

Automotive News.

February 15, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Bird watching

Spotted: 1983 Ford Thunderbird

Unofficial photos of 1983 Ford Thunderbird show car's unique new styling and slotted wheels. Styling is quite similar to Ford Motor's Continental Concept 90 show car. Sources say the new T-Bird will ride on a 104-inch wheelbase. Powertrain will be a 2.3-liter four-cylinder engine with five-speed overdrive transmission. A three-speed automatic and V-6 and V-8 engines will be optional. Story, other pictures on Pages 8 and 66.

1.4 million units; 97-day supply

Car stockpile dips a bit

By Richard A. Wright
Assistant Managing Editor

U. S. auto makers trimmed the inventory of unsold new cars during January — mainly through assembly-line shutdowns—but the continuing anemic sales pace resulted in only a minor easing of the burdensome stockpile.

The industry had a 97-day supply of new cars Feb. 1, down from 107 days on Jan. 1—the highest for any month opener in history—but still the heaviest stockpile ever for a Feb. 1. A year ago, the Feb. 1 stockpile was good for 78½ days. The previous high for Feb. 1 was 92 days in 1975.

The domestic new-car inventory totaled 1,431,983 on Feb. 1, down from 1,471,053 a month earlier. A year ago, the industry had 1,421,023 on Feb. 1.

Supplies of subcompacts and intermediates were the heaviest Feb. 1, while standards and luxury cars were in shortest—but not short—supply.

All of the corporate makers cut their unit counts during January, and all but Volkswagen of America and American Motors also sliced their days-supply figures.

General Motors trimmed its inventory to a 98-day supply, down from 107 days a month earlier. Supply figures were extremely high a month earlier for the new A-body cars, not unusual for newly introduced models, but they remained very high Feb. 1. J-cars also continued in very heavy supply.

Ford Motor Co. posted the biggest inventory slash, cutting its stockpile to an 87-day supply from 113 days on Jan. 1. None of Ford's lines were short, but the supply of Escorts was cut in half from 140 to 70 days — mainly because sales were almost doubled.

Chrysler Corp. opened February with a 103-day supply, off slightly from 104 days a month earlier. Stocks in all lines were more than adequate.

VWoA saw its inventory of U. S.-built Rabbits leap from an 83-day supply Jan. 1 to 165 days Feb. 1, while AMC opened

Table on Page 66.

February with a 112-day supply, up from 97 days a month earlier.

The Feb. 1 domestic inventory was divided this way: GM, 61.20 percent; Ford Motor Co., 21.44 percent; Chrysler Corp., 12.98 percent; VWoA, 2.45 percent, and AMC, 1.93 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.13 percent; Ford Motor Co., 21.41 percent; Chrysler Corp., 13.09 percent; VWoA, 2.40 percent, and AMC, 1.97 percent.

• By size class, the industry had a heavy 120-day supply of subcompacts, but this was in fact an improvement over the 149-day stockpile on hand Jan. 1.

The 92-day supply of compacts was also down from 106½ days a month earlier, while intermediates were up to a 127-day stock from 120½ days on Jan. 1.

Standards were up slightly to 72½ days from 66 days, but continued to be leanest among the size segments. The industry had a 77-day supply of luxury cars, off a bit from 81 days a month earlier.

The Feb. 1 inventory was divided this way by size segments: Subcompact, 29.53 percent; compact, 23.47 percent; intermediate, 30.23 percent; standard, 10.73 percent, and luxury, 6.04 percent.

A month earlier, the inventory was divided as follows: Subcompact, 30.45 percent; compact, 23.81 percent; intermediate, 29.54 percent; standard, 10.69 percent, and luxury, 5.51 percent.

• The Feb. 1 days-supply figures by market segment were:

Subcompact — Escort, 70; Eagle SX/4, 85; Lynx, 93; Chevette, 97; Omni, 119; 024, 120; Horizon, 124½; TC3, 127; T1000, 140½; Spirit, 151; Rabbit, 165; LN7, 179½; EXP, 194; J2000, 259, and Cavalier, 266.

Compact—Firebird, 50; Zephyr, 59; Eagle, 74; Camaro, 76; Omega, 81½; Fairmont, 82; Citation, 85; Aries, 87; Reliant, 94; Skylark, 99; Phoenix, 112½;

Continued on Page 66, Col. 2

breaking news

Ford-UAW progress

DEARBORN. — The economics of a new UAW-Ford contract were ironed out late last week, with negotiators turning to job-security issues. Cost was not announced. Both sides said agreement was close. Earlier story on Page 3.

Volvo prices up 2 pct.

ROCKLEIGH, N. J.—Volvo of America has boosted prices on its cars an average of 2 percent. Suggested retail prices range from $10,045 for a two-door DL model to $16,720 for a four-door GLE automatic.

See BREAKING NEWS, Page 8, Col. 1

Company, dealers seek OK in Louisiana

GM rebates run into Texas twister

By Joseph Bohn
Marketing Editor

General Motors challenged a Texas law prohibiting dealer-subsidized factory rebates and was slapped with a temporary restraining order last week.

The restraining order basically said that GM (1) couldn't refuse to pay the rebates, (2) couldn't charge back part of its costs to dealers, and (3) couldn't modify or terminate its program in Texas.

At presstime, hearings were being held in a state district court on whether to make the injunction permanent. GM might end up paying $2,000 for every violation of the Texas Consumer Protection Act and $1,000 for every transgression of the Texas Motor Vehicle Commission Act, as well as the extra 25 percent portion of the dealer rebate.

Meanwhile, GM dealers in Louisiana (joined by the company) were also in court, trying to get the rebate program approved for advertising and promotion purposes.

It had apparently been considered deceptive advertising, and Louisiana dealers were trying to get a new ruling so the program could be offered.

Texas and Louisiana consider GM's rebates deceptive because the 25 percent that dealers contribute ends up getting charged back to customers in the form of lower dealer discounts.

In essence, customers really only get the 75 percent factory portion, according to the Texas attorney general.

• Ford Motor circumvented the problem by offering just the factory portion of its rebate in Texas. Chrysler has no dealer participation in its rebates.

GM could have followed Ford's tactic, just lowering the amount, but decided to test the law.

Russell Harding, executive director of the Texas Motor Vehicle Commission, and Gene Fondren, of the Texas Automobile Dealers Assn., among others, told AUTOMOTIVE NEWS they both warned GM of the legal risks it was running, early on.

But GM apparently felt its program could fly, because this time suppliers and employes, as well as dealers, were chipping in to help defray overall costs.

Many GM dealers in Texas back the suit. They want GM's rebate program intact, but they want the company to pay for the full costs of the rebates.

But, meanwhile, dealers like John Snell, Snell Cadillac, Dallas, Glen Goode, Taylor Pontiac, Dallas, and Jack Mitchell, Superior Pontiac, San Antonio, said business had dried up in the wake of consumer confusion, and they didn't know what to say in their ads.

GM called the Texas attorney general's suit "most unfortunate and untimely."

GM added, "The suit appears to be more concerned with bene-

Continued on Page 70, Col. 5

FWD designed by Giugiaro may bow in '84

Japan to build baby car for Chevy

By Paul Lienert
Contributing Editor

Chevrolet, whose subcompact Chevette was America's best-selling car last year, plans to strengthen its position in the economy-car market by introducing a new Japanese-built minicompact in the mid '80s that will be smaller than any vehicle presently sold in this country by General Motors.

The "baby" Chevy, which reportedly will be developed jointly by Suzuki and Isuzu (both are GM affiliates) and assembled by the latter, is said to be an all-new design, smaller than Chevette but larger than the new GM S-car that will be introduced in Europe this fall.

It will be designed, according to sources, by Italy's Giugiaro, who previously has done several designs for the Japanese companies, including the Isuzu Piazza and the original Suzuki Fronte.

Sources in Japan indicate the car is a front-drive design, with a small single-overhead-camshaft engine, four-cylinder, displacing 1.0 to 1.3 liters, coupled with a five-speed overdrive transmission.

The tiny two-door hatchback will seat four persons and carry several bags of groceries, while its light weight (estimated at 1,600 pounds) and 50-HP engine should enable it to deliver well over 40 MPG in city driving.

The car reportedly will have a wheelbase of about 90 inches and will measure about 150 inches overall; the Chevette two-door, in comparison, has a wheelbase of 94.3 inches, overall length of 161.9 inches and curb weight of 2,000 pounds.

Timing of the car's American launch is unclear; sources pre-

Continued on Page 66, Col. 4

NEWSPAPER

AN JAN83
MD2081&CNGLIAD OE 1N095 92001&
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 2081&

Toyota, Mazda try truck incentives

Rebate fever spreads to Chrysler and Fiat

By Joseph Bohn
Marketing Editor

Chrysler has revised its consumer rebates, while Toyota and Mazda have launched dealer incentives on trucks. Fiat has a new rebate.

The Chrysler changes are in response to the current General Motors and Ford Motor Co. rebates.

In what it calls the "February bonus program," Chrysler increased rebates on '81 and '82 Omni/Horizon, excluding '82 Miser models, to $500 from a previous $300. The '82 Miser models don't qualify for any rebates.

It increased rebates to $500 on the '81 TC3 and 024, including the Miser versions. The '82 TC3/024 still get $300 rebates.

It also increased rebates on '81 and '82 Ramcharger/Trail Duster models to $2,000 from a previous $1,000.

These changes affect models sold or delivered from Feb. 8 to Feb. 28. Previously ordered units delivered during the time frame also qualify for the higher amounts.

Other Chrysler models, except Imperial, continue being covered as before. Chrysler has not required any dealer contribution under its new or previous program, but continues requiring dealers to replace what they sell with fresh orders.

Chrysler's new Imperial program has three phases.

Chrysler is issuing dealers rebate certificates worth $2,000 for the Feb. 8 to May 31 period, good on any '81 or '82 new Imperial model ordered or delivered during the time frame.

At the same time, it is giving salespeople $300 on every sale or lease of a new '81 or '82 Imperial during this period.

Finally, it is giving dealers $1,000 off on any '82 Imperial they order from Feb. 8 to March 31.

Chrysler's $2,000 Imperial rebate pre-empts the previous rebate of $1,000 it was offering on Imperial under a program due to end Feb. 28.

Chrysler's other rebates are due to end Feb. 28, and some followup program is anticipated. However, there is no indication whether Chrysler will extend any of its current programs, or modify them.

The company is promoting its rebate changes with new advertising and a direct-mail program.

The direct mail on Imperial, telling customers of the rebate certificates, will go out to 600,000 prospects, beginning in early March.

Prospects will receive a Cartier gift for visiting dealer showrooms.

Chrysler ran a newspaper ad Feb. 9 in 33 markets, with the headline, "Lower prices on more rebated car models than GM or Ford."

It is also running radio spots in the same 33 markets, with the theme "You can do better at Chrysler."

Most of Chrysler corporate TV schedule for February will be devoted to the new rebates, and car-line spots will be tagged with new prices.

In its TV, Chrysler names competitive makes, citing Omni/Horizon as being less than Cavalier, even with its rebate, and the K-car less than Granada.

Commercials stress that "only Chrysler gives you all the cash back, while the other two (Ford, GM) depend on participating dealers," a Kenyon & Eckhardt ad agency spokesman said.

• Meanwhile, Fiat launched a Feb. 8-May 8 dealer incentive. Dealers receive $1,500 on every '81 Brava and Strada and $750 on every '81 X 1/9 they retail during the period.

They also receive $1,500 on '82 Stradas. There is no '82 Brava in the U. S.

Dealers also receive $300 on '81 Brava and Strada sedans they order from cars still left at the port and $600 on '81 X 1/9 models. This special "purchase incentive" is in addition to money paid on retail sales. Port-purchased cars also qualify for the retail portion of the program.

William P. Rude, director of marketing and sales planning, Fiat Motors of North America, said there were few units left in port inventory.

He added that Fiat had gone to a new ordering system beginning with October production, in which dealers specified the color, options, etc., they wanted on cars they ordered and committed to accepting the units.

He added that the current incentive program was not being nationally advertised by Fiat, but the company was co-oping to the tune of $100 per car for local dealer and association advertising as well as providing ad mats, radio scripts, etc., for dealers.

He said ads were written to promote the incentive program along the lines of the factory

Continued on Page 67, Col. 1

Chevy, Pontiac add price-leader J-car coupes

Chevrolet and Pontiac will each add a third price-leader model, a coupe, to their J-car lineups to supplement existing lower-priced sedan and wagon versions of the car introduced in January.

At $6,278, the Chevrolet Cavalier Cadet coupe will be the lowest-priced of all J-car models. That's a $738 reduction from the base coupe's price of $7,016. The prices do not include a $355 destination fee.

The Cavalier Cadet coupe is expected at dealerships in mid-April.

The new Pontiac J2000 S coupe will have a list price of $6,734, a $315 price cut from the base coupe's price of $7,049. Prices do not include a $355 destination fee. The J2000 S coupe will be at dealerships in mid-March.

Standard equipment pulled from the price-leader models includes rear defogger, radio, power remote-opening decklid and various trim pieces. Interior and exterior color choices are limited.

Salt Flats speedster

Fueled by two Holley brand Model 4150 carburetors, this turbo-charged Corvette raced across the Bonneville Salt Flats recently to notch a speed record for a stock-bodied automobile: 240.738 MPH. The turbo-carburetor package produced 1,100 HP from a 430-CID Chevrolet engine. Gale Banks Engineering, San Gabriel, Calif., built the turbo system for Bob Kehoe's Corvette. It was driven by Duane McKinney.

Ford, UAW discuss three major issues

By Marjorie Sorge
Labor Editor

DEARBORN. — Outsourcing, job security and plant closings are major issues in any new contract between the UAW and Ford Motor Co.

The UAW and Ford have been negotiating steadily for about two weeks and a decision seemed near at presstime. There was no indication if a new contract could be reached, but Peter J. Pestillo, Ford vice president, labor relations was "cautiously optimistic."

The company put a proposal on the table Jan. 15 but it remained on the back burner while talks continued with General Motors. Those negotiations fell apart even though the parties were close to an agreement.

The Ford proposal offers workers with 15 years or more seniority guaranteed income for life if they are laid off or their plants are closed. That income would be at least 50 percent of their base hourly rate until retirement or age 62.

It also offers a 12-month moratorium on plant closings although Ford maintains the right to close plants for volume-related reasons or product changes.

UAW President Douglas A. Fraser said the union needs a better plan on plant closings and guaranteed income. Donald Ephlin, UAW vice president and director of the Ford Department, has said the union would like to see the guaranteed income made available to workers with 10 years seniority. If the program's seniority were lowered, it would make it more difficult for Ford to close plant because of the expense of paying those workers.

However, the union also wants a longer moratorium on plant closings, Pestillo said.

The Ford proposal also called

Contineud on Page 70, Col. 1

Lyles prepares to assume presidency at Atlanta convention

Strong views from next man at NADA helm

By Robert M. Lienert
Editor

He sells Chevrolet and Rolls-Royce, but not from the same showroom.

He says the industry needs a "severe" price cut.

He says dealers have more clout with their congressmen than with their factories.

He says a lot of dealers can afford a domestic franchise only because their import franchise pays the bills.

He says there are too many dealers still in business.

He says the fully equipped car has bombed.

He says the entire industry is in a downhill trend and he doesn't see how anybody can go into the car business today.

Who is he?

He is George W. Lyles, and if you are a member of NADA he is going to be your president this year.

• Lyles, whose dealerships are in High Point, N. C. (with a second Chevrolet deal in Tryon, N. C.), will accept the NADA gavel next week during the NADA Convention and Exposition in Atlanta.

Despite some of his rather surprising views on this business, he seems very much the prototype successful dealer who learned the business at his father's side and who is passing the expertise along to his son.

He views the auto industry as "interesting and exciting," though he is quick to recognize and point out its problems.

For that reason he is, perhaps, precisely the man NADA needs at the helm at this point.

"This is a severe business if not looked after on a daily basis," Lyles said.

He implies that at General Motors, the most severe problems are in Chevrolet's lap. That, he said, is a situation that has developed quite recently.

During the 1974 oil embargo, he said, Chevrolet did rather well because the dealers had small, efficient cars, while the other General Motors divisions did not. At that time, he said, Chevrolet accounted for 48 percent of GM's business. He said it is considerably less than that now.

• Since 1974, he said, the prices of Buick, Oldsmobile and Pontiac have moved close to Chevrolet stickers "and have exposed the entire Chevrolet line to other divisions."

"You can't sell Chevrolets when you have other GM cars in the same showroom," he said.

Yet, he said, when this problem was brought up at a Chevrolet Dealer Council meeting, GM President F. James McDonald said, "What you fellows are telling us is that we are not charging enough on Buicks and Oldsmobiles."

Lyles said Chevrolet dealers left that meeting feeling that GM executives had got the mes-

Continued on Page 48, Col. 3

Help for dealers

George W. Lyles sees 25 to 50 percent of all dealers having serious problems.

Jim Piegoe photos

Supermarket ahead?

"The time may come when it is possible to put Ford and Chevrolet in the same point," says George W. Lyles.

index

Auction reports	56
Classified advertising	58
Editorial page	14
Obituaries	68
Personnel	33
Production by makes	71
Service highlights	20
Truck highlights	18

57th year — No. 4902

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

He urges FDA members to learn to survive without Ford

Mullane touts dealer self-reliance

By John A. Russell
New York Staff Writer

PORTCHESTER, N. Y. — Trumpeting the theme that survival of Ford dealers is not necessarily tied to the survival of Ford Motor Co., Ed Mullane, president of the Ford Dealers Alliance, urged FDA members at the annual meeting here to look to themselves for their survival and to develop their businesses independent of the factory.

Mullane blasted the company with many of the issues he has developed during the year, centering on the quality of management and product at the company. And he proposed to the membership his concept of how dealers can survive.

"We're going to do it by starting with the idea that our survival is not necessarily tied to that of Ford, by working on the theory that even if the company went broke, we dealers could still survive," he said.

He stressed to the membership that new-car operations are not keeping dealers alive. Dealers' other operations — including service, parts, leasing, daily rentals and used cars — are accomplishing the feat, he said.

"Our other operations are carrying our new-car departments. Ford isn't carrying us, we're carrying them," he said.

Mullane urged that dealers "sever the psychological support line that Ford is using to drag us down with them" and take definite steps in their own interest.

• He urged dealers to stop carrying inventory in traditional volume — especially of cars that are not selling. He cited as an example the Ford EXP, with its 207-day supply.

He urged dealers to put their floor-plan money into used cars.

"Perhaps the ratio should be two-thirds used and one-third new," he said, stressing that "this is the one growth market we've got." He added: "Here's where inventory works for you, in used cars and trucks."

Coming back to a theme he has used for several years, Mullane urged a radical approach to overdealering.

"We've got to start merging and combining deals in areas where there are too many of us for anyone to make money," he said.

He also urged that dealers dual.

"Dual with an import if you can possibly get one — with or without permission."

In other business at the meeting, Bob Webster was named a lifetime director. He is a past dealer leader, dealer council representative and former chairman of the New York Ford Dealer Advertising Fund.

Elected vice presidents were George Purvis, Charlotte Ford District, and Bob Smith, Pittsburgh District. They join Dick Wagner, Boston District; Mannie Pombo, New York District, and Frank Nappa, Newark District.

Bob White, Robert Motor Sales, Attleboro, Mass., was elected a director.

Reelected were Mullane, president; Jim Peirce, Boston District, chairman; Peter Griffin, New York District, treasurer, and Bill Stevens, New York District, secretary.

NEW-CAR STOCKS

	Feb. 1, 1982	Jan. 1, 1982	Feb. 1, 1981
Spirit	151	176	95
Concord	144	92	86
Eagle	74	67	85
Eagle SX/4	85	86	85
AMERICAN MTRS.	112	97	88
Horizon	124½	140	91½
TC3	127	127½	91½
Reliant	94	86	50½
Gran Fury	86½	98	—
Plymouth	106	104	69
LeBaron	101	105	97
Cordoba	97	84	107
New Yorker	77	55½	—
Chrysler	93½	88½	96
Imperial	158	136	213
Omni	119	136½	91½
024	120	260	91½
Aries	87	94	68
Dodge 400	145½	169	—
Diplomat	75	91	102
Mirada	117	115	142
Dodge	104	112	86
CHRYSLER CORP.	103	104	81
Escort	70	140	58
EXP	194	207	—
Mustang	128	148	110
Fairmont	82	92	101
Granada	85	92	135
Thunderbird	121	114	107
Ford	79	72	100
Ford	89	117	94
Lynx	93	161	76
LN7	179½	148	—
Capri	139	179	107
Zephyr	59	109	93
Cougar	66	71	118
XR7	130	144	111
Mercury	63	67	77
Mercury	88	114	92
Lincoln	69	47	94
Continental	63	101	—
Mark VI	77	55	106
Lincoln	69	71½	100
FORD MOTOR CO.	87	113	93
Skylark	99	94	53
Century	125	118	—
Regal 4-door	104½	78	65
Regal 2-door	112	97	70½
LeSabre	72	61	57
Electra	95	71	61
Riviera	103	82½	48½
Buick	102½	86	61
Cimarron	174	155	—
Seville	87	72	69½
Cadillac	65½	116	47
Eldorado	60	44	50
Cadillac	72½	54	51
Chevette	97	129	81
Cavalier	266	276	—
Citation	85	110	98
Camaro	76	154	95
Malibu	72	71	87½
Celebrity	243	263	—
Monte Carlo	110	150	117½
Chevrolet	86	91	79½
Corvette	79	117	85
Chevrolet	106	133½	87½
Omega	81½	112	59
Ciera	140½	181	—
Cutlass Suprm. 4-dr.	63	70	47
Cutlass Suprm. 2-dr.	93	101	66
Olds 88	54	47	42
Olds 98	64	64	40
Toronado	82½	71	44
Oldsmobile	79	82	52
T-1000	140½	197½	—
J-2000	259	279	—
Phoenix	112½	145	92
Firebird	50	138	114
Bonneville	82	105	94
6000	204½	338	—
Grand Prix	98	116	103
Pontiac	60	23	87
Pontiac	117	160	86½
GENERAL MTRS.	98	107	72
VOLKSWAGEN	185	83	76
TOTAL	97	107	78½

Smaller Mercury Marquis planned

The new fullsize Ford Motor cars, due in 1983, will be based on the current Fairmont package, sources say. This model, with vertical grill, is the new Mercury Marquis. Wheelbase will be about 105 inches.

New-model launch its most ambitious ever

Ford looks to '83s for market boost

Continued from Page 8

company lost a staggering $1.5 billion in 1980, and its losses for '81 were more than $1 billion, bringing the company's two-year deficit to more than $2.5 billion.

In comparison, the ailing Chrysler Corp., which was forced to seek financial aid from the federal government two years ago, lost $1.7 billion in 1980, but its '81 deficit may be only about $500 million —a two-year loss of $2.2 billion.

• Ford's precarious financial position apparently has convinced company leaders already that they can't pay for the tremendous overhaul of the company's car lines that will be necessary to carry the firm through the tumultuous '80s.

Consequently, Ford has turned overseas for assistance, to independent companies like BMW (for diesel engines), as well as its own subsidiaries and affiliates, like Japan's Toyo Kogyo, which is supplying the company with transaxles and engines and may even build a new minicar for its U. S. partner.

Talks with Toyota over joint production of a minivan in Ford's U. S. facilities fell through last year, as did discussions with several other smaller Japanese companies, including Daihatsu and Suzuki.

But Ford is pursuing any avenue it can to save money and share expenses on future new-car programs, and the possibility still exists that it may import some car lines in the mid '80s from its European subsidiaries.

Beyond '83, Ford will launch two major programs in 1985-86. (A smaller Lincoln Mark VII will debut in '84 as a sister car to the recently introduced Continental.)

In mid-1984, the company is planning to begin selling a new front-drive minicompact being developed in Japan by its partner Toyo Kogyo (Mazda), under the code name "Minx."

The car will be smaller than Escort; it will seat four passengers and should deliver over 40 MPG in city driving. The car will be assembled in Japan by Toyo Kogyo and exported to the U. S., where it will be sold in different versions through Ford and Mazda dealerships, according to present plans.

In mid-1985, Ford will introduce the first of its new "Taurus" models to replace the Lincoln Mark, Town Car and Continental.

Taurus is a small front-wheel drive model, about the size of today's Fairmont, with a base four-cylinder engine and five-speed overdrive transaxle. A turbocharged four-cylinder diesel (imported from BMW) and four-speed automatic overdrive transaxle also will be available, along with an optional 3.0-liter V-6 gas engine.

Ford originally envisioned Taurus as the successor to the present "Panther" series — the big LTD, Marquis and Lincoln cars — but there is some question now as to whether the next-generation Ford and Mercury sedans should be smaller even than the Taurus, which will be available in two wheelbases (105.7 and 108 inches).

• The company had planned to convert virtually all of its U. S. car lines to front-wheel drive by the mid '80s, but that program looks less certain, given Ford's poor financial picture and the uncertainty over future automotive demand.

Ford is fearful that a major shift in the market to significantly smaller cars will begin around 1985-'86, accelerating in the late '80s, and that the new cars it had planned to introduce at mid-decade might not be small enough to carry it to 1990.

Ford still wants to convert Mustang and Thunderbird to front-drive around 1987, but it may seek help in developing and building its larger family sedans from overseas — from its Japanese partner, Toyo Kogyo, or through its own European subsidiaries.

The Japanese firm has a reputation for building excellent small cars, but wants to move upmarket into the class now occupied by Toyota (Cressida) and Nissan (Maxima) with its own Mazda Luce sedan. Sources say Toyo Kogyo is considering selling the car in the U. S., perhaps with a rotary engine, as the Mazda RX-9.

In addition, Ford of Germany is developing a modern sedan to replace the European Granada under the code name "Scorpio," and some Ford executives in North America feel the new car could be marketed successfully in this country as the successor to the LTD and Marquis. It is believed Scorpio is a rear-drive model, with engines to include four-cylinder and V-6 gas, diesel and turbodiesel units.

New-car stocks decline a bit

Continued from Page 1

Mustang, 128; Capri, 139, and Concord, 144.

Intermediate — Cutlass Supreme four-door, 63; Cougar, 66; Malibu, 72; Diplomat, 75; New Yorker, 77; Bonneville, 82; Granada, 85; Gran Fury, 86½; Cutlass Supreme Coupe, 93; Cordoba, 97; Grand Prix, 98; LeBaron, 101; Regal four-door, 104½; Monte Carlo, 110; Regal coupe, 112; Mirada, 117; Thunderbird, 121; Century, 125; XR-7, 130; Cutlass Ciera, 140½; Dodge 400, 145½; Pontiac 6000, 204½, and Celebrity, 243.

Standard—Olds 88, 54; Pontiac, 60; Mercury, 63; Olds 98, 64; LeSabre, 72; Ford, 79; Chevrolet, 86, and Electra, 95.

Luxury — Eldorado, 60; Continental, 63; Cadillac, 65½; Lincoln, 69; Mark VI, 77; Toronado, 82½; Seville, 87; Riviera, 103; Corvette, 106; Imperial, 158, and Cimarron, 174.

Japan to build baby Chevy; stylish FWD due in 1984

Continued from Page 1

dict GM may import the car from Japan in late 1984 as an '85 model. That timetable is about the same as for Ford, which plans to bring in a fully assembled minicar from Toyo Kogyo, its Japanese partner.

• Speculation about a joint venture between GM and the two Japanese companies arose last year when GM bought into Suzuki, which in turn inked a cooperative pact with Isuzu (GM owns 34.2 percent of Isuzu).

GM originally planned to build an American version of the European S-car in 1984-85, with three-cylinder gas and diesel engines to come from Chevrolet and Buick.

But the corporation apparently believed the domestic minicar would be too costly to assemble, compared with an imported model from its Japanese partners, and ultimately scrapped the American S-car project and engine programs.

Insiders say the joint venture makes sense for all parties, especially since Isuzu's management has been reluctant to get into the minicar market in Japan, and Suzuki, a minicar specialist, has little plant capacity with which to supply GM in the American market.

GM presumably would reap additional savings since labor costs are considerably lower in Japan than in the U. S.

Initial reports say Isuzu will supply about 200,000 cars a year to its American partner.

Meanwhile, the Chevette continues to sell well in this country, despite its age (the basic design is more than 10 years old) and lack of innovative technology, and the Chevette diesel (the engine comes from Isuzu) is among the EPA mileage leaders in the U. S.

And since the tooling has long since been amortized, Chevrolet is most likely to continue building its popular rear-drive subcompact well into the '80s — as long as demand warrants.

Austrian ATV

For about $50,000, the ultimate in all-terrain vehicles will soon be available in the U. S. The mostly hand-built 4x4 Pinzgauer is being imported from Austria by a Texas firm which plans on distributing about 1,000 a year here.

Texas firm to market Austrian-built ATV

DALLAS, Tex. — A company has been formed here to distribute an Americanized version of the Austrian-built Pinzgauer, an all-terrain, four-wheel-drive vehicle (ATV).

Pinzgauer franchises will be made available first to Mercedes-Benz, Porsche-Audi and BMW dealers in the U. S., according to Ed Russell, president of the newly formed Pinzgauer of America, Arlington, Tex. He said the suggested sticker price will be approximately $50,000.

Russell is the founder of Good Times, Inc., which marketed customized vans between 1973 and 1980, and also is the former owner of Prestige Vehicles, manufacturers of emergency vehicles. He currently is president of Custom Vehicles, Inc., of Arlington.

Originally designed as a military vehicle, the Pinzgauer, which resembles a high-slung van, has the power and maneuverability to make it effective under virtually any kind of highway or off-highway conditions, Russell said.

The first public showing of the vehicle is planned in conjunction with the annual NADA convention in Atlanta Feb. 20-23.

• The Pinzgauer is manufactured in Graz, Austria, by Steyr-Daimler-Puch, which also produces Steyr buses and trucks, Puch mopeds and Steyr-Mannlicher firearms.

Since most of the work done is by hand, only about seven Pinzgauers leave the factory each day, Russell said.

"The Pinzgauer is not for everyone," he said. "The price will appeal only to a certain class of people who appreciate the best

Continued on Page 56, Col. 1

Trucking income, tonnage drop to lower levels

WASHINGTON.—A survey of 208 motor common carriers of general freight operating throughout the U. S. indicates that the trucking industry remains locked in a recession.

The survey, conducted by the Regular Common Carrier Conference (RCCC), showed that truck tonnage (tons of freight) carried by the 208 trucking companies is below past levels.

For the third quarter of 1981, the surveyed firms carried 31.6

Continued on Page 46, Col. 5

truck industry news

Compact-pickup volume soars 33.6 pct. over '81

Big 3 January sales up 13.3 pct.

Retail sales of trucks produced by the Big Three in the first month of 1982 were 13.3 percent higher than a year ago, and the compact-pickup volume was up a whopping 33.6 percent.

Franchised Big Three dealers and factory outlets sold 148,272 units in January, compared with 130,878 the previous year. Compact pickup sales, domestic and imports, totaled 44,871, as against 33,574 in 1981.

Chevrolet was No. 1 in retail volume for the third consecutive month, with its all-new S-10 compact pickup providing the spark.

During the month, Chevrolet dealers sold 62,771 units, compared with 51,329 for Ford. The Chevrolet total included 11,672 S-10 pickups, bringing to 27,145 the number of these vehicles sold since they were introduced in November.

Chevrolet's January sales were 15 percent higher than last year's 54,580 units, but its sales of the Japanese-built LUV continued in steep decline following the debut of the S-10. Only 2,750 LUVs were retailed in January, down 56.8 percent from the year-earlier 6,366.

• Ford sales for the first month were 5.1 percent higher than the 48,846 units retailed in January, 1981. Courier deliveries were off 9.3 percent, from 4,659 a year ago to 4,228.

Dodge and Chrysler-Plymouth dealers retailed 19,084 light trucks during the month, an increase of 56.4 percent over last year's 12,201 units.

Sales of the Japanese-built Dodge Ram 50 in January were up 60 percent over a year ago, from 2,182 units to 3,481. This year's count included 232 of the new Ram 50 4x4 vehicles introduced in January.

The new Dodge Rampage front-wheel-drive compact pickup, based on the Omni/Horizon auto chassis, also made its debut in dealer showrooms in Jan-

Continued on Page 46, Col. 3

'Twins' could save millions of gallons of fuel, ATA ays

WASHINGTON. — Nearly 230 million gallons of diesel fuel could be saved in the U. S. if 65-foot twin-trailers were permitted in all states, according to the department of energy and economists of the American Trucking Assns.

Roger Kolins, ATA's senior economist, told the 61st annual meeting of the Transportation Research Board here the study uses the bridge formula B to define the gross-vehicle-weight limits of five-axle trucks as is the case in many states.

This formula, when applied to 65-foot twin-trailer operations, permits them to operate under or up to 85,500 gross-vehicle weight-limits as opposed to the arbitrary federal ceiling of 80,000 pounds now used for tractors-semitrailers, Kolins said.

The ATA study was based on operations in 16 states which allow the operation of the 65-foot twin-trailer at the 85,500-pound weight limit. Findings are based on nearly 200,000 trailer movements samples of carriers' line-haul operations data.

Kolins said this information was used to estimate the average payload weights a general freight carrier will experience under given size and weight limit.

The study concludes that if the remaining 34 states and the District of Columbia permitted the operation of the 65-foot twin-trailer at 85,000-pound limits, a total of 229,927,000 gallons of diesel fuel — based on 1979 diesel fuel consumption rates— would be saved.

Wider use is forecast for tandem trailers

TEANECK, N. J. — Tandem truck trailers will be in much wider use within the decade, according to heavy-duty fleet executives and owner/operators polled by the Heavy Duty Division of the Motor & Equipment Manufacturers Assn.

The respondents are members of nationwide panels used by MEMA's Heavy - Duty Division in periodic studies of component buying, maintenance practices and other heavy-duty trends.

The question of future rig size was included in a 1981 study, according to William A. Raftery, MEMA president, because members sell to both the original-equipment truck market and to the heavy - duty aftermarket, making the question of future rig size significant to MEMA member production planning.

"Increased use of combinations," he observed, "will mean increased demand for Class 8 tractors, reduced demand for medium-weight units and a shift in trailer requirements such as axles and brakes.

"Medium and light - duty trucks are characteristically assembled by vehicle makers with more of their own parts and components than the Class 8 vehicles, which are more subject to customer specification and therefore represent more opportunity for the independent manufacturer," he added.

In addition to the impact of shifting tractor and trailer sizes, Raftery noted, the heavier load-hauling will affect wear on a wide variety of parts and components, stepping up demand for

Continued on Page 19, Col. 1

Daimler to buy Freightliner's credit company

STUTTGART, West Germany. — Daimler - Benz, which last summer purchased Freightliner Corp., said it has received U. S. approval to buy Freightliner Credit Corp., a subsidiary of the U. S. firm.

Daimler-Benz did not provide details about the purchase price.

A spokesman for the German firm said Freightliner Credit will provide financing for Daimler, Freightliner and Euclid products in the U. S.

Eventually, the credit firm is expected to offer wholesale and retail financing to dealers and customers of Mercedes-Benz Truck Co.

Federal Reserve Board approval of the purchase of Freightliner Credit was required because West Germany's largest bank, Deutsche Bank, is a Daimler-Benz shareholder. This places the U. S. credit firm under the indirect influence of a foreign bank.

4-WAY Plate called versatile

E. R. Buske Mfg. Co., Pocahontas, Ia., said it uses 4-WAY Plate in its 14 models of wreckers because of its versatility. The floor plate made by Inland Steel Co. looks good and its raised lugs provide traction for walking and keep items from sliding around on the truck, Buske said. The plate also is offered on running boards as an option.

Streamlining to cut fuel consumption

Attaching the fiberglass Airgo air deflector to the blunt face of a cargo van can result in improved truck handling at freeway or highway speeds and increase MPG in the 10 to 15 percent range, according to the manufacturer, Fiber-Tech, 114 S. Cedar Rd., Kalispell, Mont. Options permit Airgo's interior to be used as additional cargo space, with entry from side-mounted doors or a port in the van's face.

Golden anniversary for Scott Motor

William Keith Scott, right, founder and president of Scott Motors, Reno, is presented with a plaque of appreciation by W. E. Kindley, zone manager for Cadillac. Scott has completed more than 50 years of service as a Cadillac dealer in northern Nevada. This is his 52nd year with Cadillac and his 53rd with Buick.

Compact-pickup volume soars 33.6 pct. over '81

Big 3 January sales are up 13.3 pct.

Continued from Page 1

uary, and 973 units were retailed.

Sales of the imported Plymouth Arrow compact pickup during the month totaled 653 units, a decline of 9.3 percent below the 720 retailed in the same month in 1981.

GMC Truck & Coach Division reported that its dealers retailed 15,088 vehicles during the month, a drop of 1.1 percent below the year-earlier 15,251. The count included 1,772 S-15 compact pickups.

• Sales of Jeep four-wheel-drive vehicles in January were down 1.7 percent from a year ago to 4,363 units, compared with 4,437 last year. The total included 577 Scramblers, the compact pickup introduced in the second quarter of 1981.

Volkswagen dealers retailed 1,115 compact, front-wheel-drive Rabbit pickups during the month, a decline of 45.6 percent from last year's 2,049 units.

Mercedes-Benz Truck Co. reported that its dealers sold 152 medium-range diesel vehicles in January, down 44.3 percent from the 273 units retailed in the same month a year ago.

January sales were down for two of the four independent distributors of Japanese-produced compact pickups.

Toyota dealers retailed 8,468 units during the month, a decline of 12.3 percent from last year's 9,658. Datsun deliveries were off 13.9 percent, from 7,250 units in January, 1981, to 6,245.

Sales of Mazda pickups were up 152 percent, from 690 vehicles a year ago to 1,739 units. Isuzu dealers retailed 1,198 compacts during the month.

During the month, sales of the non-captive compact pickups totaled 17,650 units, up 52 from the year-ago 17,598. The captives — LUV, Courier, Ram 50 and Arrow — were off 20.2 percent from last year, 11,112 versus 13,927.

Big Three January truck sales

	1982	1981
Fords		
Vans	6,136	6,041
Club Wagon	1,752	1,361
Courier	4,228	4,659
Bronco	2,571	2,777
Conventional Pickups	33,223	30,759
Mediums	N.A.	2,731
Heavies	N.A.	518
Chevrolet		
Vans	6,755	5,933
Sportvan	992	1,075
S-10	11,672	.....
LUV	2,750	6,368
El Camino	1,744	2,670
Blazer	2,826	1,889
Suburban	1,808	2,056
Conventional Pickups	33,133	33,021
Mediums	1,091	1,570
Heavies	.....	.....
Chrysler		
Vans	4,429	2,610
Voyager	463	360
Ram Wagon	1,879	1,174
Rampage	973	.....
Arrow	653	720
Ram P-50	3,481	2,182
Trail Duster	46	199
Ramcharger	513	513
Conventional Pickups	6,647	4,443
GMC		
Vans	1,590	1,604
Caballero	201	422
S-15	1,772	.....
Jimmy	508	439
Suburban	418	495
Conventional Pickups	7,018	6,911
P models	324	291
Mediums	2,221	2,114
Heavies	1,036	975

Trucking income, tonnage drop to lower levels

Continued from Page 18

million tons. Highest third-quarter tonnage was recorded in 1973, at 45.6 million. In fact, third-quarter 1981 tonnage was the second lowest in the 15 years of survey the RCCC said.

Carrier operating margin (operating income divided by operating revenue) during the third quarter of 1981 was 3.6 percent, compared with 4.5 percent in the third quarter of 1980, and 5.3 percent in the third quarter of 1979. The 1981 figure is the lowest for any third quarter in the survey. The average margin for the third quarter between 1967 and 1980 was 5.7 percent.

Expenses rose to new highs despite the depressed tonnage levels. Operating expenses for the third quarter of 1981 were 13.2 percent higher than in the third quarter of 1980, while revenues were only 12.1 percent higher.

New C-P deal opens

ARLINGTON, Mass. — Milla's Chrysler-Plymouth has opened here.

Cars & Concepts
Special Vehicles and Products

The new Chrysler LeBaron Convertible is designed and manufactured by Cars & Concepts for Chrysler Corporation. It reflects an established reputation for a full range of automotive products and support capabilities — design, prototyping, engineering, and production.

Using our services makes sense! Our flexibility pays off in time and cost savings on special model programs and designs. For more information about how Cars & Concepts can help you meet the demands of today's domestic and import transportation market, write us or call 1-800-521-9754, in Michigan (313) 227-1400.

Cars & Concepts, Inc.
[illegible] E. Grand River Ave. [illegible]

service management

Volvo cited for service performance

John C. Theis, left, general manager, Service Division, Volvo of America Corp., Rockleigh, N. J., receives the first Volvo Car Corp. Award for Service Excellence, while Bjorn Ahlstrom, president of Volvo of America, holds the trophy presented to him as head of the winning importer company. The award was presented in Gothenberg, Sweden, during Volvo Car Corp.'s international marketing conference.

FPSD programs beefing up dealership service training

DEARBORN. — Service training received by technicians employed by Ford and Lincoln-Mercury dealerships has increased 128 percent during the past four years, according to E. L. Riley, manager, Training and Publications Department, Ford Parts and Service Division (FPSD).

This increase in service training, according to Riley, has made "a valuable contribution to customers' satisfaction with their Ford and L-M products."

In 1981, FPSD's 29 district offices provided more than 650,000 hours of technical training in 97 subjects to Ford and L-M dealership service personnel, Riley said.

The training sessions were conducted either at one of the division's 38 service schools or in field locations across the country, Riley said.

"From an average of 16.5 hours per technician in 1980, the average amount of training per technician rose to 18.5 hours last year," Riley said. "This compares with an average of 8.1 hours per technician four years ago.

"These figures indicate our

Continued on Page 44, Col. 4

NIASE offers certificate renewal in spring tests

WASHINGTON. — A mechanic whose National Institute for Automotive Service Excellence (NIASE) certification has not been valid for two or more years is still eligible to take the shorter and less costly recertification tests, according to Herb Furhmann, NIASE president.

Conducted only once a year, the recertification tests will be held Saturday, May 15, in some 275 sites where regular tests are

Continued on Page 44, Col. 5

Computer helps VW dealers pool their service records

ORANGEBURG, N. Y.—One hundred twenty-seven Volkswagen, Porsche and Audi dealers in this area have tied into a computer network that provides fast, individualized service histories for cars sold and serviced by any of the participating dealers.

The computer network was launched in 1979 by World-Wide Volkswagen here, the distributor for New York, New Jersey and Connecticut.

It has been expanded from three dealerships which participated in the pilot program to the 127 dealerships with 450 IBM computer terminals conducting 120,000 transactions a day. The main computer is based at World-Wide offices.

By keying in a car's vehicle identification number, its service history and warranty status flashes onto a television-like screen within seconds.

The service file was added to an existing computer system that handled dealer accounting. It developed from a 1978 review of dealership profits, said Rainer Josenhanss, executive vice president of World-Wide Volkswagen.

"I noticed dealers were selling less service and fewer parts than in 1977," he said. "More than 31 percent of the total profits from our dealers are derived from the sale of parts.

"It's critical that our dealers hold onto their customers three or four years, until they are ready to buy new cars."

Josenhanns said he wanted a system that would enhance dealers' reputations for honest service.

"Also, I wanted a system that would tell us which customers

Continued on Page 37, Col. 1

13.5 pct. gain annually through 1985 is forecast

Auto service seen rising

By Francis J. Gawronski
Service Editor

With gloomy car and truck sales reports being issued at regular intervals and indications that the automobile industry may be hard pressed for some time to achieve the sales volume of a few years ago, it is heartening to come across a forecast that projects growth—and more profits—for at least one segment of the automotive business.

The encouraging appraisal is for the domestic market for automotive service — both labor and parts — where the increase is projected at an average 13.5 percent annually in current dollars from $48.7 billion in 1981 to $80.8 billion in 1985.

This represents an acceleration in growth over the 1977-1981 period, during which revenues rose an average 12.2 percent per year, according to a study by Frost & Sullivan, Inc., a New York-based marketing research firm.

• The study predicts above-average growth for the repair-specialist sector, tire stores, auto supply stores, garages, body shops, jobber retailers and mass merchandisers, while below-average growth is forecast for new-car/truck dealers and service stations.

F&S said automotive service currently accounts for about two-thirds of the total automotive aftermarket, the remainder going to the do-it-yourself sector.

In its study, Automotive Service, Parts and Test Equipment Market, F&S noted that within the service field, labor charges presently represent 48.4 percent of total receipts, down from the 60 percent level of a decade ago.

Analyzing the service market by trade groups, F&S said the repair specialist sector will be the fastest growing, with receipts forecast to grow 16 percent annually from $6.35 billion in 1981 to $11.5 billion in 1985.

With that, the specialist sector's share of the overall market is seen expanding from 13 percent to 14.2 percent.

"Benefitting from a thoroughly business-minded approach to promoting traffic and achieving high utilization of facilities and hours of service, their revenues per day have been substantially higher than those of other trade groups," F&S said.

"These specialists will encounter stiffer competition in 1981-1985 from other businessmen who intend to increase their share of the automotive service market," F&S said.

• "These include auto supply chains, tire dealers, mass merchants, and jobber-retailers, plus major tire company chains and oil companies and car dealers who are attempting a resurgence

Continued on Page 36, Col. 3

shop talk

By FRANCIS J. GAWRONSKI

Auto chemicals sales grow

Aided by motorists who are holding onto their vehicles longer and the trend to more do-it-yourself jobs, sales of automotive chemical specialties reached $1.6 billion in 1981, according to a survey by Charles H. Kline Co., Inc.

Kline noted that 1981 sales were up substantially from the $800 million recorded in 1974 when a similar survey was completed.

Although dollar value doubled in this seven-year period, unit volume grew by only 3 percent. According to results from the new survey conducted by the Fairfield (N. J.) marketing consultants, price increases contributed to the major part of the increase.

Radiator antifreeze was by far the dominant product category, Kline said after a preliminary investigation of the market before beginning its detailed field work this winter.

Antifreeze brought sales of $535 million in 1981. Kline said Union Carbide Corp.'s Prestone remains the dominant national brand but regional marketers and mass merchandisers with their private-label products are making inroads in this field.

• Waxes and polishes, with 1981 sales of $120 million, have been one of the most dynamic categories in recent years, according to the survey.

Kline said the introduction and popularity of long-lasting and easy-to-apply products, also known as "poly" waxes, has spurred dollar sales of all waxes and polishes far above the inflation level.

Oil additives, once the fastest growing category in the automotive chemical business, were hurt by bad publicity in the mid-1970s and have shown limited unit growth since that time, Kline said.

However, the oil-additive category has increased in dollar volume with inflation and now represents $90 million in marketers' sales to the aftermarket.

According to Kline, a preliminary survey breakdown of the market by other product categories is as follows:

Automatic transmission fluids, $75 million; lubricating greases, $70 million; brake fluid, $60 million; filling patching compounds, $55 million; gasoline additives, $35 million; touch-up paint, $30 million; and all other, $530 million.

Historical and future growth of chemicals, according to Kline, varies inversely with sales of new cars. As consumers keep their current automobiles for longer periods, maintenance expenses rise, thus spurring sales of such products as antifreeze,

Continued on Page 37, Col. 1

Time-saving diesel timer

Designed for timing General Motors' 5.7-liter V-8 and 4.3-liter V-6 diesel engines, the MT 480 diesel timing meter, introduced by Snap-On Tool Corp., Kenosha, Wis., and approved by GM, allows a mechanic to check just how far the timing is off, rotate the pump accordingly and use the meter to check results instead of approximating timing as with the old static method. The setup, testing, adjustment and retesting steps can all be done in 30 minutes or less, according to Jim Phiel, above, Snap-On test and application specialist. With a probe soon to be available, the meter will be compatible with GM's new 6.2-liter engine. As probes are developed, the meter's usage will be expanded to other diesels.

shop talk

Continued from Page 20

radiator additives, automatic transmission and brake fluids and touch-up paint.

Kline said the trend to more do-it-yourself tasks also will continue to aid the automotive chemical business in the future. Even such projects as lubrications are now performed by do-it-yourselfers.

Taking these and other factors into account, Kline predicts a modest growth for the overall industry but a rosy future for some categories of the auto chemical specialties.

The firm forecasts that unit sales of the entire industry will increase only 2.3 percent annually from 1981 to 1986. Sales will be $1.9 billion in 1986, as measured in constant dollars or $3 billion on inflationary price increases averaging 10 percent a year.

Kline said the overall market will be held back by the large market size of some slow-growth categories like antifreeze, oil additives, automatic transmission fluids and brake fluid.

By contrast, Kline said, some of the fast-paced product groups, such as spray penetrants and vinyl protectors and cleaners, will continue to grow rapidly.

According to early results for the survey, even the $120-million market for waxes and polishes will increase at a good rate, spurred by the popularity of high-priced products.

The survey, Automotive Chemical Specialties, which is the fourth edition of this market study, will be based on an analysis of 1,450 interviews with consumers, retailers, suppliers, wholesalers, distributors, government agencies and other trade factors, according to Kline.

The study will be published in late 1982. The subscription price of $13,500 includes access to all data, one day of consultation and five copies of the report.

Estimated U. S. Sales of Automotive Chemicals Specialties 1981

Millions of Manufacturers' Dollars

Radiator antifreeze	$ 535
Waxes and polishes	120
Oil additives	90
Automatic transmission fluids	75
Lubricating greases	70
Brake fluid	60
Filling patching compounds	55
Gasoline additives	35
Touch-up paint	30
All other	530
Total	$1,600

Source: Charles H. Kline & Co., Inc., Fairfield, N.J.

Looking east

WASHINGTON. — The Commerce Department has named Melvin W. Searle the first U. S. senior commercial officer in the People's Republic of China. He will be stationed in Peking.

Oldsmobile honor Grassi

Jack D. Grassi, second from left, president, Grassi Oldsmobile-Cadillac, Inc., Greenwich, Conn., receives his eighth consecutive Oldsmobile Award of Merit for quality service from D. Prezakora, second from right, Oldsmobile service district manager. Others at the presentation are E. Kellogg, left, Oldsmobile regional service manager, and Carmen Moretti, right, dealership service manager.

VW dealers put service records into computer

Continued from Page 20

hadn't come in for warranty work or routine maintenance because then we would be able to send out a mailing to bring them back to the shop," he said.

"I looked at the manual filing system we were using back then and almost every dealer I talked to told me the files were hard to keep up to date and that a lot of clerical time was required."

The computer system also was designed to help target customers for promotional mailings on service specials.

One of the network's first participants, Enzo Montesi, Montesi Motors, West Haven, Conn., said he is pleased with the results at his dealership.

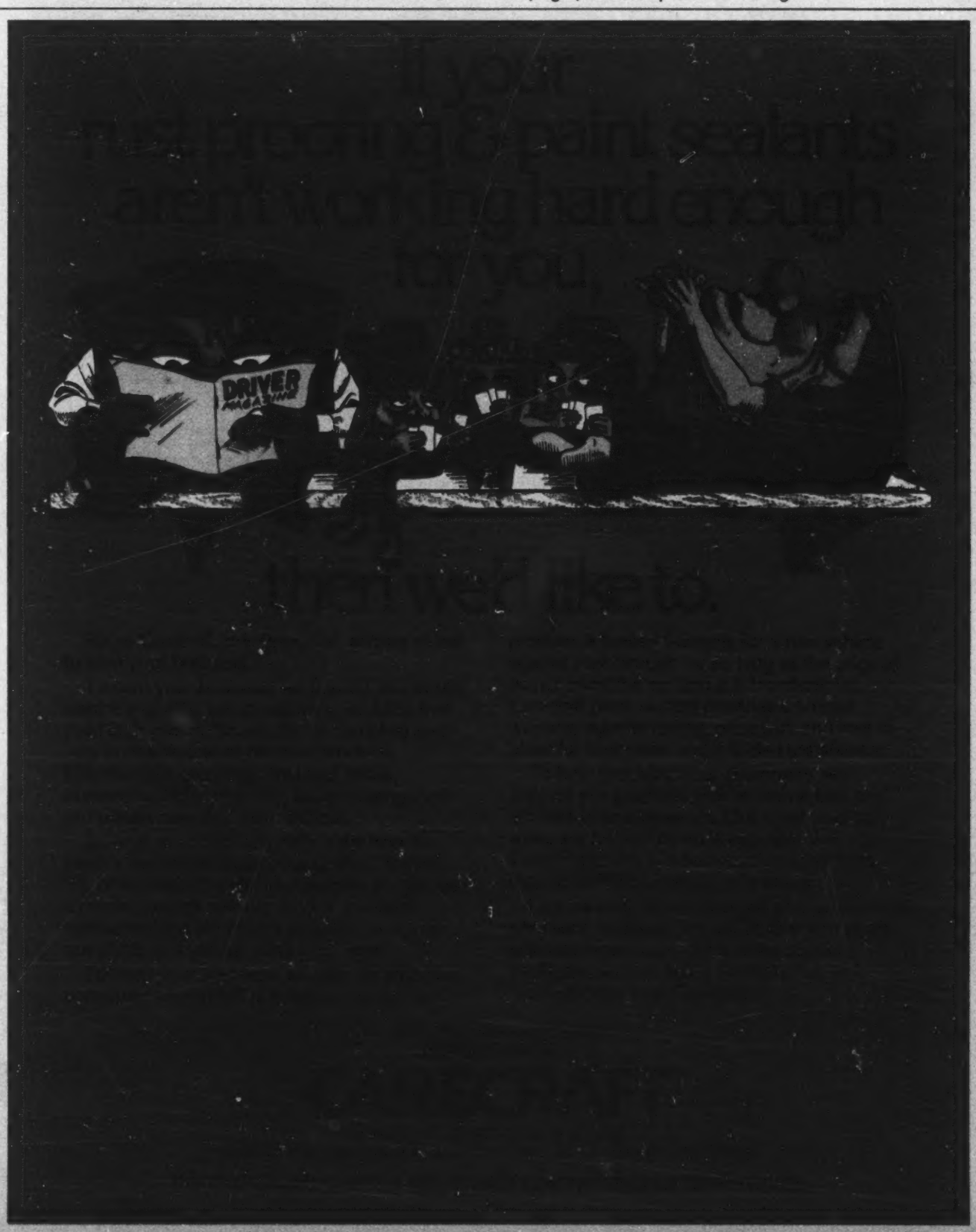
He said that even though the auto industry is in a down cycle, there was an improvement in his service-repair sales.

• Favorable customer response to the instantaneous information is one benefit, he cited. Some of his customers are traveling salesmen who use the computer printouts detailing a year's service work as part of the tax documentation submitted to IRS, he said.

Frank J. Schaffeld, World-Wide VW's vice president—service, cited another plus of the new system: "The equipment provides for quicker entry of all accounting data, easier entry of warranty claims and easier recovery and corrections of errors."

World-Wide's host computer is an IBM System/370 Model 158-3. Participating dealerships have IBM 3278 vidio display terminals and IBM 3287 printers, which replaced older typewriter-like terminals.

Because the system is used so heavily, World-Wide is testing five IBM 3863 modems that are better able to diagnose problems within the computer system and communications lines that transmit data.



Dealer network being organized for $50,000 4x4

Texas firm to market Austrian ATV

Continued from Page 18

product that money can buy. And initially, there will be only about 1,000 available in the U. S."

He said the vehicle will appeal not only to sportsmen and enthusiasts, but also to such businesses as oil-production and oilfield-service companies, seismic crews, surveyors, construction companies, snow ski resorts and logging companies.

Named for an Austrian work horse that is highly prized for its strength and sure-footedness, the Pinzgauer was originally developed for the Swiss army as a personnel carrier to meet the demands of cross-country travel in the rugged Alps.

• Weighing about 4,300 pounds, the Pinzgauer has a load capacity of 1,700 pounds, an 87-inch wheelbase, a top speed of 70 MPH and carries five people.

The vehicle can climb a 45-degree slope, has a 13-inch ground clearance, and can ford 24 inches of water, Russell said.

It features four-wheel independent suspension with swing axles; four-wheel, power assisted disk brakes; 2.7 liter, 100 HP air-cooled, in-line four-cylinder engine; portal axles for increased bottom clearance; two-speed, full synchronized transfer case providing 10 forward gears and two reverse gears; hydraulically-locking front and rear differentials; single coil front springs and double coil rear springs.

Hydraulic controls enable the driver to shift to four-wheel drive while the vehicle is moving at any speed, Russell said.

The American version will be equipped with dual overhead instrumentation consoles, Recaro seats, Blaupunkt AM-FM radio, carpets, Cibie quartz-halogen headlights, fluorescent interior lighting and VIP steering wheel.

factories list auction dates

American Motors

Feb. 16 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Feb. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 17—Concord Auto Auction, Hosmer Street, Acton, Mass.

Feb. 23—South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

Used car sales

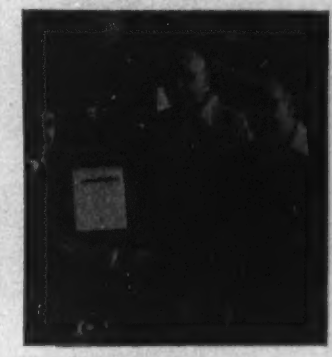
Auction Averages

February to date	$4,923
Month ago	$4,117
Year ago	$4,194

Model breakdown

Auction Averages

	February To Date	January	December
1982	$7,371	$7,432	$
1981	6,894	6,435	6,424
1980	5,125	5,144	5,383
1979	4,445	5,184	4,321
1978	3,794	3,633	3,475
1977	2,662	2,857	2,590
1976	2,394	2,343	2,026
1975	2,210	1,854	1,361
Overall Average	$4,923	$4,904	$4,117



Pontiac duo

Lyle Grover, center, and Harry Grover, right, of Grover Auto Co., Zumborta, Minn., receive a 25-year Pontiac dealer award from Max Dajnowicz, Minneapolis zone manager.

used-car auction directory

Display Rates: $39.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 line, $17.00; 13-times, $13.00, 26-times, $11.00, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-0520. Closing: 10 days in advance.

Make a Smooth Shift.

Prices are rising—and your market is changing.

More and more, customers who once would have insisted on brand new automobiles are opting for the savings and satisfaction of quality late-model used cars. The kind that may be scarce on your lot.

How can you smooth this shift in market conditions? Regulate your used car inventory at a Manheim Auction. You'll find more of those front-line '78's, '79's and '80's you need—at profit-boosting prices. You'll find plenty of buyers for your real performers!

And you'll find something else equally important: fair and equal treatment—the Manheim way!

Make a smooth shift—at a Manheim Auction. Send for our free brochure today.

MANHEIM AUCTIONS, P.O. BOX 4867, LANCASTER, PA 17604 Phone (717) 569-4001

LEADING THE INDUSTRY SINCE 1945

1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545 Sale Friday Phone 717/665-3671
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505 Sale Wednesday Phone Bordentown 609/298-3400— Camden 609/662-6700—Philadelphia 215/925-1000
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401 Sale Thursday Phone 703/898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127 Sale Wednesday Phone 816/241-3514
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33806 Sale Wednesday Phone 813/984-1661
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272 Sale Thursday Phone 404/762-6211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261 Sale Tuesday Phone 919/886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044 Sale Wednesday Phone 412/443-7211 Pittsburgh 412/361-0300
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108 Sale Wednesday Phone Caledonia 414/835-4466 Chicago 312/226-8823
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761 Sale Tuesday Phone 305/656-2000
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93725 Sale Thursday Phone 209/264-8351
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92806 Sale Wednesday Phone 714/ 998-9400
13 AMERICAN AUTO AUCTION, Wallpole, Mass. 02081 Sale Tuesday Phone Boston 617/262-4000 or 508-4000 — Walpole 617/668-9139

MINNESOTA

WEDNESDAY 11:00

Large consignment. 3 ring selling. Complete lease facilities. Arrange pickup anywhere.

Minneapolis Auto Auction

1125 Hollins Lane, Minneapolis, Minn. 55441

612-545-2403

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana

Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given to the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-299-7767.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3429 South 40th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Macdonald School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7244, High Point, N. C. 27264. (919) 887-1165.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, FEBRUARY 23, 1982
—10 A.M.—
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.

ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 29th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION

3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0821. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4295 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1468.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 665-6458, toll free, 800-237-7561.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 6815 Second St., N.W., 505-898-6548.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION

Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State validation

Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

SKYLINE AUTO AUCTION
180 Route 46, Fairfield, N. J. 07006
(201) 227-6100
4 Lane Selling Every Tuesday

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-567-3600.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse. Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Lease Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3060, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 16th, Amarillo, TX 79104. (806) 372-2298.

WASHINGTON

Bob McCaskey & Sons, So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5109, Kent, WA 98031.

But year-to-date total is 39 pct. below 1981

Auto output rises as 6 plants return

By Patricia Hoffman
Staff Writer

The return of six car assembly points plus daily and Saturday overtime at Ford Motor's Wixom facility helped boost last week's domestic auto production substantially from the previous week's total.

The auto makers scheduled 79,501 units last week, a gain of 51.75 percent from 52,389 the previous week, but down 21.33 percent from 101,054 the comparable 1981 week.

So far this year, the makers have finished 412,069 cars, down 39.76 percent from 684,008 the comparable period last year.

Eight General Motors, two Chrysler Corp., and six Ford Motor assembly points remained idle last week (Feb. 8). They were:

GM Framingham, Janesville, Lakewood, Lordstown, Oklahoma City, South Gate, Tarrytown and Wilmington; Chrysler Belvidere and Jefferson, and Ford Atlanta, Dearborn, Kansas City, Lorain, San Jose and Wayne.

American Motor's Kenosha facility resumed operations last week with a reduction in the daily line rate from 510 units to 310, on one shift.

Also returning last week were GM's Baltimore, Flint, Linden, and Tarrytown plants and Chrysler's St. Louis plant.

Ford's Wixom point worked two-hour daily overtime last week, plus eight-hours on Saturday (Feb. 13).

GM reported that due to the storm the week of Feb. 1, there was a one-day loss of one shift at all its Michigan and Missouri assembly points.

Downtime has been scheduled this week at GM's Framingham, Janesville, Lordstown, Oklahoma City, South Gate, Tarrytown and Wilmington facilities.

Truck output up despite downtime at Ford, Chrysler

Despite downtime at all Chrysler Corp. truck facilities and two Ford Motor points and a line-rate reduction at American Motors' Toledo (Jeep) plant, domestic truck production last week was well ahead of the previous week's output.

Last week, the truck makers targeted output at 36,029 units, up 52.56 percent from 23,617 the previous week, and up 8.90 percent from 33,085 the comparable 1981 week.

So far this year, the truck manufacturers have completed 186,847 units, a drop of 9.92 percent from 207,427 the comparable period last year.

Ford's Kansas City and San Jose truck facilities were both idle last week for inventory control.

Chrysler's Belvidere point was down last week for the last of a two-week shutdown, halting production of the Dodge Rampage.

Also idle last week was Chrysler's Warren truck facility. Operations are scheduled to resume today (Feb. 15).

AMC reduced the line rate at its Toledo (Jeep) facility last week, cutting output from 395 units a day on one shift to 350 units a day.

International Harvester's Ft. Wayne facility will be idle starting today. The point is slated to return March 1.

Auto production in Canada jumps 90 pct. for week

Operations at all but one car assembly point and Saturday overtime at Chrysler's Windsor plant, helped boost last week's Canadian auto production 90 percent from the previous week's total.

Last week's estimated car output of 17,268 units rose from the previous week's 9,088, and the total was also up substantially from 6,569 in the comparable 1981 week.

Year-to-date, the auto manufacturers have built 78,276 cars, a gain of 12.88 percent from 69,343 in the comparable period last year.

Truck production last week was targeted at 8,154 units, more than double the 4,039 built the previous week, but down 29.14 percent from 11,507 in the comparable 1981 week.

So far this year, the truck makers have finished 42,364 units, a drop of 32.71 percent from 62,956 in the same period last year.

General Motor's Oshawa (No. One) car facility returned last week (Feb. 8) after being idle two week's for inventory control. The point is scheduled to go down again today (Feb. 15) for another two weeks of inventory adjustments.

Also back last week was Ford Motor's Oakville car point. The facility was idle due to heavy inventories.

Chrysler's Windsor car and truck facilities returned to normal operations last week after production was halted for two days the previous week due to a storm. Both shifts at each facility worked Saturday (Feb. 13) to make up for the loss of production.

Ford's St. Thomas car point and Oakville truck facility remain idle this week (Feb. 15) for the last of a three-week shutdown to control inventories.

EPA grants NOx waivers to seven more diesel users

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—Ruling that technology does not yet exist for diesel-powered vehicles to meet the statutory oxides of nitrogen standard of 1 gram per mile, the EPA has decided to grant waivers from the standard to seven more diesel users.

Such waivers, to a level of up to 1.5 grams per mile NOx, are available through the 1984 model year under provisions of the Clean Air Act amendments of 1977.

Receiving waivers were:

1. BMW, for its innovative 2.4-liter turbo diesel (effective the 1984 model year and up to 1.5 gpm).

2. Chrysler, for a 1.9-liter naturally aspirated diesel it will buy from Peugeot in 1984 (again to the 1.5-gpm level).

3. Ford, for the 2.4-liter turbo diesel it will buy from BMW in 1984 (also to the 1.5-liter gpm level).

4. Peugeot, for its XD2S/XD3S turbo diesels, its 2.3-liter naturally aspirated diesel and a new 1.9-liter naturally aspirated diesel it will offer in 1984 (the level is 1.5 gpm and is effective for the 1983 and 1984 model years).

5. Volkswagen, for turbocharged and naturally aspirated versions of its 1.6-liter and 2.0-liter diesel engines (for the 1.6-liter engine the waiver is to 1.3 gpm and 1.4 gpm depending upon whether it goes in the 2,250 GVW chassis or the 2,500/2,750 GVW chassis; the 2-liter engine gets the waiver to the 1.5-gpm limit).

6. Volvo, for naturally aspirated and turbocharged versions of the in-line 2.4-liter six-cylinder diesel it buys from Volkswagen (the limit is 1.5 gpm for the 1983 and 1984 model years).

7. Vehicle Technology, Inc., a New York firm that wants to put Italian-built VM diesel engines in Ford vehicles for use as taxis and in the Mark VI for personal use. The engines are turbocharged 2.2 and 3.6-liter models. The waiver is to the 1.5-gpm level and is effective from 1981 through the 1983 model year. These engines are the same as those Jaguar plans to use.

Previously, EPA granted waivers to General Motors, Mercedes-Benz, Nissan, Isuzu, Renault and BL Cars, Ltd., for various of their diesel models through the 1984 model year.

TRUCK PRODUCTION IN U.S.†

	Week Ended Feb. 13, 1982	Week Ended Feb. 14, 1981	Week Ended Feb. 6, 1982	Feb. to Date	Jan. 1 to Feb. 14, 1981	Jan. 1 to Feb. 13, 1982
CHEVROLET	12,722	13,000*	9,127	21,849	82,900	71,308
DODGE	.....	1,700	1,204	1,204	6,896	10,951
FORD	13,644	7,512	6,420	20,064	55,701	52,714
GMC	4,598	5,118	3,765	8,363	29,655	25,964
INTERNATIONAL	1,150	1,690	1,011	2,161	8,520	6,639
VOLKSWAGEN	715	1,040	690	1,405	5,049	2,708
JEEP	1,750*	1,740*	.....	1,750*	12,096*	7,963*
AM GENERAL	50*	85*	.....	50*	510*	200*
MISCELLANEOUS	1,400*	1,200*	1,400*	2,800*	6,100*	8,400*
Total Trucks, U.S.	36,029	33,065	23,617	59,646	207,427	186,847

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 13, 1982	Week Ended Feb. 14, 1981	Week Ended Feb. 6, 1982	Feb. to Date	Jan. 1 to Feb. 14, 1981	Jan. 1 to Feb. 13, 1982
CHRYSLER CORP.	2,000	1,600	1,375	3,375	4,613	9,410
FORD MOTOR	359	3,280	359	718	18,792	7,189
GENERAL MOTORS	5,560	6,382	2,145	7,705	37,923	24,403
INTERNATIONAL	235	245	160	395	1,628	1,362
Total Trucks, Canada	8,154	11,507	4,039	12,193	62,956	42,364
N. American Trucks	44,183	44,592	27,656	71,839	270,383	229,211

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended Feb. 13, 1982	Week Ended Feb. 14, 1981	Week Ended Feb. 6, 1982	Feb. to Date	Jan. 1 to Feb. 14, 1981	Jan. 1 to Feb. 13, 1982
AMERICAN MOTORS	1,550*	475*	.....	1,550*	10,415*	5,529*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	5,600	13,550	4,071	9,671	70,568	46,576
Plymouth Total	2,400	6,750	2,403	4,803	35,031	20,554
Horizon	.....	2,100	.....	.....	11,854	6,153
Reliant	2,400	4,600	2,403	4,803	21,626	14,401
Caravelle	.....	50	.....	.....	274	.....
Gran Fury	.....	.....	.....	.....	1,277	.....
Chrysler Total	1,100	1,100	1	1,101	4,873	7,893
LeBaron	1,100	1,100	1	1,101	3,597	7,893
Chrysler	.....	.....	.....	.....	1,276	.....
Dodge Total	2,100	5,700	1,667	3,767	30,664	18,129
Omni	.....	1,300	.....	.....	9,935	5,186
Aries	1,600	3,800	1,667	3,267	17,838	10,279
Diplomat	.....	600	.....	.....	2,222	.....
Dodge 400	500	.....	.....	500	.....	2,664
St. Regis	.....	.....	.....	.....	669	.....
FORD MOTOR	7,860	18,387	6,782	14,642	137,408	55,474
Ford Division	2,894	11,913	2,756	5,650	94,033	28,530
Escort	1,571	7,743	1,481	3,052	49,475	12,541
Fairmont	.....	1,056	.....	.....	19,066	3,064
Must./Must. II	.....	1,116	.....	.....	6,515	4,311
Granada	1,323	312	1,275	2,598	5,777	5,833
T-Bird	.....	.....	.....	.....	3,025	2,528
Ford	.....	1,686	.....	.....	10,155	.....
EXP	.....	.....	.....	.....	.....	233
L-M Division	4,966	6,474	4,026	8,992	43,375	26,944
Mercury Total	2,572	5,148	2,438	5,010	36,644	16,477
Lynx	605	2,738	719	1,324	15,930	3,502
Capri	.....	475	.....	.....	2,202	1,020
Zephyr	.....	447	.....	.....	5,957	1,472
Cougar	677	193	709	1,385	2,594	3,429
XR-7	.....	.....	.....	.....	1,645	737
Mercury	1,290	1,295	1,010	2,300	8,316	6,235
LN7	.....	.....	.....	.....	.....	82
Lincoln Total	2,394	1,326	1,588	3,982	6,731	10,467
Continental ('82)	479	.....	319	798	.....	2,623
Lincoln	969	616	706	1,675	2,989	4,186
Mark VI	946	710	563	1,509	3,742	3,658
GENERAL MOTORS	60,826	64,482	37,927	98,753	444,230	290,020
Buick Division	16,446	17,731	9,323	25,769	105,863	69,247
Skylark	3,210	5,716	1,277	4,487	31,005	8,942
Skyhawk J	2,176	.....	1,870	4,046	.....	7,327
Century	2,660	3,880	2,605	5,265	20,414	13,921
Regal	4,805	3,730	814	5,619	27,780	17,203
Buick	3,175	3,150	2,757	5,932	19,697	19,247
Riviera	420	1,255	.....	420	6,967	2,607
Cadillac Division	5,730	6,646	2,407	8,137	37,928	28,249
Cimarron	.....	.....	.....	.....	.....	493
Seville	545	890	.....	545	4,237	1,908
Eldorado	1,585	1,505	.....	1,585	8,334	5,837
Cadillac	3,600	4,251	2,407	6,007	25,357	20,011
Chevrolet Division	13,705	19,555	7,826	21,531	155,889	73,688
Chevette	.....	.....	.....	.....	24,550	3,333
Cavalier	.....	.....	.....	.....	.....	13,469
Celebrity	600	.....	756	1,356	.....	4,993
Camaro	4,180	2,965	3,758	7,938	13,233	20,815
Citation	3,105	6,945	.....	3,105	39,365	14,249
Malibu	2,710	2,090	1,205	3,915	28,096	6,030
Monte Carlo	2,090	1,955	1,208	3,298	17,326	5,251
Chevrolet	420	4,800	432	852	28,563	2,124
Corvette	600	800	467	1,067	4,756	3,424
Oldsmobile Division	18,331	15,831	14,043	32,374	109,301	83,142
Omega	1,510	3,256	1,138	2,648	18,194	7,549
Firenza	2,348	.....	1,462	3,810	.....	13,342
Cutlass	4,800	6,085	3,868	8,668	53,168	17,648
Cutlass/Ciera	3,218	.....	2,771	5,989	.....	9,274
Oldsmobile	5,405	5,530	4,804	10,209	32,459	31,636
Toronado	1,050	960	.....	1,050	5,480	3,693
Pontiac Division	6,614	4,719	4,326	10,942	35,249	35,694
Acadian†	.....	.....	.....	.....	953	.....
J2000	.....	.....	.....	.....	.....	1,838
T1000	.....	.....	.....	.....	.....	240
Firebird	2,359	1,115	2,169	4,528	6,643	11,301
Phoenix	975	2,784	.....	975	13,505	3,906
Grand Prix	1,640	.....	1,134	2,774	6,980	9,212
Bonneville ('82)	1,640	.....	1,025	2,665	.....	9,197
A8000	.....	.....	.....	.....	.....	.....
LeMans	.....	500	.....	.....	4,864	.....
Pontiac	.....	320	.....	.....	2,304	.....
VOLKSWAGEN	3,565	4,150	3,509	7,074	21,217	14,070
CHECKER	100*	.....	100*	200*	170	400*
Total Cars, U.S.	79,501	101,054	52,389	131,890	684,008	412,069

CANADIAN CAR PRODUCTION

	Week Ended Feb. 13, 1982	Week Ended Feb. 14, 1981	Week Ended Feb. 6, 1982	Feb. to Date	Jan. 1 to Feb. 14, 1981	Jan. 1 to Feb. 13, 1982
AMERICAN MOTORS	600	600	541	1,141	3,557	2,530
CHRYSLER CORP.	3,200	.....	2,263	5,463	1,732	18,600
FORD MOTOR	3,723	992	315	4,038	6,301	15,693
GENERAL MOTORS	9,520	4,752	5,744	15,264	56,438	40,104
VOLVO	225	225	225	450	1,315	1,349
Total Cars, Canada	17,268	6,569	9,088	26,356	69,343	78,276
N. American Cars	96,769	107,623	61,477	158,246	753,351	490,345
N. American Trucks	44,183	44,592	27,656	71,839	270,383	229,211
North American Cars and Trucks	140,952	152,215	89,133	230,085	1,023,734	719,556

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C 2700-1 A

Automotive News

February 22, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

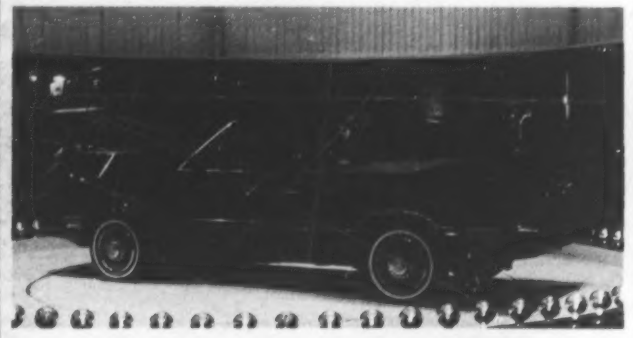
Ragtop revival

Spring brings Riviera convertible

The convertible is back and domestic auto makers are hoping the allure of open-air motoring will thaw out stubborn buyers as the spring selling season approaches. In addition to the Buick Riviera and others shown on this page, Ford Motor Co. is readying a ragtop Mustang for summer introduction. The Buick Riviera convertible goes on sale April 15. The Riviera's glass rear window folds away with the power top. Estimated price is below $25,000. About 500 Riviera convertibles will be built through the '82 model year.

Cavalier convertible in the works

This Chevrolet Cavalier convertible was originally built and shown as a concept car but former General Manager Robert Lund confirmed that Chevy will build a version of it, perhaps late in the year. The show car features a power top, plexiglass-covered headlights, the new 2.0-liter inline four-cylinder engine and a five-speed transmission.



Jim Piegue photos

LeBaron flips its lid

Chrysler LeBaron (shown) and Dodge 400 convertibles are scheduled to bow in mid-April. The LeBaron/400 convertible has four-passenger seating and power-top with a zip-out rear window. Chrysler has the capacity to build up to 12,500 convertibles through the model year. The last domestic-built convertible car was the 1976 Cadillac Eldorad

NEWSPAPER
DC2001◆CNGLIAO OEA FMJT M
AN
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
◆520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

NADA in Atlanta

Is there pent-up demand? Many factors cloud issue

By Edward Lapham
Financial Editor

More than at any time in recent automotive history, pricing and the pricing policy of the domestic auto makers are an important topic.

The recent flurry of rebates by all the domestic producers suggests that they, too, realize the price sensitivity of the current U. S. auto market.

There is some question, however, about the long-term value of rebates: Do they merely steal sales from the future or can they actually be used to stimulate a recovery back to a "normal" sales trend line?

Those market analysts who believe, or hope, that rebates will stimulate a real recovery generally accept two basic facts. First, they believe that U. S.-made cars really aren't all that overpriced. They also believe that there is a massive pent-up demand for automobiles just waiting to explode like an overripe melon.

On the first assumption, there is some evidence that there is at least some element of truth.

Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, Inc., said she believes the overpricing discussion, involving so - called "sticker shock" is really the perception by U. S. consumers that there is more value per dollar in imports.

She said, however, that because of domestic rebate programs plus sticker premiums and "phantom" options tacked on by import dealers, the transactional price of imports was actually higher than that of domestic makes in 1981.

Keller totally discounts the pent-up demand assumption.

"Income is the most important factor influencing sales," she said. "I don't think economic conditions in the U. S. for the next five years will allow fulfillment of pent-up demand."

• Even the NADA is leery of pent-up demand projections.

A February Automotive Executive Article prepared by the NADA Industry Analysis Division said "the idea of significant pent-up demand waiting to be unleashed is fiction."

The article did, however, say that sticker shock is real and that the market has become increasingly price sensitive.

"The public reaction to manufacturer incentive and rebate programs demonstrates this fact," the article said. "The strength of the used-car market provides additional evidence. As individuals have been priced out of the new-car market, they have increasingly entered the used-car market."

To provide some sort of empirical analysis without getting pulled too far to one side or the other of either controversy, AUTOMOTIVE NEWS asked a reputable economic analysis firm to provide some insight into the impact of pricing on the sales of large and small cars against the backdrop of the coming recovery.

The accompanying chart graphically depicts the results. The analysis assumes that there is some borrowing of future sales by rebate programs, a moderate recovery rate for the economy and that, generally, smaller models will not pull out of the slump as quickly some of the larger models.

The analysis also assumes a positive impact from the mid-year tax cut, no strike by the UAW in the fall and moderate price elasticity.

In the first scenario, assuming no permanent price reduction for either large or small cars, there is a modest market upturn in the second half of the '82 model year, with a slightly faster recovery for large cars.

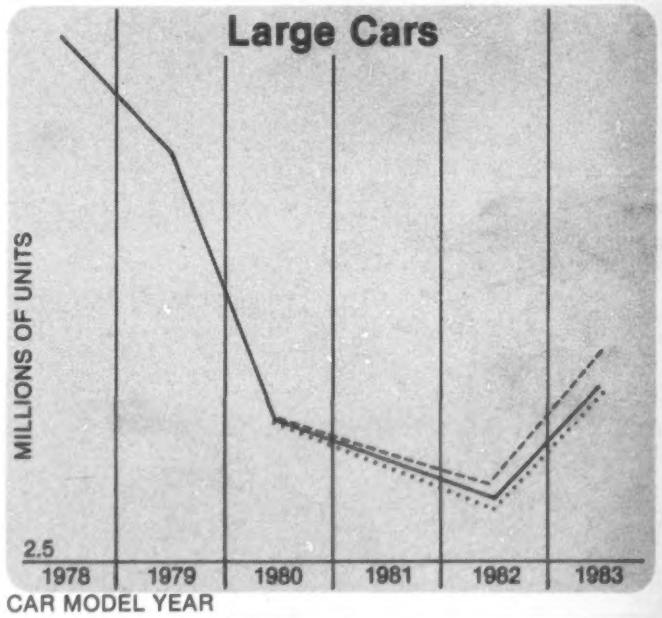
In the second scenario, which

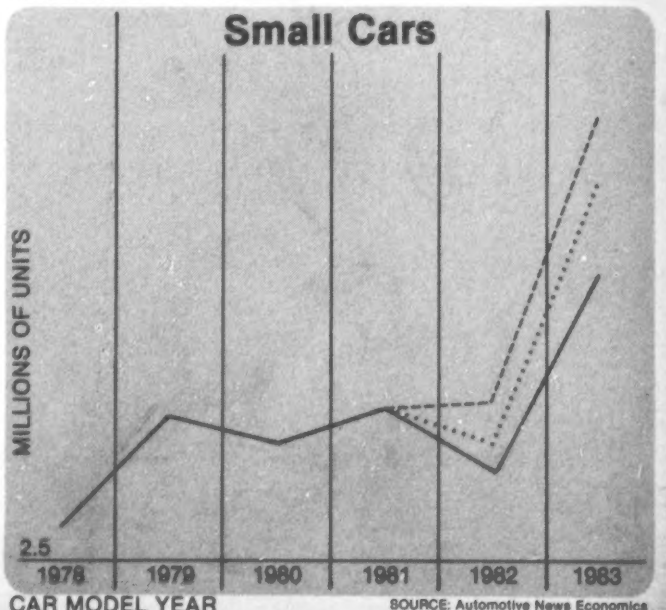
Continued on Page 24, Col. 5

PRICING IMPACT

Three Scenarios for Domestic-make Sales by Model Year

——— No permanent price cuts
- - - - $1000 small-car price cut, $500 large-car price cut
····· $500 small-car price cut, no large-car price cut





SOURCE: Automotive News Economics

Automotive News.

February 22, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.
57th year—$40 per year, $1.00 per copy

Problems galore, but few solutions as NADA meets

By Robert M. Lienert
Editor

ATLANTA. — Members of NADA, gathered here for their 65th convention and exposition, are playing a reprise of last year's rather gloomy affair in Los Angeles.

It is doubtful whether at any time in those previous 64 conventions the outlook was any less rosy than it is right now. Problems that have bedeviled the industry in recent years have not been solved. Nor do they show any signs of going away.

Thus, the reprise. A year ago, the convention watchword was "survival." This year, the theme is still survival but that, of course, applies only to those that have survived so far.

Dominant issues for discussion here are the stagnant market, which appears to be resisting all efforts to revive sales; lofty sticker prices, which frighten potential customers, and sky-high interest rates, which chill the intentions of prospects who aren't driven away by the bottom line of the price stickers.

While inflation has doubtless shot some of the holes in the suffering market, it was not generally a convention topic.

• This is the first time NADA's annual extravaganza has been held in this bustling Southern metropolis. Southern hospitality lives up to its reputation and the convention facilities are first-rate, but dealers meeting here are caught up in a world of their own. Not of their own making or choosing, just their own burden.

Early registrations indicate that attendance will be about the same as last year's. About 10,000 persons, including 3,000 dealers, are expected to sign into this convention before it goes dark on Tuesday. NADA expects some last-minute, over-the-counter registrations, though not so many as last year in Los Angeles. More managers are expected this year.

Wendell H. Miller, who will turn over the president's gavel to George W. Lyles at Tuesday afternoon's general session, is expected to touch briefly on NADA programs and activities of the past year.

Miller last week, in referring to last year's convention, recalled that delegates had urged makers to roll back prices to

Continued on Page 198, Col. 1

Viva, Bolero!

Mustang converted to two-seater

The Bolero, built by California Custom Coach, Pasadena, starts life as a Mustang, but evolves into a two-passenger, targa-top fiberglass-and-steel model that is expected to sell for under $18,000 when it goes on sale in mid-March. Powered by a 4-, 6- or 8-cylinder engine, production is forecast at several hundred per year. The Bolero is to be sold through Ford dealers only.

Dealer total drops 984 to 20,788 selling Big 3, AMC

By John K. Teahen Jr.
Managing Editor

The number of dealerships handling Big Three and American Motors cars declined by 984 during 1981, the annual AUTOMOTIVE NEWS census shows.

The four companies had a total of 20,788 retail outlets at the beginning of this year, compared with 21,772 on Jan. 1, 1981.

Last year was a bad one. Not as bad as 1980 when 1,607 outlets faded from the scene, but it still showed a severe loss.

In the last 20 years, there has been only one decline that was greater than those of 1980 and 1981. That was in 1966, when Studebaker withdrew from the auto business. The downturn was 1,856 that year.

For Jan. 1, 1982, Volkswagen is included in the domestic dealership total in the table accompanying this article. The total for the five U. S. companies is 21,680. Had VW been included a year ago, the count would have been 22,672 at the beginning of 1981. (Figures have been adjusted to reflect intercorporate duals.)

Prior to this year, Volkswagen has been included in the Automotive News Imported Car Dealership Census.

Last year, AMC and each of

Continued on Page 199, Col. 1

UAW council OK's contract; would save Ford $1 billion

By Marjorie Sorge
Labor Editor

CHICAGO. — The UAW Ford Council has approved a new Ford contract for rank and file ratification. The contract offers the union workers guaranteed income and a 24-month moratorium on plant closings in exchange for more than $1 billion in concessions.

The 144 delegates attending the meeting here approved the contract by about 95 percent. UAW Vice President Donald Ephlin, director of the Ford Department, said the union hopes to have the rank-and-file vote wrapped up by Feb. 28 with the new agreement taking effect March 1.

Officials at both General Motors and Ford said the new agreement is designed to boost sales and save jobs.

That new pact also provides a profit-sharing agreement while asking for a nine-month freeze on cost-of-living adjustments (COLA) and no wage increases for the length of the 31-month agreement. It will expire Sept. 14, 1984.

There is an automatic reopener if sales reach a specified level.

In addition, Ford and the UAW have agreed to an experimental pilot plant where lifetime employment would be guaranteed for 80 percent of the workforce. The plan would be similar to those in Japan where 80 percent of the workers are permanent company employes and the other 20 percent are temporary and are laid off if times are tough.

No plants have yet been chosen for the pilot program, but UAW President Douglas A. Fraser said "there are a lot of volunteers."

The new contract also abolishes all paid personal holidays (PPH) six from the time the agreement takes effect until the end of 1982, and a extra paid bonus Sunday holiday in December.

There were no changes in the

Continued on Page 4, Col. 3

breaking news

DeLorean enterprise stays afloat

LONDON. — John Z. DeLorean's sports car enterprise is still in business. Late last week, the Belfast-based car-making unit, DeLorean Motor Cars Ltd., went into voluntary receivership following a British Government decision to cut off funds. The plant will build cars under the guidance of receiver Sir Kenneth Cork. The U. S. firm, DeLorean Motor Co., was not affected and will continue to sell cars.

Ford asks suppliers to cut prices 2 pct.

DETROIT. — Ford Motor Co. is asking its suppliers to reduce their prices by 2 percent. General Motors made a similar request earlier this month. Ford asked that the rollback be applied to supplier billings from Feb. 1 to July 31.

See BREAKING NEWS, Page 8, Col. 1

Time names Strauss Quality Dealer of Year

ATLANTA. — Time Magazine has named Richard E. Strauss, president and general manager of Dick Strauss Ford, Inc., and Dick Strauss Isuzu, Richmond, Va., as the 1982 Time Magazine Quality Dealer of the Year.

He will serve as official national spokesman during the year for all 64 recipients of Time Magazine Quality Dealer Award (TMQDA) honors.

Strauss' award was announced Feb. 20 at the NADA convention in Atlanta. Strauss and the other winners received their awards at the opening business meeting of the NADA convention.

Strauss was one of 20 franchised new-car dealers named earlier by Time as TMQDA win-

Continued on Page 190, Col. 1

Richard E. Strauss
Virginia Ford dealer . . .

Industry seminar scheduled Aug. 22-25

Smith to keynote World Congress

Roger B. Smith, chairman of General Motors, will deliver keynote remarks for the seventh annual Automotive News World Congress.

This leading industry seminar, a part of Automotive Week in Detroit this year, will be held Aug. 22-25 at the Westin Hotel (formerly the Detroit Plaza), site of the 1979 gathering in Detroit's Renaissance Center. It was at Dearborn's Hyatt Regency last year.

As part of Automotive Week, the Automotive News World Congress will run in tandem with Automotive News World Expo. The latter will be staged Aug. 24-27 at Detroit's main exhibition center, Cobo Hall.

Sites of the two events are conveniently located on Detroit's downtown waterfront.

Smith, as keynoter of the Automotive News World Congress, is expected to deliver a "state of the industry" report to those attending the opening of the 3½-day affair.

"This year's Automotive News World Congress has more of an international flavor than ever before," said Keith E. Crain, publisher and editorial director

Continued on Page 28, Col. 1

But truck inventory climbs to 132

Import-car supply dips to 56 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. dipped a bit in January and stood at a 56½-day supply Feb. 1, down from a 60½-day stock a month earlier.

The decline in days supply was the result of both a decrease in the unit count and an increase in the sales pace during January.

The inventory of new imported pickup trucks jumped sharply during the month, however, to a 132-day supply, compared with a 108-day stockpile on Jan. 1.

The inventory of new imported vehicles Feb. 1 totaled 375,784 cars and 156,574 trucks, a combined 68-day supply, which was unchanged from a month earlier when the inventory included 383,228 cars and 133,256 trucks.

The Feb. 1 imported-car stockpile of 56½ days is close to the ideal for imports — if anything, a bit lean. At the same time, the Feb. 1 supply of U. S.-built new cars was still heavy at 97 days.

• A sales surge by Honda during January propelled it into second place among import deliveries for the month and also trimmed its inventory to a 22-day supply from its Jan. 1 level of 39 days.

Number one import seller Toyota was also in a very lean inventory position with only a 25-day supply, off from 26 days Jan. 1. Datsun was in the strongest inventory position of the leaders with a 76½-day supply, up from 67 days a month earlier.

Subaru had a 44-day supply of new cars Feb. 1, up from 36 days a month earlier. The 80-day supply of Mazdas was up slightly from 79 days on Jan. 1, while Isuzu's stockpile jumped to 100 days from 92 days.

Chrysler Corp. had a heavy 123-day supply of Mitsubishi-built cars on hand Feb. 1, which was actually down from 152 days a month earlier.

The combined inventory of Japanese-built new cars in the U. S. Feb. 1 totaled 268,131 units, a 49-day supply, down from a 52½-day stock Jan. 1.

The stockpile of West German-built new cars totaled 59,233, a 91½-day supply, up from 77 days a month earlier.

This included supplies of Mercedes-Benz good for 64 days; BMW, 66 days; Porsche, 78½ days, and German-built Volkswagens, 118 days. VW also had a 165-day supply of U. S.-built Rabbits and a 170-day supply of U. S.-built Rabbit pickup trucks.

Days-supply figures for imported pickup trucks in stock Feb. 1 were: Toyota, 92; Ford Courier, 113; Chrysler/Mitsubishi, 118; Chevrolet LUV, 148; Mazda, 165; Datsun, 181, and Isuzu, 194.

Electric Electrek bows

Unique Mobility, Englewood, Colo., introduced its Electrek—a $24,000 EV hatchback with 20 cubic feet of carrying capacity, but with a passenger seat that can be removed to bring total capacity to 35 cubic feet. First auto dealer to carry the hand-built car is Brooks Cadillac, Scottsdale, Ariz.

Dealers told of steps to meet competition from Mitsubishi

Chrysler outlines product and marketing plans

By Joseph Bohn
Marketing Editor

Chrysler recently outlined its future product plans, and some of its marketing strategy, to dealers.

It answered one puzzling question: Why step up Mitsubishi advertising and have Kenyon & Eckhardt staff up a big Los Angeles office after all these years, particularly when Mitsubishi is starting its own distribution channel?

As long as voluntary import quotas are in effect, Chrysler said, Mitsubishi's new dealers, who start selling at the beginning of the '83 model year, are limited to 2,500 units a month. But only if Chrysler sells the cars allocated to it.

If Chrysler sales are below the negotiated allocations, those allocations will go to Mitsubishi Motor Sales of America dealers, the company said.

"One of the major objectives of the Import Operations Group is to position Mitsubishi products as imports and the dealers who sell them as import dealers," Chrysler said. "The full thrust of Import Operations will be targeted at this objective," Chrysler said.

Chrysler also plans to focus Dodge dealers as its primary truck retailers, with future product plans.

Dodge dealers will get a new T-115 front-wheel-drive van from Mitsubishi as an exclusive, beginning in '84.

They will have both rear-wheel-drive Ram vans and wagons, as well as front-drive vans and wagons. Plymouth dealers are to get only the front-drive version of the passenger van, and it is to replace the current Voyager.

Chrysler took great care to explain, however, that these are its current plans. Given the topsy-turvy nature of the market, it could well continue additional rear-drive Plymouth models, if demand is there.

Vehicles that combine the qualities of a car and truck but are more car-like would be given Plymouth and Dodge dealers, Chrysler said.

Thus, Plymouth dealers will get a version of the Rampage, called Scamp, in '83.

Chrysler also said it was negotiating with Mitsubishi on a more competitive retail price for the imported D50 pickup truck.

• Chrysler noted that when the new Mitsubishi channel starts up in '83, MMSA and Dodge dealers, for example, would be competing in different market segments with different products.

MMSA dealers will have sporty two-door and conventional four-door compacts and a high-priced sports car.

Dodge dealers will continue to sell the high-volume Colt two-door and four-door models and the Challenger specialty model. Plymouth dealers will continue to sell Champ and Sapporo.

Chrysler's first diesel will be a 1.9-liter Peugeot-supplied diesel for the L-body Omni/Horizon in '84½.

In other future product changes, the company said:

1. The Dodge Ram's head ornament will become standard in '83 on all pickup truck series, except the low level pickup.

2. Luxury options, like a 60/40 seat, do not support the price-oriented, volume sales strategy for K cars, but a bucket seat center armrest would be available as an option on '83 K models.

3. A driver-controlled right hand remote mirror will be made available for LeBaron and Dodge 400.

4. The Aries/Reliant instrument panel will be upgraded to a fully padded level for '83.

5. A high-altitude 2.6-liter engine will be offered for '83 (along with the low-altitude version).

On advertising, Chrysler said:

1. It has been testing new engineering lines and expects to have an engineering theme ready shortly for advertising.

2. It will step up van advertising, but only regionally. Since vans are not a major product in certain areas of the country, increased van advertising will be regionalized and accomplished through improved advertising in major van markets.

Chrysler acknowledged that its announcement show for salesmen on '82 models (via Satellite) was too long and, in some cases, repetitous.

Future shows will be strictly motivational/announcement activities, and training sessions will be deleted, it said.

Extra day is the reason; no rebate surge noted

Early-month car sales inch upward

By Jenny L. King
Staff Writer

Early-February new-car sales responded only slightly to the most recent round of customer rebates. The total was up from its year-ago counterpart and the daily selling rate was best so far this year although it was down from the Feb. 1-10, 1981, average.

This year, dealers retailed 142,273 new U. S.-built units, up 4.96 percent from 135,554 the preceding year. The daily average was 15,808, down 6.70 percent from 16,944. There were nine selling days this year, eight last year.

General Motors and Chrysler Corp. were up on a year-to-year basis; everyone was down on the daily-rate scale. GM sales totaled 88,131, up 12.02 percent from 78,674 in 1981 (off 0.43 percent daily rate). Chrysler reported sales of 16,384, up 7.50 percent from 15.241 (down 4.47 percent daily rate).

Ford Motor Co. reported sales of 33,824 new cars, down 4.16 percent from 35,294 last year (down 14.82 percent daily rate). Volkswagen of America was down 51.15 percent, to 1,634 from 3,345 (down 56.49 percent daily rate). Estimated sales of American Motors passenger cars numbered 2,300, down 23.33 percent from 3,000 (down 31.72 percent daily rate).

GM earned 61.94 percent of the Feb. 1-10 market, up from 58.04 percent a year ago. Ford stood at 23.77 percent, down from 26.04 percent. Chrysler edged ahead to 11.52 percent from 11.24 percent. VWoA dropped to 1.15 percent from 2.47 percent, and AMC had an estimated 1.62 percent of the domestic total, down from 2.21 percent.

Seven domestic makes reported sales increases on a year-to-year basis. Chrysler was up 62.98 percent, Lincoln was up 56.79 percent, Buick was up 34.10 percent, Chevrolet was up 20.62 percent, Pontiac was up 20.29 percent, Cadillac was up 16.17 percent and Dodge was up 0.50 percent.

On the wrong side of breaking even were: VWoA, down 51.15 percent; Imperial, down 24.28 percent; AMC, down 23.33 percent; Oldsmobile, down 17.68 percent; Mercury, down 6.65 percent; Ford, down 6.54 percent, and Plymouth, down 4.14 percent.

Sales thrcugh Feb. 10 totaled 510,411, down 15.69 percent from 605,386 in 1981.

DOMESTIC SALES

	Feb. 1-10, 1982	Feb. 1-10, 1981
AMERICAN MOTORS	2,300†	3,000†
Chrysler	3,615	2,218
Imperial	52	70
Plymouth	6,229	6,498
Dodge	6,487	6,455
CHRYSLER CORP.	16,384	15,241
Ford	23,775	25,439
Mercury	7,959	8,522
Lincoln	2,090	1,333
FORD MOTOR	33,824	35,294
Buick	15,738	11,736
Cadillac	6,048	5,206
Chevrolet	35,031	29,043
Oldsmobile	17,359	21,088
Pontiac	13,955	11,601
GENERAL MOTORS	88,131	78,674
VOLKSWAGEN	1,634	3,345
INDUSTRY TOTAL	142,273	135,554

†Estimate

Nissan Sentra to lead gas-engine MPG race

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Look for a new leader in the fuel economy derby this year.

Taking over from Honda in the gasoline-powered passenger-car category will be Nissan's Sentra, the replacement for the Datsun 210.

EPA testing indicates the vehicle will deliver 43 miles per gallon in city driving and an impressive 58 MPG in highway driving.

Honda's Civic FE previously held the mileage crown for gasoline-powered vehicles with 41 MPG City and 55 MPG highway numbers.

The Sentra is a front-wheel-drive, five-passenger model powered by a 1.5-liter four-cylinder engine mated to either a four- or five-speed manual transmission or an automatic.

To get the 43 MPG city number, however, the vehicle would need to be ordered with the five-speed transmission and the feedback fuel system similar to that used on GM's vehicles.

In the more conventional trim the Sentra will deliver mileage in the 35 MPG range for city driving and the high 40s for highway driving.

• Having knocked off Honda, Nissan will also take aim at the alltime mileage leader, Volkswagen Rabbit diesel.

In 1983 it will offer for sale a dieselized version of the car powered by a 1.8-liter diesel that is expected to equal or better the 47 MPG city number the diesel Rabbit now offers.

A "go, no go" decision awaits final word from EPA, however, as the vehicle needs a waiver from the oxides of nitrogen standard if it is to sell here. EPA has indicated such a waiver is in the offing.

Fuel economy is not the sales hook it used to be but is still important. Nissan, seeking to catch import leader Toyota, would appear to be going after every potential.

index

Auction reports	180
Automotive World News	20
Classified advertising	182
Editorial page	16
Engineering	56
NADA convention guide	146
Truck highlights	12

57th year — No. 4903

AUTOMOTIVE NEWS (USPS 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

1981 dip is less than 1,607 in 1980

Dealer total down 984 for Big 3 and AMC

Continued from Page 1

the Big Three saw their dealer totals decline. For Chrysler Corp. and Ford Motor Co., the 1981 dips were much lighter than in 1980. GM and AMC lost more outlets in 1981 than they did the previous year.

For 1981, the falloffs amounted to 405 for GM, 276 for Ford Motor, 139 for Chrysler Corp. and 116 for AMC. That's a total of 936. A change in the number of intercorporate duals raised the aggregate figure to 984 for the four companies.

By comparison, the 1980 losses were 365 for GM, 553 for Ford, 596 for Chrysler and 38 for AMC. That total of 1,552 became 1,607 after adjusting for the change in intercorporate duals.

Thus, Ford cut its loss in half in 1981, while Chrysler's drop was less than one-fourth as heavy as it was the previous year.

• Volkswagen is not included in the above comparisons for the domestic industry, but its dealer totals are interesting. VW was amazingly steady during a difficult year. There were 1,006 VW outlets at the beginning of 1982, down only 12 from 1,018 a year earlier.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

Last year was the 26th consecutive year that the domestic dealership total has declined. The count was 41,018 at the beginning of 1956. The dip to today's 21,680 (including VW) represents a drop of 47.15 percent.

An especially discouraging note in the 1981 picture is the fact that the dealership decline was greater in the second half than in the first. In 1980, the mortality tapered off a bit in the second half.

The fourth quarter of 1980 saw the smallest decline of the year. The fourth quarter of 1981 brought the largest decline of the year.

For AMC and the Big Three, the first quarter dip amounted to 221 dealerships. The toll dropped to 104 in the second quarter for a first-half loss of 325.

The second quarter was a good omen, but the favorable situation did not continue. The dropoff jumped to 260 in the third quarter and to 399 in the fourth. The second-half regression was 659 dealerships, making the full-year loss 984.

Following are the quarter-by-quarter aggregate totals for the four companies during 1981:

Jan., 1981	21,772
April 1, 1981	21,551
July 1, 1981	21,447
Oct. 1, 1981	21,187
Jan. 1, 1982	20,788

It's hardly necessary to dwell on the reasons for the decline in the number of dealerships. Dealers are an integral part of the auto industry and they are sharing in the sorry state of the industry. Depressed sales and nonexistent profits are every bit as apparent at the retail level as they are at the factory level.

• A check of Big Three franchise totals finds that all GM and Ford Motor makes were down for the year, while three of the four Chrysler Corp. lines were up.

Chevrolet and Ford, the industry's two largest dealer organizations, suffered the greatest declines during 1981. Chevrolet was down 245, and Ford was off 236. In each case, most of the dropouts were single-line outlets.

Elsewhere at GM, there were dips of 75 franchises for Pontiac, 60 for Oldsmobile, 35 for Buick and 10 for Cadillac. At Ford Motor, Mercury had a slip of 53, and Lincoln was off 12.

Dodge posted a gain of 102 franchises for the year, and there were advances of 55 for Plymouth and 10 for Imperial. Franchises for the Chrysler nameplate were down by 29.

The gain in franchises coupled with the decline in the number of dealerships means that Chrysler Corp. is doing more dualing among its four car lines.

Chrysler Corp. opened 1981 with 3,823 car dealerships and wound up with 3,684, a dip of 139 for the year. It was a far better performance than in 1980 when the corporation's loss was 596 outlets.

After losing 51 locations in the first quarter, Chrysler posted a gain of 10 in the April-June period. It was the only quarterly upswing of the year in the domestic industry.

The second half was not as kind to the company, however, with quarterly dips of 42 and 56. By comparison, the quarterly losses in 1980 were 152-261-135-45.

RETAIL OUTLETS

U. S. CARS, 1947-1982

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,962	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,960	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41

*—Jan. 1, 1982 total includes Volkswagen.

Copyright, 1982, Automotive News

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1982 VS. 1981

	Jan. 1, 1982 Exclusives (within Corp.)	Jan. 1, 1982 Multiples (within Corp.)	Jan. 1, 1982 Total Franchises	Jan. 1, 1982 Net Dealers	Jan. 1, 1981 Exclusives (within Corp.)	Jan. 1, 1981 Multiples (within Corp.)	Jan. 1, 1981 Total Franchises	Jan. 1, 1981 Net Dealers
AMERICAN MOTORS	1,547	0	1,547	1,547	1,663	0	1,663	1,663
CHRYSLER CORP.	1,043	7,007	8,050	3,684	1,153	6,759	7,912	3,823
Chrysler	0	2,639	2,639		0	2,668	2,668	
Dodge	1,026	1,427	2,453		1,130	1,221	2,351	
Imperial	0	421	421		0	411	411	
Plymouth	17	2,520	2,537		23	2,459	2,482	
FORD MOTOR CO.	3,042	5,920	8,962	5,685	3,267	5,996	9,263	5,961
Ford	3,021	1,813	4,834		3,245	1,825	5,070	
Lincoln	0	1,465	1,465		0	1,477	1,477	
Mercury	21	2,642	2,663		22	2,694	2,716	
GENERAL MOTORS	5,880	10,325	16,205	10,655	6,185	10,445	16,630	11,060
Buick	825	2,125	2,950		845	2,140	2,985	
Cadillac	270	1,325	1,595		280	1,325	1,605	
Chevrolet	3,405	2,025	5,430		3,585	2,090	5,675	
Oldsmobile	695	2,495	3,190		725	2,525	3,250	
Pontiac	685	2,355	3,040		750	2,365	3,115	
VOLKSWAGEN OF AMERICA	1,006	0	1,006	1,006	*	*	*	*
Volkswagen Rabbit	1,006	0	1,006		*	*	*	*
TOTALS	12,518	23,252	35,770	22,577	12,268	23,200	35,468	22,507
Minus Intercorporate Duals				897				735
NET DEALERS				21,680				21,772*

*—Volkswagen was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1981. If VW had been included in the domestic total at that time, the domestic total would have been 22,672 on Jan. 1, 1981.

Copyright, 1982, Automotive News

Year-end franchise totals were Chrysler, 2,639; Plymouth, 2,537; Dodge, 2,453, and Imperial, 421.

In addition to its 3,684 car dealerships, Chrysler Corp. has nine that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

For Ford Motor Co., each quarter of 1981 showed a smaller loss in outlets than the corresponding period of 1981. The quarterly dips last year were 63-78-100-35, compared with the year-earlier figures of 97-234-181-41.

For the year, Ford's decline was 276 vs. 553 in 1980. Ford Motor had 5,685 car dealers at the beginning of 1982, down from 5,961 as 1981 began.

Franchise totals for Jan. 1, 1982, were Ford, 4,834; Mercury, 2,663, and Lincoln, 1,465.

There are 94 dealerships that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership figure or in Ford Division's car-dealership count.

General Motors had a decline of 405 car dealerships during 1981. Its year-end total was 10,655, down from 11,060 at the beginning of the year.

By quarter, GM's dips were 55-80-120-150. In 1980, GM had a decline of 365 outlets on quarterly downturns of 30-155-105-75.

Franchise totals for the GM makes at the beginning of this year were Chevrolet, 5,430; Oldsmobile, 3,190; Pontiac, 3,040; Buick, 2,950, and Cadillac, 1,595.

American Motors had a lighter loss than any of the Big Three last year, but its dip of 116 outlets was three times as heavy as its 1980 decline of 38. Quarterly declines for AMC in 1981 were 17-11-43-45. The dealer count was 1,547 on Jan. 1, compared with 1,663 a year earlier.

AMC had 737 duals with Big Three makes of cars at the beginning of 1982 (a couple also have VW), compared with 706 a year ago. AMC also is twinned with Volkswagen in 38 other stores.

As noted Volkswagen fared best of the domestic manufacturers in dealer retention last year. It was down only 12, to 1,006 from 1,018 at the beginning of 1981. VW has an estimated 76 duals with Big Three makes plus the 38 with AMC.

In the table accompanying this article, all AMC and VW dealerships are listed under the heading "Exclusives within corporation." This is because each company produces only one line of domestic cars.

Both AMC and VW have many duals with each other and with Big Three makes (as detailed above). AMC also has hundreds of duals with Renault, and VW has 226 with Porsche and Audi and about 300 more with other imports. But looking only at their domestic products, all AMC and VW outlets are exclusives within their own corporations.

The same explanation applies to the Big Three exclusives. They may also handle a line produced by another domestic corporation or they may handle an import, but "exclusive" means they carry only one line of domestic cars manufactured by their corporation.

Option bargains on Rabbits and pickups

VW begins its Black Tie discounts

By Joseph Bohn
Marketing Editor

Volkswagen's new "Black Tie" celebration, with specially equipped and discounted Rabbits and pickups featured alongside the new Quantum and Scirroco, begins today (Feb. 22).

It will dominate VW advertising to April and include a big multi-media effort in TV, newspaper and magazine, as well as a big direct-mail program, full in-dealership merchandising kits and trip contests for sales managers and salespeople.

The promotion is an effort to set VW apart from competitors who are simply offering big discounts and rebates, said Charles R. Hughes, newly named manager, VW marketing services. Hughes, former manager, Porsche Audi marketing, handles VW advertising and used car merchandising and auto shows.

"We wanted to inject some positiveness . . . some good news to intrigue the consumer . . . to offer more than just another rebate," Hughes said.

VW is offering factory-paid rebates of $350 on the Rabbit and pickup. But they won't be part of the national ad program. And rebate Rabbits and pickups won't be eligible for the Black Tie packages.

Black Tie models will offer various extra cost items, such as five-speed manual, larger tires and rims, special black bumpers and interior items and trim, for $200 on a package valued at $350. There are some small equipment variances between the Rabbit and pickup models.

Ads kick off in TV and newspaper Feb. 22. TV consists of network and spot. An average of 150 Gross Rating Points of network will run each week, with variances, backed by 200 GRPs of spot in 42 markets, Hughes said.

• Newspaper on Feb. 22 will run with full-page ads in 62 markets, plus a followup Wall Street Journal ad Feb. 26 and two smaller ads running in limited markets the weeks of March 1 and March 8.

Additionally, early-March editions of Time, Newsweek, U. S. News, Sports Illustrated and New Yorker will carry black-and-white pages.

VW will supplement its advertising with a direct mailing to one million VW owners, featuring the full line of its vehicles, as well as Black Tie models.

And dealers will receive full merchandising kits, such as window banners, car toppers, and even new price stickers on Black Tie models.

"The dealers are enthused," said Hughes, who was holding meetings last week. "And we want to get the public enthused with our celebration of new models and limited edition models."

VW is running a sales managers contest from Feb. 11 to April 30, in which 150 trips for two will be awarded to Maui, Hawaii, for a five-day/four night stay. Sales managers will compete in groups based on unit sales objectives.

At the same time, VW is also running a contest for salespeople in which 300 trips will be awarded for Caribbean cruises, based on group competition toward unit objectives.

Doyle Dane Bernbach, New York, is VW's agency.

Industry sales in January up 7.5 percent

Franchised dealers and factory outlets in the U. S. retailed 179,085 new trucks of all types in January, an increase of 7.5 percent over the year-earlier 166,579, according to preliminary reports.

Sales were up in two of the three market segments for the first month of 1982—the lights and heavies — and were down sharply in the medium category.

In January, dealers retailed 163,662 light trucks — including 17,650 non - captive Japanese compact pickups—an increase of 10.8 percent over the previous year's 147,699. The 1981 total included 17,598 Japanese units.

Sales of heavy trucks during the month were 3.9 percent higher than last year, rising from 12,043 to 12,507 units.

Mediums dropped from 6,837 sales in the first month of 1981 to only 2,916 units this year, a decline of 57.3 percent.

January sales were higher in all three light-truck classes and Class 7 of the heavy segment. They were down in two of the three medium classes—five and six—and in the heavy's Class 8. There were no sales in Class 4 this year or last.

Sales of compact pickups during the month, domestic and imports, totaled 44,871 units, a

Continued on Page 28, Col. 5

Kaine to be keynoter at fleet-chief parley

CHICAGO. — J. Patrick Kaine, president, International Harvester's Truck Group, will deliver the keynote address at the Private Truck Council of America's 43rd annual meeting at the downtown Hyatt Regency Hotel here April 14.

Reece Taylor, Interstate Commerce Commission chairman, will be the featured speaker at the three-day meeting for managers of private fleets.

Holmes mounts wrecker on IVECO chassis

A Holmes Commander Model 1200 fully hydraulic wrecker is being mounted on an Italian-built IVECO Z-100 diesel-powered chassis for recovering and towing cars and light trucks. The engine is a five-cylinder, air-cooled Deutz diesel. The wrecker unit, with a basic power capacity rating of seven tons, features two five-ton winches designed and manufactured by Holmes.

Rockwell reorganizes field sales, marketing

TROY, Mich. — A new approach, designed to improve service to North American fleet and dealer customers, is under way at Rockwell International's Automotive Operations.

"Our goal is to develop closer contacts and better working relationships with our customers, and to provide better and faster response to customer needs," said James F. Lambert, vice president of Rockwell's recently reorganized North American field sales and marketing organization.

"We plan to accomplish this through a new regional arrangement which places customer-service management and decision-making in the field, closer to truck fleets and dealers and not at the home office," he said.

He added that while regionalization is not a new term to the industry, Rockwell's approach to the concept is a complete change from the way it traditionally dealt with this important customer group.

"In the past, the field sales and service teams functioned independently, reporting to separate management groups based in Troy," said Halden L. Booth, newly appointed director of field operations.

"Under the new arrangement," he said, "we are establishing six regional offices, each headed by a regional manager with direct

Continued on Page 138, Col. 5

Record '81 production tops previous high by 25 pct.

Toyota truck-bed output peaks

TORRANCE, Calif.—A shift to the "just-in-time" system of parts supply and the results of a $25 million expansion and improvement program helped Toyota's California truck bed plant set a production record in 1981, according to Toyota Motor Sales, U.S.A., Inc.

The plant and its more than 400 employes produced about 130,000 Toyota pickup-truck beds during the year, an increase of nearly 25 percent over the previous high set in 1979.

The expansion and improvement program, completed in late 1980, increased the plant's production area by about 50 percent, bringing total production area to about 300,000 square feet and Toyota's total investment in the facility to more than $50 million.

"The program increased assembly-line automation and efficiency," said Donald V. Haller, general manager of Toyota Motor Mfg. (TMM), U.S.A., Inc. "Paint operations also were greatly improved."

• Haller said the adaptation of the "just-in-time" method of parts supply also contributed to the increased production.

The method, basically, calls for the right number of the more than 150 separate parts used in the truck bed assembly to be delivered to the right location on the assembly line at the right time, Haller said.

The system links TMM's highly specialized production and assembly buildings to a single coordinated production schedule, he added.

"Of course our demands and requirements are on a smaller scale than a complete auto assembly plant," Haller said, "but even on a limited basis, the 'just-in-time' principle helped us eliminate the problems caused by over-inventory and allowed us to make immediate ad-

Continued on Page 138, Col. 3

Toyota's new oval tube bumper

A new oval tube bumper, designed to increase side-to-side and ground clearance over conventional box - type bumpers, is available at all of Toyota's nearly 1,100 pickup-truck dealers in the U. S. Applicable to 1980-82 model 4x2 and 4x4 compact models, the bumper is made of aluminum, is offered in black and chrome and features an integrated step grip.

truck industry news

Redesigning products to meet demand

Kenworth sees big gain in Class 8 sales in 1983

By Roger Rowand

PHOENIX. — With an eye on an upcoming revitalization of the heavy-truck market, Kenworth Truck Co. is positioning itself with a redesigned product line.

First of the newly redesigned Kenworths to be introduced late this spring will be the W900 conventional because that configuration is going to be the sales leader in the years ahead, the company said.

In 1981, some 65 percent of the trucks sold in the U. S. were conventionals, the firm noted, and Kenworth expects that share of market to grow to 80 percent by 1985 as more states go to 60-foot overall length laws.

The W900 fits neatly into the 60-foot limit with trailer lengths averaging 45 feet, said Michael O'Byrne, general manager.

The Kenworth official said his company believes retail sales of Class 8 trucks bottomed out in 1981. There will be a gradual pickup through 1982-83, but then the sales curve will turn upward dramatically, O'Byrne said.

This is the heavy-truck sales picture as seen by Kenworth:

Class 8 sales	
1981	100,000
1982	104,000
1983	139,000
1984	170,000
1985	170,000 plus

O'Byrne's remarks came here at a media conference and introduction of the W900.

Kenworth executives said the price of the W900 has not been raised. Price stability has been maintained in spite of the fact several items that were optional have been made standard and the warranty has been upgraded, they said.

For example, 100 percent coverage has been extended to 25,000 miles from 10,000 miles, and frame coverage has been increased to five years or 50,000 miles.

Kenworth now has 140 dealers and soon will have its products sold exclusively through independent dealerships. It is closing the sale of its last com-

Continued on Page 177, Col. 1

'84 debut slated for Chrysler's compact FWD van

BLOOMFIELD, Mich. — An all-new compact, front - wheel-drive van, which Chrysler Corp. has had in the works for more than a year, will be introduced as a 1984 model, according to Joseph Campana, general manager, Chrysler Truck Operations.

The vehicle, called the T115, "will fill the bill for those who want car-like ride and comfort in a seven-passenger vehicle—a vehicle that has all the features of today's full-size wagons, plus the advanced technology that offers 25 miles per gallon in fuel economy," he told the Detroit SAE Section here.

The van also will be offered as a van for commercial and recreational purposes.

Chrysler recently added two new models to its line of compact pickups—a 4x4 version of the Japanese-built Dodge Ram 50 and the domestically produced, all-new Dodge Rampage, a sporty truck based on the front - wheel - drive Omni 024 chassis.

Eaton opens sophisticated gear lab

The tiny feeler gauge of this high-precision measuring instrument can detect minute variations on the surface of gear teeth. The device is one of several sophisticated new machines at Eaton Corp.'s new truck-axle gear lab in Cleveland. It is used to design and develop high-precision gearing for quieter, longer-lasting medium and heavy-truck axles.

Redesigning products to meet demand

Kenworth sees big gain in Class 8 sales in 1983

Continued from Page 12

pany store—in St. Louis—within 90 days. Earlier this month, it sold its Omaha company-owned point.

Another phase of the truck business in which Kenworth is predicting rapid growth is leasing, O'Byrne said.

The company has a leasing arm, the one-year-old PacLease franchise operation. However, the firm does no direct leasing and offers no discount to fleet buyers.

"We've thrown our hat into the dealer's court," O'Byrne said. "You can't bypass your dealers once you've made that commitment. We sell to leasing companies only through our dealers."

Of leasing, O'Byrne said "It's a very tough business. We can hand them the package, but they've got to go out and do it."

• Fleet business has risen rapidly to 65 percent of the firm's sales in 1981 from just 30 percent in 1965, he said.

Contrary to a popular notion, Kenworth sales recently have been greater east of the Mississippi than in the West.

Its retailers are served by five warehouses in the U. S. and two in Canada. There are three manufacturing plants in the U. S., two in Canada, one in Mexico and one in Australia.

A husky 15 percent of sales are made overseas, O'Byrne said. One reason for that strength abroad is Kenworth's deep penetration in worldwide oil-field sales, he said.

Within a couple of months, PACCAR, parent of Kenworth and Peterbilt Truck Co., will open a test center in Skagit Valley, Wash., about 80 miles north of Seattle.

That facility will include a durability track, high-speed track, hills, skid pads, laboratories and 10 drive-through bays. Both truck makers will share test-center services.

Kenworth expects its spending on advertising this year to reach a record high. The kick-off for the W900 will be in March with fold-out in magazine spreads. That will be followed by the usual Kenworth testimonial advertising quoting initial purchasers or those who used prototype vehicles.

Part of this year's promotional activities will be a show-going trailer carrying the Kenworth story and a fully restored 1932 Kenworth truck.

McKenzie, Donnelson join Mitsubishi

FOUNTAIN VALLEY, Calif. —Mitsubishi Motor Sales of America, Inc., has appointed David B. McKenzie as director of service and Richard Donnelson as service training manager.

McKenzie joins MMSA after serving more than 11 years with Nissan, where he was most recently national consumer relations manager. Donnelson also comes to MMSA from Nissan, after working since 1976 in both parts and service training functions.

Auto suppliers in Detroit area get assistance

Continued from Page 174

house where business retention teams, composed of retired business executives, will contact firms and begin interviews, then follow up as requested by owners of firms accepting assistance.

7. Setting up "lending pools" to service suppliers with financial assistance and augment private lending with Small Business Administration and Industrial Revenue Bond financing.

8. Coordination with regional and state, city and township programs to expand industrial-commercial activity.

• According to Harbour, Wayne County's 1,336 automotive plants and offices employed 291,630 workers in 1978. He estimated employment currently at just over 190,000, some 101,000 or 35 percent less than four years ago.

He said auto makers in the U. S. have programs under way to substantially reduce their raw and in-process inventories.

"In the U. S. we've always been taught that mass production requires massive inventories," Harbour said. "But Japanese auto makers have all but destroyed our production system by producing 11 million vehicles with minimum inventories. They operate their mass production facilities with a minimum of two hours and a maximum of two days in-process inventory. The Japanese achieve in-process inventory turnovers in excess of 200 times a year, while the U. S. industry averages 10 a year."

Harbour said North American auto makers may not be able to reduce their in-process inventories to the same extent as the Japanese, "because our supply plants are widely dispersed and can't be easily relocated."

But he added that domestic auto makers' adoption of "just-in-time" type production systems will substantially reduce

Continued on Page 178, Col. 3

NO LEADING IMPORT IS HIGHER THAN SUBARU IN OWNER LOYALTY.

Subaru owners have a lot in common. Including the habit of trading in one Subaru for another Subaru.*

If that isn't the best endorsement any car can earn, we don't know what is.

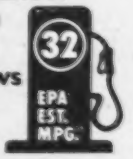
One good reason people stick with Subaru is for its day in, day out reliability. The last time Road and Track surveyed Subaru owners, they reported "... one of the most trouble-free cars we ever surveyed."**

Another reason is the wide choice of models. There's the sporty 2-door hardtop. The luxurious 4-door sedan. The versatile hatchback. And the roomy station wagon.

Every Subaru has full-time front wheel drive. In addition, three of our models — Hatchback, Station Wagon, Brat — are also available with *On Demand* Four Wheel Drive. Which is four wheel drive at the flick of a lever. Without stopping.

(Any other 4 wheeler around requires a full stop before switching. And stopping is exactly what you can't do sometimes.)

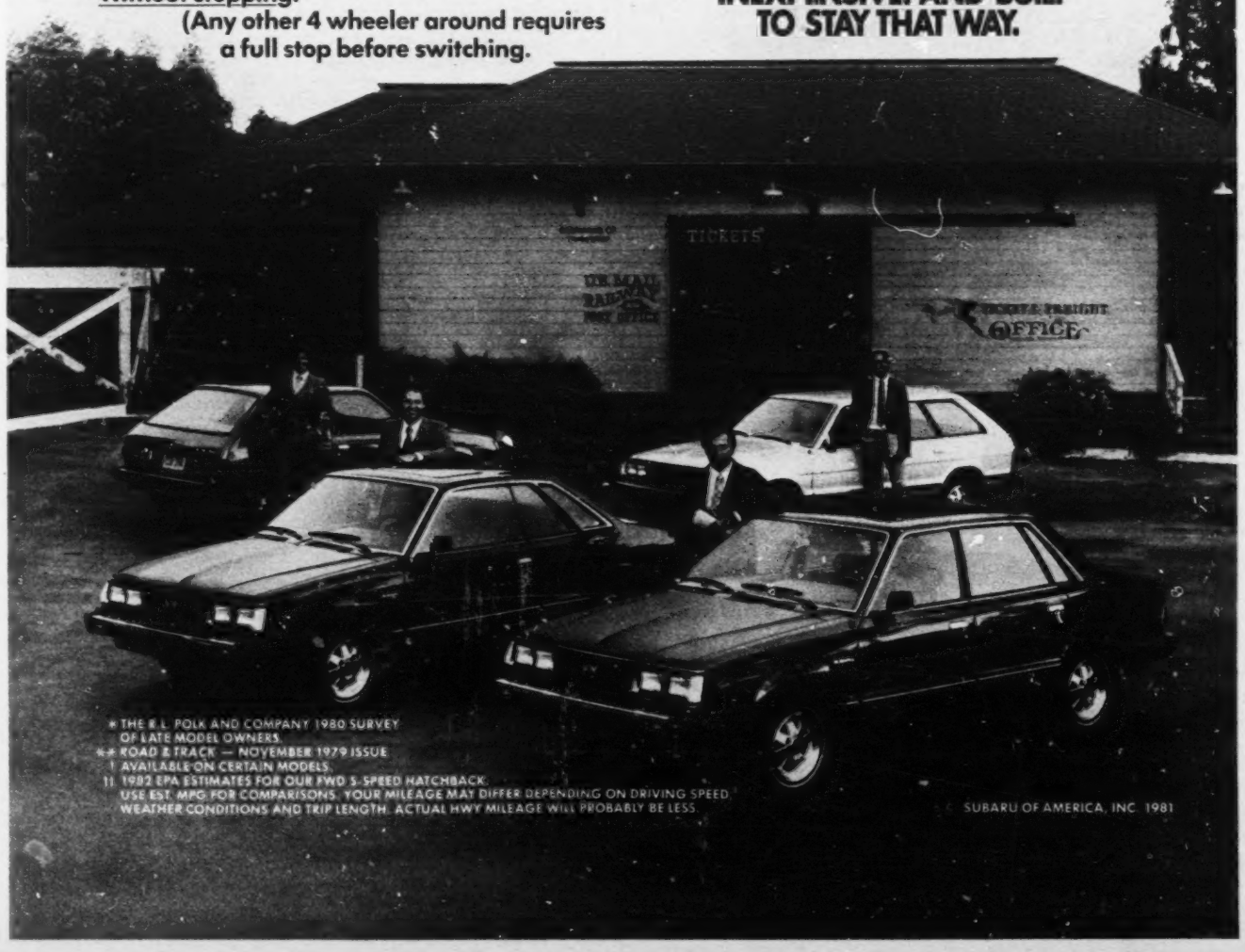
Some attractive options we offer are the Hill-Holder™ (a device on our manual transmission models† that keeps you from drifting back after stopping on steep hills), as well as power windows and power steering, AM/FM stereo, cassette deck, cruise control. All the wonderful unnecessities of driving.



Plus one huge necessity: outstanding gas mileage. Our cars are designed to squeeze every last mile out of every last drop. Year after year.

Just remember that it's quite easy to find an inexpensive car. The trick is to find one that stays that way.

SUBARU®
INEXPENSIVE. AND BUILT TO STAY THAT WAY.



* THE R. L. POLK AND COMPANY 1980 SURVEY OF LATE MODEL OWNERS.
** ROAD & TRACK — NOVEMBER 1979 ISSUE.
† AVAILABLE ON CERTAIN MODELS.
†† 1982 EPA ESTIMATES FOR OUR FWD 5-SPEED HATCHBACK. USE EST. MPG FOR COMPARISONS. YOUR MILEAGE MAY DIFFER DEPENDING ON DRIVING SPEED, WEATHER CONDITIONS AND TRIP LENGTH. ACTUAL HWY MILEAGE WILL PROBABLY BE LESS.

SUBARU OF AMERICA, INC. 1981

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	12 mos., 1981	12 mos., 1980
Alfa Romeo	8,030	10,219
BL	285,071	275,798
BMW	17,086	13,451
Colt	11,209	10,273
Daihatsu	3,059	1,355
Datsun	88,209	91,893
Fiat Auto	61,977	51,299
Ford	459,365	464,706
FSO (Polski)	2,329	3,989
General Motors	127,141	133,078
Honda	15,774	22,760
Jeep	68	106
Lada	15,508	13,043
Lotus	325	348
Mazda	15,594	15,370
Mercedes-Benz	10,667	8,876
Panther	42	95
Peugeot SA	113,248	142,213
Citroen	27,395	27,006
Peugeot	17,805	24,333
Talbot	68,048	90,874
Reliant	308	682
Renault	72,041	88,343
Rolls-Royce	1,218	1,315
Saab	9,461	8,073
Skoda	8,507	7,906
Subaru	3,312	3,252
Suzuki	2,533	1,116
Toyota	23,405	34,167
VAG	80,221	68,285
Volvo	44,558	38,283
Others	4,356	3,467
Total	1,484,622	1,513,761

Trucks, Buses

BL	41,620	59,929
Daf	1,697	1,730
Daihatsu	2,754	2,536
Datsun	7,142	7,554
ERF	1,179	2,342
Fiat Auto	2,807	1,870
Foden	535	1,210
Ford	65,623	88,193
General Motors	32,624	41,371
Hestair-Dennis	519	512
Honda	4,032	3,370
IVECO	1,723	2,459
Jeep	157	147
MAN-VW	4,546	5,579
Mazda	3,881	1,751
Mercedes-Benz	5,707	5,111
Mitsubishi	2,133	1,200
Peugeot SA	12,716	17,030
Polski-Fiat	322	597
Renault	3,068	2,124
Roman	7	14
Scania	920	1,145
Seddon Atkinson	2,051	3,164
Subaru	2,067	1,229
Suzuki	2,358	1,603
Toyota	5,620	5,978
VAG	5,507	6,610
Volvo	2,894	3,436
Others	1,694	2,216
Total	217,903	272,010
Total vehicles	1,702,525	1,785,771

WEST GERMANY

	12 mos., 1981	12 mos., 1980
Alfa Romeo	13,336	14,772
BL	5,702	6,712
BMW	133,899	138,928
Daihatsu	7,740	4,454
Datsun	44,722	51,503
Fiat Auto	94,151	87,737
Ford	273,174	252,044
General Motors	381,193	411,076
Honda	35,226	43,051
Lada	6,544	5,982
Mazda	44,143	46,727
Mercedes-Benz	247,911	253,082
Mitsubishi	43,815	41,605
Nuova Innocenti	1,403	2,322
Peugeot SA	99,964	115,655
Citroen	44,594	46,891
Peugeot	27,816	33,328
Talbot	27,554	31,660
Porsche	9,602	10,525
Renault	100,701	113,995
Saab	2,794	2,746
Skoda	1,619	2,262
Subaru	2,630	.....
Suzuki	7,626	5,523
Toyota	47,214	58,893
VAG	708,307	736,109
Audi	151,144	209,741
Volkswagen	557,163	526,368
Volvo	14,200	17,065
Others	2,719	3,419
Total	2,330,335	2,426,187

SWEDEN

	12 mos., 1981	12 mos., 1980
Alfa Romeo	454	498
BMW	2,904	2,375
Daihatsu	930	715
Datsun	4,290	4,968
Fiat	2,692	4,242
Ford	21,001	16,109
Honda	3,468	4,309
Lada	3,090	3,005
Mazda	9,425	8,392
Mercedes-Benz	5,685	6,263
Mitsubishi	1,881	3
Peugeot SA	6,325	3,089
Citroen	2,316	2,113
Peugeot	2,388	3,634
Talbot	1,621	2,342
Porsche	110	97
Opel	15,894	17,409
Renault	2,335	4,559
Saab	27,333	28,223
Toyota	5,790	8,718
VAG	24,035	22,675
Volvo	49,710	50,547
Others	832	1,392
Total	188,186	192,588

JAPAN

	10 mos., 1981	10 mos., 1980
Daihatsu	66,143	75,403
Fuji	53,522	63,552
Honda	138,072	137,705
Isuzu	55,302	54,493
Mitsubishi	196,775	206,035
Nissan	667,446	696,896
Suzuki	52,672	59,223
Toyo Kogyo	182,513	163,397
Toyota	903,992	872,802
Imports	32,518	37,786
Total	2,348,955	2,369,292

Trucks, Buses

Daihatsu	197,954	159,081
Fuji	124,243	90,629
Hino	33,894	41,803
Honda	118,582	81,690
Isuzu	107,894	116,695
Mitsubishi	239,086	234,843
Nissan	284,685	285,653
Nissan Diesel	17,895	22,564
Suzuki	303,615	245,887
Toyo Kogyo	141,091	168,388
Toyota	338,913	369,711
Total	1,901,829	1,816,944
Total vehicles	4,250,784	4,186,236

FRANCE

	9 mos., 1981	9 mos., 1980
Alfa Romeo	17,574	18,925
BL	17,125	18,152
BMW	17,299	12,217
Datsun	10,535	13,200
Fiat Auto	59,388	52,446
Ford	70,905	44,387
General Motors	22,255	24,997
Honda	4,491	6,524
Lada	15,247	10,934
Mazda	8,725	10,740
Mercedes-Benz	12,259	10,721
Mitsubishi	2,173	2,368
Peugeot SA	441,360	516,128
Citroen	193,520	203,921
Peugeot	185,899	219,991
Talbot	61,941	92,216
Polski	1,166	1,004
Porsche	943	732
Renault	526,785	570,494
Saab	272	106
Skoda	2,862	909
Toyota	8,906	12,541
VAG	86,289	63,832
Volvo	7,243	5,941
Zastava	916	1,006
Others	74	90
Total	1,333,613	1,396,293

HOLLAND

	9 mos., 1981	9 mos., 1980
Alfa Romeo	3,418	4,076
American Motors	68	104
BL	5,773	7,182
BMW	9,843	9,307
Chrysler	93	64
Daihatsu	1,672	1,791
Datsun	15,251	19,424
Fiat Auto	13,970	15,484
Ford	34,853	35,024
FSO	86	187
General Motors	45,262	59,263
Honda	15,131	21,504
Hyundai	1,768	918
Lada	5,402	4,822
Mazda	15,137	14,596
Mercedes-Benz	7,132	8,158
Mitsubishi	16,027	16,650
Peugeot SA	44,276	50,849
Citroen	18,838	18,890
Peugeot	14,031	19,133
Talbot	11,407	12,826
Porsche	158	241
Renault	27,295	32,910
Saab	2,636	2,272
Skoda	301	518
Subaru	1,019	632
Suzuki	2,314	792
Toyota	15,603	23,436
VAG	31,691	32,720
Volvo	13,256	16,342
Zastava	532	528
Total	330,125	380,234

All-time high vehicle sales in Australia

Motor vehicle sales in calender year 1981 reached an all-time high for Australia.

Sales of 606,284 passenger and commercial vehicles topped the previous record established in 1976 and were 5.4 percent above 1980 figures.

Some industry analysts believe 1982 will see a further increase in sales, despite the world recession.

General Motors Holden led the industry with sales of 134,266 units, some 10,000 more than Ford. Toyota was third with 93,131 units, Nissan fourth, Mitsubishi fifth and Mazda sixth.

Nissan enjoyed its best year in Australia. The company's light-commercial vehicles recorded a 16 percent increase over its previous best year.

Australian Motor Industries, the Toyota subsidiary, is aiming to make the new Corolla Australia's top-selling small car. The new rear-drive Corolla is longer, wider and roomier than its predecessor.

Combined sales of Datsun passenger and commercial vehicles have grown from 58,200 units in 1979 to 78,500 in 1981.

The Datsun Bluebird contributed substantially to the rise, with a 32 percent rise in monthly sales during 1981. Datsun passenger car sales in 1981 equaled the firm's previous record set in 1978, with just over 56,000 units retailed by the company's distributors.

Australia's 1981 record market was a surprise in view of labor disputes which had plagued the industry. GM Holden reported there were only five days throughout the year when its operations were not affected by external industrial disputes.

Ford had consistently outsold GM, but a six-week-long strike prevented Ford from gaining market leadership for the full year.

Total Australian industrial sales of light commercial vehicles and trucks were the highest ever last year, with a 22.1 percent increase over 1980.

The nation's top-selling model was the Holden Commodore, followed by Ford Falcon, Mitsubishi Sigma, Datsun Bluebird, Holden Gemini, Ford Laser and Toyota Corona.

PRODUCTION OVERSEAS

FRANCE

	11 mos., 1981	11 mos., 1980
Peugeot SA	1,191,563	1,340,044
Citroen	486,319	497,996
Peugeot	514,666	561,488
Talbot	190,578	280,560
Renault	1,167,705	1,374,422
Total	2,359,268	2,714,466

Trucks, Buses

CBM	85	101
Peugeot SA	152,771	183,173
Citroen	41,343	44,130
Peugeot	97,490	116,332
Talbot	13,938	22,711
Renault	208,215	197,487
Sovam	116	107
Unic	7,829	16,586
Total	369,016	397,454
Total vehicles	2,728,284	3,111,920

JAPAN

	10 mos., 1981	10 mos., 1980
Daihatsu	125,292	128,669
Fuji	155,687	169,548
Honda	697,161	694,810
Isuzu	110,439	89,283
Mitsubishi	514,392	544,293
Nissan	1,542,605	1,621,117
Suzuki	79,877	71,338
Toyo Kogyo	699,951	606,408
Toyota	1,874,219	1,955,936
Total	5,799,623	5,881,402

Trucks, Buses

Daihatsu	276,595	231,360
Fuji	227,021	178,485
Hino	58,037	63,397
Honda	131,204	90,004
Isuzu	278,889	307,762
Mitsubishi	398,529	366,038
Nissan	605,305	590,666
Nissan Diesel	37,837	39,742
Suzuki	401,739	309,842
Toyo Kogyo	285,787	322,464
Toyota	823,671	842,329
Others	517	656
Total	3,525,131	3,342,745
Total vehicles	9,324,754	9,224,147

UNITED KINGDOM

	9 mos., 1981	9 mos., 1980
BL	328,353	306,252
DeLorean	3,426	.....
Ford	243,882	261,888
Lotus	243	302
Reliant	73	533
Rolls-Royce	2,217	2,334
Talbot	89,418	115,265
TVR	129	105
Vauxhall	48,267	43,992
Others	431	475
Total	716,439	731,146

Trucks, Buses

Bedford	35,318	77,564
BL	62,066	103,216
ERF	N/A	1,811
Foden	416	1,181
Ford	58,811	112,759
Hestair-Dennis	628	515
Karrier (Dodge)	6,100	13,305
MCW	493	434
Seddon Atkinson	1,045	2,740
Others	559	739
Total	165,436	314,275
Total vehicles	881,875	1,045,421

HOLLAND

	9 mos., 1981	9 mos., 1980
Volvo Car	49,720	56,233

Trucks, Buses

Bova	99	90
Daf	7,575	10,135
Den Oudsten	16	2
Ford	4,638	8,610
FTF	13	28
Ginaf	46	80
Leyland	52	56
Ram	.....	4
Scania	4,161	4,260
Terberg	191	168
Total	16,791	23,433
Total vehicles	66,511	79,666

ARGENTINA

	9 mos., 1981	9 mos., 1980
Ford	42,172	53,253
Renault	35,959	45,052
Sevel	21,841	47,397
Volkswagen	13,342	20,776
Total	113,314	166,478

Trucks, Buses

Deutz	58	81
Fiat Concord	130	721
Ford	16,409	30,170
IME	.....	2,041
Mercedes-Benz	4,880	7,227
Renault	85	88
Scania	270	651
Sevel	1,702	3,299
Volkswagen	988	3,232
Total	24,522	47,510
Total vehicles	137,836	213,988

Sales are up, profits down at Renault

Last year was the toughest since the fuel crisis of 1974, according to one of Europe's most successful car makers.

Renault was reviewing a year in which its production volume dropped by 11.8 percent from the record 2 million of 1980. At the same time it expects profits to be substantially lower than 1980's $120 million.

"The decline in volume, the intensification of competition due notably to the effects of exchange rates and a big increase in financial costs, entailed a decline in the level of results which the first quarter did not see," reports the French company.

Group sales will be around $14.6 billion, a rise of seven percent over 1980. Car division sales rose by a similar amount to around $9.1 billion. Definitive consolidated accounts will not be available until May.

Renault's worldwide production last year amounted to 1,811,626 units, with 84 percent made in France. The company reports it held its place as No. 1 French producer.

In France, Renault accounted for 40.2 percent of the private car and light commercial vehicle market (up to five tons) with 853,517 units.

Through the end of November last year, Renault claimed a leading share of the EEC (13.4 percent) and 13.5 percent of the Western Europe market as a whole.

Florida, Texas, Colorado on top

Study rates states' business climates

CHICAGO. — Florida, Texas and Colorado — in that order — head the list of states with the best general manufacturing business climates among the 48 contiguous United States in 1981, according to a study by Alexander Grant & Co., an accounting firm based here.

The other seven states in the top 10, in order, are Kansas, North Dakota, Mississippi, New Mexico, Arizona, Louisiana and Georgia.

Of the 10 top states, eight are in the south or southwestern areas of the U. S. The bottom three states were Rhode Island, New York and West Virginia.

Grant's study, done in cooperation with the Conference of State Manufacturers' Assns. (COSMA), was an expanded update of similar studies conducted in 1979 and 1980. The 1981 study departed from the previous two in the number of factors covered and in the methods in which they were weighed.

The 1981 study examined 22 factors in five categories: State and local government fiscal policies; state-regulated employment costs; labor costs; availability and productivity of labor force; other manufacturing related issues.

• Here is a summary, by category, of the 22 factors and the states ranked by Alexander Grant & Co. as having the best score and the worst score for each factor:

State and local taxes per $1,000 of personal income — Indiana, best; New York, worst.

Percentage change over three years in state and local taxes per $1,000 of personal income — California, best; New Mexico, worst.

State and local government general expenditure growth over three years versus state and local government general revenue growth over three years — Delaware, best; Kentucky, worst.

State and local government debt per capita—Idaho, best; Nebraska, worst.

State and local government public welfare expenditure per capita — Arizona, best; New York, worst.

Average unemployment compensation benefits paid per covered worker per year — Texas, best; New Jersey, worst.

Net worth of state unemployment compensation trust fund per covered worker—Wyoming, best; Connecticut, worst.

Maximum weekly payment for temporary total disability under workers' compensation insurance — Mississippi, best; Iowa, worst.

Average workers' compensation insurance rate, per $100 of payroll, of selected manufacturing occupations—North Dakota, best; Michigan, worst.

Annual average hourly manufacturing wage — North Carolina, best; Michigan, worst.

Percentage change over three years in annual average hourly manufacturing wage — North Dakota, best; Oklahoma, worst.

Non-agricultural labor union membership per 100 non-agricultural workers—North Carolina, best; New York, worst.

Percentage change over two years in non-agricultural labor union membership per 100 non-agricultural workers — New Mexico, best; North Dakota, worst.

Vocational education enrollment as a percentage of population—Arizona, best; South Carolina, worst.

Percentage of population 18 years old and over who have completed four years of high school—Utah, best; Mississippi, worst.

Average percent of estimated non-agricultural working time lost due to work stoppages over two years — South Carolina, best; West Virginia, worst.

Value added by manufacturing employes per dollar of production payroll — Louisiana, best; Michigan, worst.

Annual average hours worked per week—Montana, best, Idaho, worst.

Fuel and electric energy costs per million BTUs for manufacturers—Louisiana, best; Connecticut, worst.

State expenditure on environmental control as a percentage of total state expenditures — Louisiana, best; Ohio, worst.

Population density per square mile—New Jersey, best; Wyoming, worst.

Absolute change in population over three years—California, best; New York, worst.

1981 BUSINESS CLIMATE
As assessed by Alexander Grant & Co.

Rank	State	Business Climate Score
1	Florida	82
2	Texas	77
3	Colorado	73
4	Kansas	69
5	North Dakota	68
6	Mississippi	67
7	New Mexico	67
8	Arizona	67
9	Louisiana	66
10	Georgia	66
11	South Dakota	65
12	Tennessee	65
13	Nevada	62
14	Idaho	62
15	Nebraska	61
16	Oklahoma	61
17	North Carolina	61
18	Virginia	60
19	Missouri	60
20	South Carolina	59
21	Arkansas	59
22	Wyoming	58
23	Utah	58
24	New Hampshire	57
25	Indiana	54
26	California	53
27	Alabama	51
28	Montana	47
29	Maryland	47
30	Vermont	42
31	Wisconsin	42
32	Minnesota	40
33	Iowa	40
34	Ohio	38
35	Delaware	37
36	Oregon	37
37	Washington	34
38	New Jersey	33
39	Kentucky	33
40	Maine	32
41	Massachusetts	32
42	Connecticut	31
43	Illinois	27
44	Pennsylvania	25
45	Michigan	23
46	Rhode Island	23
47	New York	18
48	West Virginia	12

California data analyzed

Bad drivers kill more, study shows

SACRAMENTO. — The California Department of Motor Vehicles has concluded that people with bad driving records, including those with a high disregard for traffic regulations, are more apt to be involved in fatal accidents than those with blemish-free records.

DMV Director Doris V. Alexis said that "we began an intensive study to determine whether fatal accidents for individuals can be predicted. We found that only bad drivers, as a class, are more likely to be involved in a fatal accident and a higher frequency of fatal accidents can be predicted for this class, when compared with the general driving public."

The study report, by Marilee Garretson and Raymond C. Peck, of the agency's Research and Development Office, used statistics taken from a data base of 1970-1971 fatal-accident drivers.

Ronald Coppin, chief of the office, explained that DMV decided to analyze the data in greater scope and depth than originally planned "because of the recent increased public and legislative concern over fatal accidents caused by alcohol."

"The major conclusion," Coppin added, "was that drivers involved in fatal accidents are different than the driving population in general and that primary difference rests in prior violations. Such drivers have a considerable disregard for traffic laws in general."

• Males and females, the report asserted, tend to become involved in fatal accidents due to different types of driving errors.

"The males," according to Peck and Garretson, "had more violations and accidents of all types and also had received DMV licensing actions more often than females. The men were older and tended to be more often in possession of conditional or invalid licenses."

The most common violations of the male drivers were speeding, passing or overtaking, incorrect reading of signs or signals and equipment violations. Men also had more often been drinking, were traveling at higher speeds when the accident occurred and died more often as the result of the accident.

Females tended to accumulate primarily speeding and sign and signal violations and, more often than males, had not granted the right of way to other drivers.

Drivers who had been drinking prior to the accident, who were considered at fault for the accident, or whose accidents had occurred at night had worse prior driving records than other drivers involved in fatal accidents.

Also, drivers with a previous history of major violations, such as drunk and reckless driving, were more likely to have fatal accidents at night and fatal accidents involving alcohol.

The study involved a sample of 3,473 fatal-accident-involved drivers, obtained from accident reports submitted to the California Highway Patrol, and a comparison group of 3,487 drivers taken from the state's driving population.

Notchback headed for U. S.

Mitsubishi is to begin exporting its new notchback Mirage to the U. S. this summer. Built off the same platform as the hatchback Colt and Champ sold by Chrysler Corp. dealers, the new sedan has an overhang 8.9 inches longer for the trunk. Overall length is 161.6 inches.

Mitsubishi adds sedan, cylinder cutoff and turbo

TOKYO. — Mitsubishi Motors Corp. has facelifted its Mirage hatchback, added a sedan to the lineup and introduced two powertrain twists: Cylinder cutoff and turbocharger.

The new models are likely to be exported this summer. Although MMC is supplying four-door versions of the hatchback to Chrysler Corp., an MMC spokesman here emphasized there are as yet no firm plans to send the new models to Chrysler.

The implication is that the new sedans will be sold through Mitsubishi's own dealer network that is to be in place for the 1983 model year.

The cylinder cutoff system is said to improve fuel consumption 25 percent in Japan's 10-mode city cycle.

An electro-hydraulic system cuts two of the four cylinders at low speeds. The system consists of a number of sensors, an electronic controller, a special idling circuit, a hydraulic pump and hydraulic actuators built into the rocker arms of cylinders number 1 and 4.

The sensors detect inlet manifold pressure, water temperature, the gear in use and engine and road speed. The engine is converted to two-cylinder operation at speeds below 43 MPH on deceleration and during idling.

• In the end of each rocker for No. 1 and 4 cylinders is a plunger.

Normally, this plunger is held rigidly against a shoulder. However, when the two-cylinder operation is instigated, the hydraulic cylinder in the rocker pushes a forked plate forward so that the plunger can move up and down inside the rocker end and the valve is not operated.

MMC claims an improvement in fuel consumption to 47 MPG on the Japanese 10-mode city cycle, against 37 MPG for the normal engine. At a steady 37 MPH, the mileage is quoted as 70 MPG against 61 MPG for the standard unit.

Only the three-door, 1.4-liter hatchback will be available with turbocharger. Power output is boosted from 82 to 105 bhp at 5,500 RPM.

All the models in the expanded Mirage range have a new sloping front grille and plastic bumpers and a revised interior.

Basic dimensions of the front-wheel-drive cars remain the same. The four-door notchback versions, however, have a rear overhang 8.9 inches longer to provide for a trunk.

Thus, the overall length of the sedan is 161.6 inches, almost the same as the new Nissan Sunny (to be called the Sentra in the U. S.) and the Honda Ballade.

The rear seat is split and folds forward to give the carrying capacity of a hatchback.

Webber elected

PAWTUCKET, R. I. — Christine M. Webber, vice president and secretary of Webber Chevrolet Co., West Warwick, has been elected a corporator of the Pawtucket Institution for Savings.

Turbo Mirage unveiled

The facelifted Mitsubishi Mirage three-door hatchback is offered with a turbocharger that boosts power from the 1.4-liter engine from 82 to 105 BHP. The new Mirage line is expected to be sold in the U. S. only by Mitsubishi's own dealers, not by Chrysler dealers.

Australian unit to get practical evaluations

Makers support orbital engines

BULCATTA, Australia. — It is nearly 10 years since West Australian inventor Ralph Sarich hit the headlines with his award-winning orbital engine design, but the promise has not died.

The 42-year-old self-taught engineer has completed a tour of European, Japanese and U. S. car firms, demonstrating the latest version of his unique engine.

He said that of the 16 companies visited, nine have signed letters which commit them to undertake a practical evaluation of the design. He is selling experimental prototypes at prices up to $1 million a unit, to help cover developmental costs.

Sarich owns half of the company, Orbital Engines, which has $20 million backing from one of Australia's largest public companies, BHP. BHP executives have followed his progress closely, and some accompanied Sarich on his recent tour of major car firms.

Other than the engine, Orbital Engines is working on a number of Sarich ideas.

One is a light-weight, simplified fuel-injection system, small enough to hold in the palm of the hand. Sarich designed it to overcome carburetor problems experienced with the orbital engine, but found that it worked extremely well with conventional piston engines. Fuel savings of 15 percent are claimed, as well as reduced emission levels.

BHP recently announced that it will inject a further $3 million in the Orbital Engines company, which also receives government grants.

Some 15 prototype orbital engines have been built since 1972. The latest, a five-chamber, two-liter design, is claimed to be half the weight of a 2-liter piston engine but to develop more power. Lower exhaust emissions, especially NOx, are claimed.

The design is not perfect.

"We know the engine's shortfalls," Sarich has said. "But we also know its benefits, and the reactions we have had from overseas engineers shows they can see benefits, too."

The original Sarich engine, a 3.5-liter, seven-chamber orbital unit, proved controversial, receiving both high praise and criticism from eminent automotive engineers.

Sarich said the latest prototypes exceed the tough Australian exhaust emission laws and produce superior fuel economy when subject to the Australian 2077 checks.

He said fuel efficiency is currently 15 percent higher than a piston engine but that will rise to 40 percent with further developments. Significant improvements in sealing and combustion have been achieved since the first prototype.

Orbital Engines now works out of ultra-modern facilities in this Perth suburb, with a full-time staff of 60. It is also engaged in government research and development work.

TOP CARS

U. S. registrations for the first 11 months of 1981. Registrations not available for Oklahoma, delayed for Iowa.

1981 Pos.		Make	1980	Pos.
1—	1,339,134	Chevrolet	1,596,349	— 1
2—	912,769	Ford	961,699	— 2
3—	769,586	Oldsmobile	739,369	— 3
4—	663,662	Buick	647,989	— 4
5—	525,761	Toyota	518,865	— 6
6—	511,997	Pontiac	564,520	— 5
7—	417,394	Datsun	472,003	— 7
8—	338,609	Honda	320,924	— 8
9—	317,646	Mercury	294,952	— 9
10—	313,822	Plymouth	210,738	—12
11—	288,856	Dodge	224,811	—11
12—	214,852	Volkswagen	236,192	—10
13—	202,669	Cadillac	193,494	—13
14—	159,618	Mazda	143,737	—14
15—	131,450	Subaru	115,105	—17
16—	123,819	AMC	138,776	—15
17—	81,766	Chrysler	126,276	—16
18—	59,343	Volvo	49,999	—21
19—	56,028	Lincoln	66,263	—18
20—	53,501	Mercedes	.....	
21—	43,966	Audi		
22—	39,746	Colt	47,335	—22
		Fiesta	63,169	—19
		Champ	51,965	—20
	263,158	Other Imports	262,141	
	3,247	Misc. Domestic	3,445	
	7,832,399	Total	8,050,116	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1981, Automotive News

Derrick celebrates silver anniversary

NADA Secretary-elect H. E. Derrick Jr., center, president of Lexington Motor Sales, Inc., Lexington, Va., was recognized for more than a quarter-century of service as a Pontiac dealer. Presenting him with a plaque are W. E. Enockson, left, zone manager, and Julie Jones, district manager. An NADA director since 1978, Derrick has served as president of the Virginia Automobile Dealers Assn., chairman of the Pontiac National Dealer Council and is now a member of the GMC Zone Dealer Council.

FTC is asked to drop charges in antiknock case

WASHINGTON. — The four major producers of lead-based antiknock compounds in gasoline have asked the FTC to throw out an antitrust violation against them for price signaling, on the grounds it is common industry practice and violates their First Amendments rights.

At a hearing here, representatives from Ethyl Corp., PPG Industries, Nalco Chemical and E.I. du Pont de Nemours & Co., asserted that if what they did was outlawed, American business would have to change many of its common practices.

"Any action to prohibit industry from releasing pricing information to the news media raises serious First Amendment questions and may conflict with corporate obligations to disclose such information to investors," they said.

The FTC last year accused the firms of violating antitrust laws by signaling price changes to each other. In August, an FTC administrative law judge forbade the firms from:

1. Announcing price changes before their effective date.
2. Using a pricing formula that systematically matches a competitor's price.
3. Providing sales information to any of its competitors except in connection with a legitimate sale between them, and
4. Using "most-favored-nation" clauses in contracts.

The judge's orders do not go into effect until the firms have exhausted all their appeals.

New Opel Rekord now scheduled as an '87 model

BERLIN. — A new Opel Rekord, originally scheduled to go into production in the fall of 1983 as a 1984 model, has been delayed rather than canceled, as Automotive News reported earlier (Feb. 1).

The Rekord, German sources say, will be facelifted for 1983, with a new front, rear and interior. Mechanicals will be unchanged.

The all-new Rekord has been pushed back from production startup in the fall of 1983 to the fall of 1986, as a 1987 model. It is unclear whether it will have front-wheel or rear-wheel drive.

Opel plans to facelift its prestige models, Senator and Monza, for 1984. One or two years later, the independent rear suspension from those models could be adapted to the Rekord.

November total is poorest since 1974

Car registrations dip to 1981 low

By Jenny L. King
Staff Writer

U. S. new-car registrations in November reflected a weak domestic market as the total slipped to its lowest level for the month since 1974 as well as its lowest point for any month in 1981, according to figures compiled by R. L. Polk & Co.

New-car registrations for November totaled 613,740, down 6.20 percent from 654,330 the preceding month, and down

Table on Page 136

15.89 percent from 729,719 a year earlier.

The record for the month is 946,917, posted in 1972.

Though down in actual numbers, imports increased their share of the soft market, climbing to 27.57 percent from 25.61 percent a year earlier. Import registrations totaled 169,227, down 9.44 percent from 186,869 in November of 1980.

Registrations of new domestic-built cars numbered 444,513 for the month, down 5.81 percent from 471,920 in October, and down 18.11 percent from

Continued on Page 136, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1981	Percent Share of Market	Regis., Nov., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 11 mos., 1981	Percent Share of Market	Regis., 11 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	100,493	16.37	141,369	19.37	— 3.00	1,339,134	17.10	1,596,349	19.83	— 2.73
Ford	72,594	11.83	89,215	12.23	— 0.40	912,769	11.65	961,699	11.95	— 0.30
Oldsmobile	61,445	10.01	71,511	9.80	+ 0.21	769,586	9.82	739,369	9.18	+ 0.64
Buick	56,375	9.19	65,876	9.03	+ 0.16	663,662	8.47	647,989	8.05	+ 0.42
Pontiac	37,213	6.06	53,490	7.33	— 1.27	511,997	6.54	564,520	7.01	— 0.47
Mercury	27,515	4.48	29,586	4.05	+ 0.43	317,646	4.06	294,952	3.66	+ 0.40
Dodge	22,571	3.68	20,845	2.86	+ 0.82	288,856	3.69	224,811	2.79	+ 0.90
Plymouth	22,161	3.61	20,115	2.76	+ 0.85	313,822	4.01	210,738	2.62	+ 1.39
Cadillac	20,614	3.36	19,735	2.70	+ 0.66	202,669	2.59	193,494	2.40	+ 0.19
AMC	9,249	1.51	12,782	1.75	— 0.24	123,819	1.58	138,776	1.72	— 0.14
Chrysler	7,809	1.27	11,960	1.64	— 0.37	81,766	1.04	126,276	1.57	— 0.53
Lincoln	6,102	1.00	6,068	0.83	+ 0.17	56,028	0.71	66,263	0.82	— 0.11
GENERAL MOTORS	276,141	44.99	351,981	48.23	— 3.24	3,487,048	44.52	3,741,721	46.47	— 0.05
FORD MOTOR CO.	106,211	17.31	124,869	17.11	+ 0.20	1,286,443	16.42	1,322,914	16.43	— 0.01
CHRYSLER CORP.	52,541	8.56	52,920	7.26	+ 1.30	684,444	8.74	561,825	6.98	+ 1.76
AMERICAN MOTORS	9,249	1.51	12,782	1.75	— 0.24	123,819	1.58	138,776	1.72	— 0.14
IMPORTS	169,227	27.57	186,869	25.61	+ 1.96	2,247,398	28.70	2,281,435	28.34	+ 0.36
MISCELLANEOUS	371	0.06	298	0.04	+ 0.02	3,247	0.04	3,445	0.04	—
TOTAL	613,740		729,719			7,832,399		8,050,116		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

Texas town finds car sales run ahead of other years

By Jess F. Blair
Staff Correspondent

BIG SPRINGS, Tex.—Despite depressed car sales in other parts of the country, both cars and trucks are moving more rapidly here than they have in several years.

Jack Lewis, Jack Lewis Buick and Cadillac, said that his sales were up 20 percent over this time last year, and he expects the trend to continue. He said larger cars were selling well.

Sales at Highland South Pontiac-Datsun are "fantastic" after a slow period, according to Bill Lassater, sales manager. Used cars are selling very well and at present are the most profitable department.

Gary Galloway, sales manager at Mesa Valley Toyota, said sales were up 15 to 20 percent from last year.

Two dealers who sell a large number of pickups and trucks in the area report a real boom in such sales. Bert Hilger, sales manager at Bob Brock Ford, said that 65 to 70 percent of sales were in pickups and trucks, with most of the pickups being sold to farmers who made a bumper cotton crop in 1981. Oil-drilling activity has also increased truck and pickup sales.

Larger cars such as the LTD and Grand Marquis are selling better than in the past, Hilger said.

At Pollard Chevrolet sales were higher in 1981 than ever before, reported Sales Manager Tony Ginnetti, with pickups and trucks outselling cars by three to one. He said small-car sales were down but mid-size and full-size car sales have taken up the slack. The company is now considering an expansion of the car lots.

Big cars are also selling better at Shroyer Motor Co., according to Sonny Shroyer, with the Oldsmobile 98 and 88 and Cutlass models doing well. People are buying the larger cars for safety reasons, Shroyer said, not just because the newer models are getting improved gasoline mileage.

Hutt leaves Gilmore

KALAMAZOO, Mich. — Hilbert Hutt, executive vice president and general manager of Jim Gilmore Cadillac-Pontiac-Datsun has announced his retirement from the automobile dealership after nearly 20 years of service. Jim Gilmore III will assume the title of general manager.

Gilmore said, "We wish Hilbert Hutt much happiness in his retirement. He has developed a strong management team which will continue our tradition of quality product sales and service to our customers."

November total is poorest since 1974

Car registrations dip to 1981 low

Continued from Page 134

542,850 in November of 1980.

Registrations of new cars in the U. S. for the first 11 months of 1981 totaled 7,832,399, down 2.70 percent from 8,050,116 a year earlier. The domestic year-to-date figure of 5,585,001 was down 3.18 percent from 5,768,681 in 1980. Import registrations for the 11-month period were 2,247,398, down 1.49 percent from 2,281,435.

• Among the major U. S. car makers, Ford Motor Co. and Chrysler Corp. registered domestic market share gains in November, while General Motors and American Motors lost ground.

Ford accounted for 23.90 percent of the month's domestic new-car registrations, up from 23.00 percent a year earlier. Chrysler shot up to 11.82 percent from 9.75 percent. GM dipped to 62.12 percent from 64.84 percent, AMC had 2.08 percent compared with 2.35 percent and miscellaneous domestics earned 0.08 percent, up from 0.06 percent.

Of the total November market, GM earned 44.99 percent, down from 48.23 percent in 1980. Ford products accounted for 17.31 percent, up from 17.11 percent. Chrysler stood at 8.56 percent, up from 7.26 percent; AMC dropped to 1.51 percent from 1.75 percent, and the miscellaneous makes accounted for 0.06 percent compared with 0.04 percent a year earlier. Imported cars grabbed 27.57 percent of the total, up from 25.61 percent.

By size segments, subcompacts, luxury models and the imports increased their shares as the compacts, intermediates and standards were off for the month.

U. S. subcompacts progressed 1.63 percentage points, to 15.69 percent of the market from 14.06 percent a year earlier. Luxury cars climbed to 5.79 percent from 5.04 percent, and imports were up 1.96 percentage points, to 27.57 percent from 25.61 percent.

U. S. compacts slipped to 19.94 percent from 21.21 percent, intermediates were down to 20.46 percent from 23.16 percent and standards dipped 0.37 of a percentage point, to 10.55 percent from 10.92 percent.

In the domestic market alone, subcompacts accounted for 21.66 percent in November, compacts were 27.53 percent, intermediates were 28.25 percent, standards were 14.56 percent and luxury models were an even 8.00 percent.

Registrations by market class in November were: Subcompact, 96,288; compact, 122,353; intermediate, 125,592; standard, 64,722; luxury, 35,558, and imports, 169,227.

In the top-ten lineup year-to-date, Toyota skipped over Pontiac to gain fifth place, and Plymouth replaced Volkswagen as the number-ten make. In order, the best ten were: Chevrolet, Ford, Oldsmobile, Buick, Toyota, Pontiac, Datsun, Honda, Mercury and Plymouth.

Peugeot expands ski sponsorship to national level

LYNDHURST, N. J.—Peugeot Motors of America's involvement in professional skiing has been expanded to include a national final this year. The company is sponsoring the only professional downhill ski races in the U. S. this year.

Anthony Aldarelli, Peugeot's general sales manager, said the national effort, called the Peugeot Gran Prix, originally had not been in the company's game plan for this year. But when another tour was canceled, this became the "only game in town."

There will be 35 races throughout the country on this circuit, he said, adding that Peugeot's "main goal this year is to make these races the most professional anyone has run."

The company began its involvement with professional skiing several years ago. It limited its activity at first to the Northeast, and gradually expanded it to other areas of the country.

This slow growth had been expected to continue this year, Aldarelli said, but when the opportunity arose to create a national effort, the company decided to take advantage of it.

Since this is the only professional circuit, Peugeot expects it will get heavy coverage by the media, which will increase the effectiveness of Peugeot's promotional effort.

Sponsorship of sports is an effective method of promotion for auto companies, Aldarelli said. The two sports Peugeot sponsors—skiing and tennis—are especially effective because they are "social sports" and participants fit the demographics of Peugeot's buyer profile, he said.

Aldarelli said the tour final will offer the biggest purse for a single event: $10,000. The winner of each regional tour gets a car plus aggregate winnings, he said.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

November '81 vs. November '80

	1981 November	1981 Yr.	1980 November	1980 Yr.
AMC Spirit	1,911	32,485	3,359	47,358
Concord	2,603	40,346	4,068	47,290
Concord SW	1,209	13,832	1,685	15,793
Eagle 4WD	532	6,016	1,162	11,548
Eagle 4WD SW	1,797	14,860	1,239	14,595
Eagle SX4 4WD	1,197	16,280	1,269	2,192
TOTAL AMC	9,249	123,819	12,782	138,776
Chrysler LeBaron '81	829	31,986	4,892	50,385
LeBaron '81 SW	83	5,187	764	7,705
LeBaron '82 FWD	3,337	4,023		
LeBaron '82 SW FWD		1		
Cordoba	1,632	23,541	3,747	40,400
Newport	55	4,105	962	11,815
New Yorker '81	66	5,601	1,082	15,089
New Yorker '82	1,497	2,682		
Imperial	310	4,640	513	882
Total	7,809	81,766	11,960	126,276
Horizon FWD	7,719	122,437	8,934	118,860
Reliant FWD	9,895	126,888	5,486	7,793
Reliant SW FWD	4,075	48,996	1,803	2,474
Volare	43	6,689	2,809	56,844
Volare SW	2	1,386	724	13,527
Gran Fury '81	52	6,692	359	11,240
Gran Fury '82	375	734		
Total	22,161	313,822	20,115	210,738
Omni FWD	7,728	102,285	7,175	95,611
Aries FWD	8,250	97,823	3,940	5,531
Aries SW FWD	2,970	36,703	1,338	1,803
Dodge 400 FWD	1,005	1,230		
Aspen	43	5,660	2,243	43,902
Aspen SW	12	1,288	617	10,268
Diplomat	1,275	22,449	2,188	24,308
Diplomat SW	52	2,588	372	4,049
Mirada	1,152	13,867	2,114	24,451
St. Regis	84	4,963	858	14,888
Total	22,571	288,856	20,845	224,811
Total Chrysler Corp.	52,541	684,444	52,920	561,825
Escort FWD	16,383	163,127	9,793	15,272
Escort SW FWD	6,790	104,606	6,007	9,157
EXP FWD	5,294	47,519	1	1
Pinto	60	9,329	5,475	108,568
Pinto SW	12	2,754	1,975	30,875
Fairmont	9,493	134,240	18,504	190,322
Fairmont SW	1,146	43,807	5,160	66,569
Granada	7,204	92,206	8,205	76,472
Granada SW	2,545	4,221		
LTD II			44	3,155
LTD	2,935	47,132	5,394	82,415
LTD Crn. Victoria	3,491	36,200	3,473	25,586
Ford SW	1,551	17,746	1,749	22,767
Mustang	11,375	144,779	15,388	209,051
Thunderbird	4,315	65,103	7,947	121,489
Total	72,594	912,769	89,215	961,699
Lincoln Town Car	2,556	26,446	2,683	28,327
Mark VI	2,192	27,427	3,255	33,454
Versailles			130	4,482
Continental	1,354	2,155		
Total	6,102	56,028	6,068	66,263
Mercury Lynx FWD	6,174	57,419	3,022	4,518
Lynx SW FWD	2,151	30,494	1,333	1,900
LN7 FWD	1,565	15,630		1
Bobcat	7	2,114	1,110	22,183
Bobcat SW	1	484	257	4,643
Zephyr	2,785	39,953	6,129	59,253
Zephyr SW	350	10,936	1,462	17,241
Cougar	3,540	39,695	3,426	27,498
Cougar SW	1,219	2,115		
Marquis	568	7,123	916	12,813
Marquis Brougham	1,093	11,363	1,221	11,429
Grand Marquis	2,458	21,720	1,914	17,186
Marquis SW	734	6,421	577	6,574
XR7	1,760	27,019	3,542	51,314
Capri	3,110	45,154	4,677	58,399
Total	27,515	317,646	29,586	294,952
Linc. Merc. Div. Total	33,617	373,674	35,654	361,215
Total Ford Motor Co.	106,211	1,286,443	124,869	1,322,914
Buick Skyhawk			108	5,795
Skylark FWD	17,209	185,376	15,954	158,728
Century '82 FWD	51	58		
Regal/Century	22,001	296,913	31,294	293,862
Regal/Century SW	930	14,039	1,358	15,400
LeSabre	1,891	20,798	2,557	27,972
LeSabre Limited	4,122	42,675	3,830	45,360
Electra	5,348	51,091	5,978	54,459
Buick SW	896	9,698	612	8,477
Riviera FWD	3,928	43,014	4,185	37,936
Total	56,376	663,662	65,876	647,989
Cadillac deVille	8,055	90,122	7,983	89,503
Cimarron FWD	2,492	11,537		
Fleetwood & Chas.	3,132	31,792	2,725	25,578
Eldorado FWD	4,840	48,149	5,461	46,206
Seville FWD	2,095	21,069	3,566	32,207
Total	20,614	202,669	18,735	193,494
Chevrolet Chevette	16,339	327,219	29,218	344,387
Camaro	3,336	91,042	8,351	109,694
Monza	55	16,047	13,293	139,200
Cavalier FWD	10,514	48,256		
Cavalier SW FWD	2,715	15,032		
Citation FWD	23,659	278,824	28,585	342,020
Malibu	9,534	144,314	19,285	183,678
Malibu SW	3,762	52,437	4,604	56,916
Celebrity FWD	2	2		
Monte Carlo	11,643	149,911	15,415	148,798
Impala	4,723	56,719	6,162	78,653
Caprice	9,170	90,226	9,682	108,792
Chevrolet SW	3,309	41,070	3,719	50,751
Corvette	1,732	28,036	3,055	33,460
Total	100,493	1,339,134	141,369	1,596,349
Oldsmobile Starfire			105	5,562
Omega FWD	8,830	102,410	7,366	79,173
Cutlass Ciera FWD	88	103		
Cutlass Salon '81	10,685	144,591	16,208	158,098
Cutlass Sup./Calais '81	18,352	146,651	22,332	238,009
Cutlass Sup./Calais '82	9	9		
Cutlass SW	1,882	28,449	2,463	28,420
Delta 88	828	10,944	1,386	18,029
Delta Royale	8,655	115,163	9,244	101,327
98	7,981	71,769	8,000	62,771
Oldsmobile SW	1,263	15,700	1,186	15,029
Toronado FWD	2,872	33,797	3,221	32,951
Total	61,445	769,586	71,511	739,369
Pontiac T1000	4,472	48,511		
Firebird	1,924	49,898	5,591	79,159
Sunbird	65	28,156	11,465	119,653
J2000 FWD	5,419	35,904		
J2000 SW FWD	914	6,317		
Phoenix FWD	6,508	77,192	9,190	91,197
LeMans/Bonn. '82	4,631	46,658	5,178	49,562
LeMans Bonn. '82 SW	1,314	21,297	1,872	22,264
6000 FWD	20	22		
Grand Prix	8,858	118,915	11,664	106,506
Catalina	239	5,869	1,050	12,392
Bonneville '81	1,360	36,971	3,813	43,819
Bonneville Brougham	1,171	28,675	2,852	29,562
Pontiac SW	308	7,612	815	10,406
Total	37,213	511,997	53,490	564,520
TOTAL GM CORP.	276,141	3,487,048	351,981	3,741,721
(Checker)	327	2,705	267	3,159
Misc. Domestic	371	3,247	298	3,445
Domestic Station Wagon Total	43,992	560,076	43,700	438,033
Domestic Grand Total	444,513	5,585,001	542,850	5,768,681
Import Total	169,227	2,247,398	186,869	2,281,435
Grand Total All Registrations	613,740	7,832,399	729,719	8,050,116

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

Because of GM's rebate program

Olds Firenza ads appear early

By Joseph Bohn
Marketing Editor

Oldsmobile's new Firenza ads broke a little early, Feb. 17, because of General Motors' unanticipated rebate program.

The division had to begin advertising rebates on the car, in fact, before it was even properly introduced.

But formal introduction came on TV last week via two commercials, one for the hatchback coupe, another for the four-door sedan.

Commercial messages on both are pretty much the same, although the coupe is cast in a sportier, fun-to-drive type setting, acording to John Hamill, ad manager.

TV for the coupe uses a lot of quick camera cuts in a driving situation, telling the story of a man leaving home and ending up doing a little guitar-picking with a group of people on a weekend.

"What makes a car right for the times shouldn't make it wrong for Saturday night. Introducing Firenza. It's what a small car can be when it's an Oldsmobile. Firenza. The newest, smallest Oldsmobile," says a voiceover.

The same theme carries into print.

"Introducing Firenza. It's what a small car can be when it's an Oldsmobile . . . this is the newest, smallest Oldsmobile" say single-page ads, calling attention to various standard features.

"The new Olds Firenza. Hatchback or four-door sedan. It's proof of what a small car can be when it's an Oldsmobile," the single-page ad continues.

Sixteen magazine insertions are planned for March, concentrated in mass circulation and news weekly magazines, aimed at upscale audiences.

Only the hatchback coupe is featured in the March magazine run, but Hamill said high-tech and buff books will be added as future ads get into more specifics, like the five-speed manual transmission to be offered.

Firenza will also be part of a spring newspaper run, beginning in March, which Oldsmobile is co-oping with dealers.

Within that newspaper ad, the Ciera, V-6 diesel and the GM rebates will also be featured.

The theme, "There's a lot of news from Olds today" is flexible enough to allow different adaptations to dealers' purposes.

Leo Burnett is the agency.

Used car sales
Auction Averages

February to date	$4,788
Month ago	$4,880
Year ago	$4,082

Model breakdown
Auction Averages

	February To Date	January	December
1982	$7,804	$7,432	
1981	6,654	6,435	6,424
1980	5,258	5,144	5,363
1979	4,543	5,184	4,321
1978	3,769	3,633	3,475
1977	2,785	2,857	2,590
1976	2,348	2,343	2,026
1975	1,975	1,354	1,361
Overall Average	$4,788	$4,904	$4,117

The smallest Olds

Oldsmobile is introducing Firenza in TV and magazines as its "newest, smallest Oldsmobile," setting it apart from other small cars. Sixteen single-page magazine insertions run in March, with dealer co-op newspaper also planned. Leo Burnett is the agency.

Auto auction open in Philadelphia, but with new twist

PHILADELPHIA. — A new wrinkle in car auctions was staged here by the Philadelphia Auto Auction (PAA) at its first sale. The new company sells dealers' overstock, fleet vehicles and bank repossessions, but also handles cars from private individuals.

PAA is conducting one sale a week, and officials expect to sell 100 to 150 cars per session. Auctions are conducted under near-assembly line conditions. The cars go into the company's building and in front of the auctioneer's stand. The building has been remodeled into a structure not unlike a car wash. Allen Gross, the company's auctioneer, announces the kind of car being sold and its condition if anything obvious is wrong with it. Basically, sales are as is.

A bidder must register before he can bid on the cars or even look at them. To register, buyers must pay a fee of $50, which PAA officials said may be applied to the cost of the car purchased. It will be refunded if the bidder does not make a purchase. Bidders are encouraged to register in advance and may do so by telephone.

The auction charges a flat purchase fee rather than the percentage premium common at most auctions.

factories list auction dates

American Motors

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Feb. 23—South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

Baer Ford is sold; it's now Bear Ford

WILKES-BARRE, Pa. — Baer Ford in suburban Huntington Mills has become Bear Ford. Former owner Marguerite Baer sold the dealership to Allyn Griffith.

The dealership will be managed by Tom Piercy, who said the subtle name change was made to retain the identity of the dealership because of the Baers' excellent reputation in their 26-year ownership.

Collection adds Clenet

MIAMI, Fla.—A Clenet franchise has been given to the Collection, a Miami dealership owned by Joe DeMaria.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00, 26-times, $11.50, 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
VHle St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-8873

Thursday
ONTARIO AUTO AUCTION
408 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MARCH 2, 1982
11 A.M.
AMC FACTORY SALE
CENTRAL OFFICE UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 1-800-237-7661.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1163.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

Use Automotive News Want Ads for Quick Action

Tops 100,000 for 1st time, but trails year-ago week

Auto production is highest of 1982

By Patricia Hoffman
Staff Writer

For the first time this year, domestic auto production reached 100,000 units, putting last week's total well above that of the previous week. All plants except seven General Motors facilities were working.

The auto makers scheduled 105,140 units last week, a gain of 41.31 percent from 74,403 the previous week due to the return of two Chrysler Corp. facilities and six Ford Motor assembly points.

The total, however, was 21.27 percent below the 133,543 cars built in the comparable 1981 week, and the year-to-date output of 512,111 units was 37.01 percent below 813,028 in the same period last year.

Seven GM facilities remained idle last week (Feb. 15), five for inventory control and two for model changeover. They were Framingham, Lordstown, South Gate, Tarrytown and Wilmington, all down for inventory adjustments, and Janesville and Oklahoma City, idle for changeover.

Operations resumed last week at Chrysler's Belvidere and Jefferson assembly points. Both facilities had been idle for inventory control since Feb. 1.

Also back were Ford's Atlanta, Dearborn, Kansas City and Wayne points, all idle since Jan. 25, and Ford's San Jose and Lorain facilities, both down since Feb. 1.

Downtime is scheduled this week at 10 GM facilities. They are: Arlington, Baltimore, Detroit, Framingham, Janesville, Lordstown, Oklahoma City, South Gate, Tarrytown and Wilmington.

Volkswagen of America's Westmoreland point begins a two-week shutdown today to reduce inventory. The facility is slated to resume operations March 8 and will be idle again for one week starting March 22. The repeated downtime is due to slumping sales of the VW Rabbit.

On March 1, GM will increase production of the Chevrolet Camaro and Pontiac Firebird from one shift to two shifts at Norwood. About 1,700 workers will be called back from indefinite layoff.

Also on March 1, GM will cut production at Lordstown from two shifts at 75 units an hour to one shift. There will be 3,400 workers put on indefinite layoff.

GM's Fremont facility will be closed March 5 when it discontinues production of the Chevrolet Celebrity and Oldsmobile Cutlass Ciera. There will be approximately 2,500 workers on indefinite layoff.

On April 2, GM will halt production of the Chevrolet Cavalier and Cadillac Cimarron at its South Gate facility, putting 2,500 workers on indefinite layoff. Assembly of those cars will be moved to Janesville, which has been idle since Jan. 18 for changeover from the Pontiac J2000 and Buick Skyhawk.

According to GM, Janesville, which currently assembles Chevrolet and GMC light-duty trucks on one line, will use the open car line to accommodate Cavalier and Cimarron production once the changeover is complete.

Japanese buy fewer imports

TOKYO. — Sales of imported cars in Japan declined 15 percent in 1981 to 38,110, according to the Japan Automobile Importers Assn. The year-earlier total had been 44,871.

For December alone, the count was 3,370, down 20 percent from 4,338 a year earlier.

Leading imports in December were: Volkswagen, 1,051; Mercedes-Benz, 565; BMW, 342; Audi, 278; BL Mini, 131, and Buick, 129.

Truck production up 15 pct.; 41,558 scheduled for week

With only one truck assembly plant idle last week, domestic truck production rose 15.11 percent above the previous week's output, and the total also was up substantially from the comparable 1981 week.

The truck makers scheduled 41,558 units last week, a gain from 36,104 the previous week, and up 26.99 percent from 32,725 the comparable week last year.

Year-to-date, the makers have finished 228,480 trucks, a 4.95 percent drop from 240,369 completed in the same period last year.

International Harvester's Ft. Wayne facility began a two-week shutdown last week (Feb. 15) for inventory control. The plant is scheduled to return March 1.

Operations resumed last week at Ford Motor's Kansas City and San Jose facilities. Both points were idle for inventory control.

Also back last week were Chrysler Corp.'s Belvidere and Warren points, which also had been down for inventory adjustments.

Volkswagen of America will halt production of pickups at its Westmoreland facility starting today (Feb. 22). The plant will be idle for two weeks, with operations slated to resume March 8. Another shutdown has been scheduled at the facility starting March 22, for one week.

VWoA reported that the repeated closings at the Westmoreland point are due to a decline in sales. The facility has been in operation only eight of the past 14 weeks.

General Motors' Lordstown (van) facility will be idle this week.

GM announced that on March 1, the Pontiac (GMC Truck & Coach) facility will reduce production of the Chevrolet and GMC light-duty utility trucks from two shifts to one shift. This will result in approximately 1,050 workers being placed on indefinite layoff.

Also at GM, the Lordstown (van) plant (Chevrolet and GMC vans), and the Janesville facility (Chevrolet and GMC light-duty trucks) will increase production from one shift to two shifts, starting April 5. Approximately 1,000 workers at each point will be called back from indefinite layoff.

Car output dips 20 pct. in Canada; GM line down

Downtime at General Motors' Oshawa (No. One) car facility and a one-day holiday closing at Volvo's Halifax point pulled last week's Canadian auto production down 20.12 percent below the previous week's output, but the year-to-date total remained ahead of the comparable 1981 period.

The auto makers targeted output last week at 13,921 units, down from 17,427 the previous week, and down 8.68 percent from 15,244 in the comparable week last year.

Year-to-date, the makers have finished 92,356 cars, a gain of 9.35 percent from 84,457 in the same period last year.

The truck manufacturers scheduled a gain last week due to the return of Ford Motor's Oakville plant. Output was estimated at 11,038 units, up 37.49 percent from 8,028 in the previous week, but the total was 9.69 percent below 12,223 in the comparable 1981 week.

So far this year, the truck makers have assembled 53,276 units, down 29.38 percent from 75,436 in last year's comparable period.

Volvo's Halifax facility was idle last Monday (Feb. 15) due to the Heritage Day holiday.

Downtime continued last week at Ford's St. Thomas car point. The facility, idle since Feb. 1, is scheduled to return today (Feb. 22).

U.S. CAR PRODUCTION

	Week Ended Feb. 20, 1982	Week Ended Feb. 21, 1981	Week Ended Feb. 13, 1982	Feb. to Date	Jan. 1 to Feb. 21, 1981	Jan. 1 to Feb. 20, 1982
AMERICAN MOTORS	1,550*	475*	1,550*	3,100*	10,890*	7,079*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,400	17,430	5,805	24,276	88,206	61,181
Plymouth Total	6,300	8,630	2,656	11,359	43,765	27,110
Horizon	2,000	3,200	.....	2,000	154,000	8,153
Reliant	4,300	4,600	2,656	9,359	25,990	18,957
Caravelle	.....	80	.....	.....	348	.....
Gran Fury	.....	750	.....	.....	2,027	.....
Chrysler Total	1,500	1,750	1,103	2,604	6,583	9,396
LeBaron	1,500	1,200	1,103	2,604	4,757	9,396
Chrysler	.....	550	.....	.....	1,826	.....
Dodge Total	6,600	7,050	2,046	10,313	37,858	24,675
Omni	2,200	1,700	.....	2,200	11,793	7,386
Aries	3,700	4,100	1,724	7,091	21,902	14,103
Diplomat	.....	900	.....	.....	3,144	.....
Dodge 400	700	.....	322	1,022	.....	3,186
St. Regis	.....	350	.....	.....	1,019	.....
FORD MOTOR	27,485	28,360	7,926	42,193	165,418	83,025
Ford Division	18,623	19,484	3,027	24,406	113,748	47,286
Escort	7,201	8,213	1,757	10,439	57,714	19,928
Fairmont	3,529	1,173	.....	3,529	20,342	6,613
Must./Must. II	4,378	5,429	.....	4,378	11,999	8,689
Granada	2,196	2,965	1,270	4,741	8,794	7,976
T-Bird	1,142	.....	.....	1,142	3,025	3,670
Ford	.....	1,704	.....	.....	11,874	.....
EXP	177	.....	.....	177	.....	410
L-M Division	8,862	8,876	4,899	17,787	51,670	35,739
Mercury Total	6,799	7,546	2,481	11,718	43,866	23,185
Lynx	1,770	2,842	443	2,932	18,838	5,110
Capri	973	1,581	.....	973	3,756	1,993
Zephyr	1,250	323	.....	1,250	6,205	2,722
Cougar	997	1,503	730	2,436	4,049	4,479
XR-7	471	.....	.....	471	1,645	1,208
Mercury	1,294	1,297	1,308	3,612	9,373	7,547
LN7	44	.....	.....	44	.....	126
Lincoln Total	2,063	1,330	2,418	6,069	7,804	12,554
Continental ('82)	413	.....	483	1,215	.....	3,040
Lincoln	833	682	980	2,519	3,594	5,030
Mark VI	817	648	955	2,335	4,210	4,484
GENERAL MOTORS	58,040	83,042	55,587	151,554	522,921	342,821
Buick Division	15,898	20,322	16,142	41,363	125,479	84,841
Skylark	2,490	5,927	3,045	6,812	36,277	11,267
Skyhawk J	2,348	.....	2,091	6,309	.....	9,590
Century	2,665	3,774	2,628	7,898	24,200	16,554
Regal	4,800	5,322	4,773	10,387	33,039	21,971
Buick	3,175	3,770	3,193	9,125	23,438	22,440
Riviera	420	1,529	412	832	8,525	3,019
Cadillac Division	5,730	6,646	5,476	13,613	43,728	33,725
Cimarron	.....	.....	.....	.....	.....	493
Seville	545	890	511	1,056	4,870	2,419
Eldorado	1,585	1,505	1,510	3,095	9,571	7,347
Cadillac	3,600	4,251	3,455	9,462	29,287	23,466
Chevrolet Division	12,305	29,870	9,728	29,859	184,158	82,016
Chevettes	1,725	9,030	.....	1,725	33,580	5,058
Cavalier	.....	.....	.....	.....	.....	13,469
Celebrity	645	.....	621	2,022	.....	5,659
Camaro	4,120	6,320	3,705	11,583	19,140	24,460
Citation	.....	6,832	.....	.....	45,567	11,144
Malibu	3,255	4,975	2,742	7,202	33,076	9,317
Monte Carlo	1,540	1,913	1,633	4,381	18,869	6,334
Chevrolet	420	.....	421	1,273	28,554	2,545
Corvette	600	800	606	1,673	5,372	4,030
Oldsmobile Division	18,353	18,779	18,207	50,603	127,114	101,371
Omega	1,460	3,344	1,430	4,028	20,833	8,929
Firenza	2,348	.....	2,499	6,309	.....	15,841
Cutlass	4,800	8,744	4,738	13,406	62,055	22,386
Cutlass/Ciera	3,290	.....	3,051	9,112	.....	12,397
Oldsmobile	5,405	5,530	5,498	15,707	37,539	37,134
Toronado	1,050	1,161	991	2,041	6,687	4,684
Pontiac Division	5,754	7,425	6,034	16,116	42,442	40,868
Acadiant †	.....	250	.....	.....	1,203	.....
J2000	.....	.....	.....	.....	.....	1,838
T1000	115	.....	.....	115	.....	355
Firebird	2,359	920	2,193	6,721	7,401	13,494
Phoenix	.....	2,835	578	578	16,287	3,509
Grand Prix	1,640	2,400	1,667	4,441	9,380	10,879
Bonneville ('82)	1,640	.....	1,596	4,261	.....	10,793
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	880	.....	.....	5,739	.....
Pontiac	.....	140	.....	.....	2,432	.....
VOLKSWAGEN	3,565	4,160	3,435	10,509	25,347	17,505
CHECKER	100*	76	100*	300*	246	500*
Total Cars, U.S.	105,140	133,543	74,403	231,932	813,028	512,111

CANADIAN CAR PRODUCTION

	Week Ended Feb. 20, 1982	Week Ended Feb. 21, 1981	Week Ended Feb. 13, 1982	Feb. to Date	Jan. 1 to Feb. 21, 1981	Jan. 1 to Feb. 20, 1982
AMERICAN MOTORS	600	600	610	1,751	4,165	3,140
CHRYSLER CORP.	3,200	.....	3,870	9,333	1,732	22,470
FORD MOTOR	3,741	1,558	3,601	7,657	7,715	19,312
GENERAL MOTORS	6,200	12,896	9,121	21,065	69,350	45,905
VOLVO	180	180	225	630	1,495	1,529
Total Cars, Canada	13,921	15,244	17,427	40,436	84,457	92,356
N. American Cars	119,661	148,787	91,830	272,368	897,485	604,467
N. American Trucks	52,596	44,948	44,132	124,384	315,805	281,756
North American Cars and Trucks	171,657	193,735	135,962	396,752	1,213,290	886,223

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U.S.†

	Week Ended Feb. 20, 1982	Week Ended Feb. 21, 1981	Week Ended Feb. 13, 1982	Feb. to Date	Jan. 1 to Feb. 21, 1981	Jan. 1 to Feb. 20, 1982
CHEVROLET	12,710	7,837	12,698	34,535	91,581	83,994
DODGE	2,900	1,700	24	4,128	8,527	13,875
FORD	16,697	14,624	13,741	36,858	70,385	69,508
GMC	4,736	2,809	4,602	13,103	31,938	30,704
INTERNATIONAL	600*	1,690	1,150*	2,761*	10,138	7,239*
VOLKSWAGEN	715	1,040	689	2,094	6,069	3,397
JEEP	1,750*	1,740*	1,750*	3,500*	13,836	9,713*
AM GENERAL	50*	85*	50*	100*	595	250*
MISCELLANEOUS	1,400*	1,200*	1,400*	4,200*	7,300*	9,800*
Total Trucks, U.S.	41,558	32,725	36,104	101,279	240,369	228,480

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 20, 1982	Week Ended Feb. 21, 1981	Week Ended Feb. 13, 1982	Feb. to Date	Jan. 1 to Feb. 21, 1981	Jan. 1 to Feb. 20, 1982
CHRYSLER CORP.	2,000	1,600	2,006	5,381	5,921	11,416
FORD MOTOR	3,243	4,068	335	3,937	23,447	10,408
GENERAL MOTORS	5,560	6,310	5,447	13,152	44,196	29,850
INTERNATIONAL	235	245	240	635	1,872	1,602
Total Trucks, Canada	11,038	12,223	8,028	23,105	75,436	53,276
N. American Trucks	52,596	44,948	44,132	124,384	315,805	281,756

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1 3/82

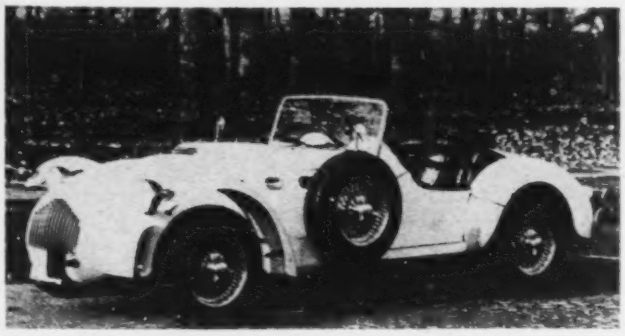
Automotive News

March 1, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Allard redux



Chrysler-powered replicar

Allard Motor Co., Ltd., Mississauga, Ont., has begun production of the J2x2 Chrysler-Powered Allard. The drive train and major mechanical components are of Chrysler origin, as were many of the original Allard racing and sports cars in the '50s. The company said Chrysler Corp. dealers will get sales preference.

Unexpected optimism erupts at NADA despite worry over high interest and price policy

By Robert M. Lienert
Editor

ATLANTA. — A rainbow of optimism appeared as if by magic from the retail auto industry's clouds at NADA's 65th Convention & Exposition here last week.

With no apparent foundation except early, scattered reports of healthy retail new-car sales on the Presidents' Birthday weekend (Feb. 12-15), optimistic talk permeated corridor conversations and official sessions and punctuated executives' comments.

A similar tide of optimism flowed strongly through the exposition, with heavy traffic found at booths featuring items perceived to be profit-builders or profit-savers. Computer business was particularly brisk.

This is not to say, of course, that there were no areas of concern. There were plenty. Leading the list, from the dealers' viewpoint, were high prices and high interest. NADA officials made it abundantly clear that they intend to continue pushing aggressively for a rollback of prices.

Factory officials were equally blunt in saying that this is not likely to happen.

F. James McDonald, president of General Motors, said at a press conference that GM considers "competitive pricing" not necessarily the same thing as lower prices.

Both dealers and manufacturers tend to view rebates as a rather unpalatable way of moving the market in a minor and temporary way.

NADA wants to make the rebates permanent in the form of a reduction in the sticker price.

• Surprisingly, the issue of Japanese competition, which dominated the NADA conclave two years ago, got very little attention this time around. In fact, Isuzu and Mitsubishi received a torrent of franchise applications in Atlanta. Isuzu reportedly increased the number of its franchise applications by 50 percent during the convention.

As for the optimistic attitude, a seat-of-the-pants feeling of better times ahead was expressed succinctly by one dealer who said things had been so rotten for so long they probably couldn't get any worse — they had to get better.

Pointing up this new era of optimism was a prediction by George W. Lyles, incoming NADA president, that new-car sales would increase 5 percent this year to 8.9 million units. But Lyles listed a couple of caveats.

"The projected improvement,"

Continued on Page 33, Col. 1

First step in rearranging the shape of labor relations

UAW-Ford pact changing the game

By Marjorie Sorge
Labor Editor

DETROIT. — The new UAW/Ford Motor Co. contract is just the first piece of a giant puzzle that will totally rearrange the shape of labor relations when completed.

The pact will have far-reaching ramifications. Several of the new principles will provide the basis for the union's revised game plan where economics are not the entire strategy, Donald F. Ephlin, UAW vice president and director of the union's Ford Department, said in an AUTOMOTIVE NEWS interview.

These include:

1. The UAW can address the Ford board of directors twice a year on relevant matters. This could be the first step toward a seat on the Ford board.

2. Business decisions, general operations and finances of a plant will be discussed by both sides on the local level. While it is not an opening of the books, Ephlin said the exchange of information will benefit the union and the company.

3. On the national level, the company and the union will also work more closely together.

4. The UAW is hopeful blue-collar workers can move up the ranks into white-collar non-supervisory jobs as more training and education plans develop.

5. Laid-off high seniority workers can "bump" probationery workers at UAW-represented plants throughout the Ford network and are given preferential hiring rights for available work. This could lead to a more mobile workforce and to corporate seniority, but unless the economy picks up, it could almost eliminate new hires.

Profit sharing and the guaranteed income stream (GIS) which provides income security for laid-off workers with 15 years or more seniority also play a big role in the new game plan.

"We must be flexible, we must be creative and find new approaches," Ephlin said. "We must change from being just adversaries . . . grievance handlers . . . to representing the people in a broader spectrum of

Continued on Page 38, Col. 3

breaking news

New trial ordered in engine-switch case

CHICAGO. — Chief Federal District Judge Frank McGarr has set aside a $5.8-million jury award against General Motors for selling 1977 Oldsmobiles with Chevrolet engines and ordered a new trial.

Chrysler prices two new models

DETROIT. — The new Chrysler Town & Country four-door wagon, which is part of the LeBaron line, will carry a sticker price of $9,425. Another newcomer is the Plymouth Turismo 2.2 coupe at $7,345, which replaces the TC3 Turismo ($7,115) in the subcompact lineup. The Turismo 2.2 corresponds to the Dodge Charger 2.2 at the same price. The $7,345 Turismo has a simulated hood scoop, rear spoiler,

See BREAKING NEWS, Page 8, Col. 1

DeLorean explores options, eyes financing

By Edward Lapham
Financial Editor

John DeLorean and his lieutenants spent last week exploring options and tactics available to the DeLorean sports car enterprise.

Included in the week's activities were meetings with potential investors, creditors and Sir Kenneth Cork, who had one week earlier been appointed receiver of the Belfast-based DeLorean Motor Cars, Ltd., when the car-building unit went into voluntary receivership.

The U. S. parent and marketing company, DeLorean Motor Co., was not included in the receivership. The company's 344 U. S. dealers continued to sell the stainless steel DeLorean sports cars with gullwing doors last week.

C. R. Brown, president of DMC's DeLorean Motor Cars of America marketing division, said the company still has about 40 candidates for dealerships, although any dealers signed now will not be investors like the early dealers, but will be signed to a standard franchise agreement.

Brown said there have been "mixed results" from the publicity received as a result of the voluntary receivership of the overseas unit.

"Things still look pretty good," he said, "But we need a shot of good publicity and an upturn in the market."

• DeLorean and Brown met with Bank of America officials last week to discuss the company's $30 million revolving credit line, of which DMC used more than $20 million to finance shipment of cars from Belfast to the U. S.

DeLorean also met with Citi-

Continued on Page 36, Col. 5

Congress again considers veto of FTC rule

Second used-car battle opens

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Round one of the second match between Federal Trade Commissioner Patricia Bailey and used-car dealers occurred before a House Commerce subcommittee chaired by Rep. James Florio, New Jersey Democrat.

This time, Tom Greene, NADA's executive director of legislative affairs, testified. Greene was accompanied by Mark Grisler, a Woodbury (N. J.) dealer. Representing the National Independent Automobile Dealers was Joseph Eikenberg, president emeritus, accompanied by Charles Nicholson, current NIADA president.

Arguments were very much the same as during the first session of this Congress. Just a few days before that session was due to adjourn, the expected two-House veto of the FTC rule failed because Senator Robert Packwood, Oregon Republican, blocked Senate passage and thus mooted any House action.

The vote in the Senate Commerce Committee was 12 to 4 (with one abstention) for the veto; the House Committee vote was 27 to 14.

The Used-Car Rule in exactly the same form was resubmitted to Congress on Jan. 28, and the 90 legislative-day period for a two-House veto started to run. Since the issues and the lawmakers are precisely the same, the Senate may forego hearings and merely vote it up or down on the floor.

• Commissioner Bailey testified that dealer fears about the extent of their liability are "greatly exaggerated." She scored "major misconceptions" that inspections would be needed or that dealers would face large fines.

She released a new document of FTC's enforcement policy that says flat out that "no dealer will ever be subjected to an

Continued on Page 8, Col. 1

NEWSPAPER

AN
DC2001ACNGLIAO OEA FMJT M
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Relaxation of standards run into heavy seas in the House

Governors oppose clean-air changes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The first appearance of domestic auto industry witnesses pleading for quick changes in the Clean Air Act was completely overshadowed by West Virginia Gov. Jay Rockefeller IV, who said the National Governors Assn. opposed relaxing auto emission standards.

House Subcommittee Chairman Henry Waxman, California Democrat, meanwhile, was putting in his own Clean Air bill—one that makes some changes but which retains the current auto emission standards — in opposition to HR 5252, supported by the industry and the Administration.

Waxman thus was squaring off against his own committee chairman — John Dingell, of Michigan — in hopes he could garner support from higher-ranking Democrats and offer a measure closer to the hearts of his environmentally oriented colleagues in the Senate.

Which bill — the "fine-tuning" Waxman effort or the "moderate" and "bipartisan" Dingell measure — will make it out of the subcommittee is not clear. While the outlook in the House is more optimistic than in the Senate, it is not at all certain that any change will be made this year, much less in the "next few months" needed for production scheduling of '84 models and EPA certification.

Gov. Rockefeller, chairman of the Governor's Energy and Environment Committee, renewed the governor's support for most provisions dealing with stationary sources, but pointed out that the governors also want retention of current auto standards.

Even in the area of state implementation plans, the governors want limits set on delays and on any area wanting an extension beyond 1987 for carbon monoxide or ozone to put vehicle inspection-maintenance programs into place. (The Dingell bill would require I/M for extensions of both CO and ozone; the governors want I/M for either one or the other factor.)

The governors are concerned that relaxing the auto emission standards would adversely affect meeting ambient air quality standard and make additional controls on smokestacks necessary.

State and local air pollution officials were queried by governors about the impact of relaxing auto standards. Rockefeller stressed that the results were not scientifically valid since each state used its own assumptions to project growth and some were obviously better than others; moreover, 11 states did not respond.

But Rockefeller was firm in believing the trend — as determined by the officials on the spot — was important and accurate.

• For example, using the proposals in the Dingell bill—first, relaxing the auto and truck standards and then providing for innovative waivers—the survey showed average total loading of CO will rise above levels otherwise projected to occur by 9.4 percent to 17.3 percent in 1987 and by 14 to 56 percent in 2000.

Using the same proposed changes in the Dingell bill, the survey showed average total loadings of NOx will rise above the levels otherwise projected to occur by 13 to 16 percent in 1987 and by 28 to 39 percent in 2000.

Further, using those same Dingell bill assumptions:

1. Even with an inspection-maintenance program in place, 14 areas of the country are esti-

Continued on Page 34, Col. 3

Auto makers lose $1.34 billion in '81; '80 was worse

The four domestic auto manufacturers suffered a combined net loss of $1.34 billion in 1981. Bad as that figure is, it was considerably less than their 1980 performance when the combined deficit was $4.22 billion.

General Motors was the only maker to show a profit in 1981. Its $333 million net income represented a turnaround of more than a billion dollars from 1980's loss of $763 million.

The other three companies were in the red, but each fared better in 1981 than in 1980.

Ford Motor Co. cut its deficit to $1.06 billion from $1.54 billion in 1980.

Chrysler Corp.'s loss was $476 million in 1981, down from $1.71 billion the previous year.

American Motors had a loss of $137 million in 1980, compared with a loss of $201 million in 1980.

Dollar sales increased 7.3 percent in 1981. The total for the four companies was $114.4 billion, compared with $106.6 billion in 1980.

Makers' Financial Results, 1981 vs. 1980
(IN MILLIONS)

	1981 Sales	1981 Profit (Loss)	1980 Sales	1980 Profit (Loss)
General Motors	$ 62,699	$ 333	$ 57,729	($ 763)
Ford Motor Co.	38,247	(1,060)	37,086	(1,543)
Chrysler Corp.	10,822	(476)	9,225	(1,710)
American Motors	2,589	(137)	2,553	(201)
TOTALS	114,357	(1,340)	106,593	(4,217)

Rebates help, but mid-February total is slightly below 1981

New-car sales are highest of year

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-February almost matched the year-ago level — they were down less than one percent.

But although they were not spectacular, sales were at their highest level so far this year. Generous rebates were a major stimulus to the lethargic '82 market.

Dealers retailed 167,395 units Feb. 11-20, down 0.82 percent from 168,787 in 1981. It was the best total to date, and the daily selling rate of 18,599 was the strongest since late November's 19,913 average.

General Motors and Ford Motor Co. turned in improved totals, while Chrysler Corp., Volkswagen of America and American Motors leaned in the other direction. GM, Ford and Chrysler sales were the highest to date this year.

GM reported sales of 103,743 new cars in mid-February, up 3.90 percent from 99,853 last year. Ford sales of 42,206 were up 4.55 percent from 40,368. Chrysler dropped to 16,556 from 19,294, a 14.19 percent decline. VWoA stood at 2,090, down 61.81 percent from 5,472, and estimated sales of 2,800 AMC units were down 26.32 percent from 3,800 a year ago.

GM earned 61.97 percent of the domestic market, up from 59.16 percent in 1981. Ford climbed to 25.22 percent from 23.92 percent. Chrysler slipped back to 9.89 percent from 11.43 percent — its smallest share of the market to date this year and smallest since third-period November, 1981.

AMC sales accounted for an estimated 1.67 percent of the total, down from 2.25 percent last year, and VWoA held the remaining 1.25 percent, down from 3.24 percent.

Nine domestic makes, including all Ford and GM makes, were up during the mid-month period. Lincoln soared 48.23 percent, Mercury was up 7.24 percent and Ford was up 1.01 percent. Cadillac climbed 9.58 percent, Chevrolet was up 5.18 percent, Pontiac was up 3.02 percent, Oldsmobile was up 2.27 percent and Buick was up 1.82 percent.

Chrysler was the only Chrysler Corp. make to exceed last year's sales. It was up 40.48 percent, while Dodge dropped 22.99 percent, Plymouth was down 20.85 percent and Imperial was down 7.89 percent.

With nine selling days this year and last, the daily average of 18.599 was down 0.82 percent from 18,754.

Year-to-date sales reached 677,806, down 12.45 percent from 774,173.

DOMESTIC SALES

	Feb. 11-20, 1982	Feb. 11-20, 1981
AMERICAN MOTORS	2,800†	3,800†
Chrysler	3,307	2,354
Imperial	70	76
Plymouth	7,107	8,979
Dodge	6,072	7,885
CHRYSLER CORP.	16,556	19,294
Ford	28,640	28,353
Mercury	11,101	10,352
Lincoln	2,465	1,663
FORD MOTOR	42,206	40,368
Buick	19,394	19,048
Cadillac	6,624	6,045
Chevrolet	41,778	39,719
Oldsmobile	20,657	20,199
Pontiac	15,290	14,842
GENERAL MTRS.	103,743	99,853
VOLKSWAGEN	2,090	5,472
INDUSTRY TOTAL	167,395	168,787

†Estimate

Buick's newest and smallest

Two-door notchback version of the new Skyhawk, Buick's version of the J-car, has made its debut. The sharply wedge-shaped design gives the Skyhawk the lowest coefficient of drag of any Buick model. Standard is a 1.8-liter four-cylinder engine.

Buick's smallest debuts —the Skyhawk J-car

FLINT. — The 1982 Buick Skyhawk, the newest and smallest in the Buick lineup, makes its debut this month.

Bearing a family resemblance to the new Buick Century, the front-wheel-drive Skyhawk's aerodynamic wedge shape gives it the lowest coefficient of drag of any Buick.

The Skyhawk series is available in coupe and sedan and Limited coupe and sedan.

Three engines are offered: A standard 1.8-liter four, an optional 1.8-liter fuel-injected overhead-cam four and a 2.0-liter four. Standard transmission with the standard engine is a four-speed manual. An automatic is available on all engines and a five-speed manual will be available with the OHC four.

In the automatic transmission, a 2.4-ratio torque converter will give greater torque multiplication for acceleration. The transmission also has a converter clutch which is engaged in third gear.

The Skyhawk instrument panel features a complete set of gauges (on Limited models), including voltmeter and oil pressure and fuel and temperature readings. A tachometer is available.

Other features include fingertip rocker switches for headlamp, parking and turning lamps and available rear window defogger. The in-dash vent system includes separate vents for slide window defogging.

The Skyhawks come with underhood, glove box and trunk lights, front console, custom color coordinated seat belts, trunk trim, AM radio with dual speakers and mast antenna, front and rear passenger assist handles, full wheel covers, body side moldings and power brakes.

Standard on coupe models is an "easy entry" passenger side front seat. When the seat back is tipped forward, the entire seat moves forward. The seat also has a memory feature, allowing it to return to the last fore/aft position.

Limited models are available with cloth interiors of the same knit velour that is used in the Electra Park Avenue.

The MacPherson strut front suspension design has lower control arms mounted to the front and rear of outrigger assemblies. The strut tuning is specific to the Skyhawk, with the shock absorber compression and rebound orifices opened up, and high rate rebound and compression springs specified. The result is a comfortable, isolated ride, without a sacrifice in handling.

Rear suspension is a semi-independent trailing crank arm design, which allows the axle to twist when one wheel goes over a bump. Here again, Buick engineers specified large orifices in the shocks and high rate return springs for smoothness and isolation.

Skyhawk four-door sedan

The Buick Skyhawk four-door sedan is small, but carries on Buick's luxury tradition. Standard interior features individual reclining seats covered in a woven velour (vinyl is available). A four-speed manual transmission is standard and automatic is optional.

Action continues strong in upper segments of the market

Specialty and luxury cars a bright spot amidst the gloom

By Kathleen Hamilton
News Editor

As the auto industry sifts through gloomy profit reports and 10-day sales figures and forecasts promising an upturn no earlier than summer, the time has come for some springtime cheer.

It can't be of the traditional variety, because the spring selling season doesn't promise to amount to much. Instead, then, let the optimists look at the lines that are likely to remain peppy until the rest of the market picks up:

A sampling of analysts, both independents and from the factories, unanimously agreed the only real action will continue to be in the upper price segment. There is room enough for both the luxury cars and high-tag sporty models to do well, they said.

The industry-watchers also agreed that even when the economy recovers and other price ranges begin to see growth, these high-priced models will continue to gain in sales.

Can it be true there will be an ever-growing affluent sector willing to buy high-priced cars?

Almost, said many analysts.

• One of the reasons for growth in the sector is the change in tax laws; another is pure demographics; still another is emotional.

Tax laws first: Changes enacted during the Reagan Administration have generally benefitted those in the high-income brackets, and they now have extra incentives to lease autos.

Faster depreciation schedules and the investment tax credits should especially encourage the luxury-car leasing business, according to Robert Wallach, president of Robert Consulting Group, Lynbrook, N. Y.

Indeed, a spokesman for Porsche-Audi said that about 50 percent of Porsche's West Coast deliveries are leased, and Audi deliveries in the area are running about 30 percent leased. Nearly half of all Mercedes-Benz deliveries are leased.

BMW also reported a healthy lease business, and Wallach sees equal opportunities for leasing in the American luxury-car markets, as well.

Part of the formula for a successful leasing operation, of course, are high tradein prices. These luxury models indeed are holding onto their values. A good part of the reason is the steady fuel supply and the confidence this has given consumers.

• J. Dave Power, president of J. D. Power & Associates, the Los Angeles-based public opinion research firm, reported that consumers no longer rank fuel economy as their top consideration in buying a car. It now ranks third — behind reliability and price — "almost back to where it should be," Power said.

This easing of the energy panic paved the way for the resurgence of interest in performance cars.

The strong starts for the Camaro and Firebird and the successes of the sporty Japanese upscale models such as the Toyota Celica Supra and the Datsun 280-ZX are right on the money, Power said. Sales are not likely to subside unless another energy crisis occurs. Toyota's sporty new Supra, for example, nearly doubled its January sales level of a year ago.

The $38,000 Porsche 928 is expected to turn in sales of 3,000 units in 1982—double the level of just two years ago.

Bruce Masterson, district manager for Data Resources, added the Chrysler LeBaron to the list of cars that his research firm sees as being in the right place at the right time.

But, sitting in his Detroit of-

Continued on Page 4, Col. 1

Chrysler Defense sold to General Dynamics

By Edward Lapham
Financial Editor

Chrysler Corp. ended months of speculation by announcing it has agreed to sell its tank-building unit, Chrysler Defense, Inc., to General Dynamics Corp. for $348.5 million.

The sales will be finalized in March after approval by more federal government agencies. The U. S. Army and the Defense Department already have approved.

At a press conference called to announce the sale, Chrysler Chairman Lee Iacocca said the proceeds of the sale will combine with the company's $400 million cash surplus to give the auto maker "a cash cushion in the neighborhood of three-quarters of a billion dollars."

The cash cushion will be used to help "insulate" Chrysler from "the devastating effects of continued high interest rates" and keep the company's new product programs on schedule.

"This is a very beneficial arrangement for Chrysler Corp. and its employes, for the employes of the Defense Division and for General Dynamics," Iacocca said. "Now I think we're in a position to ride out the storm."

General Dynamics will assume the remainder of the labor contract with the UAW which expires Sept. 15. The UAW will continue to represent the workers at the Defense plants.

The sale, arranged by investment banking firm Lehman Brothers, Kuhn Loeb, was the result of many months of "bidding" by interested parties. General Dynamics and Teledyne, Inc., were among the finalists.

• Chrysler Defense, Inc., entered 1982 with an order backlog of about $1.75 billion, including nearly $1.0 billion in orders for the M-1 and M-60 tanks.

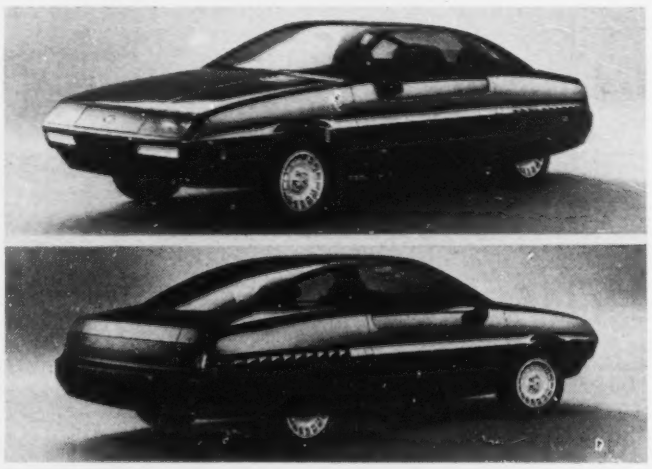
The company has about 7,000 hourly and salaried employes. The facilities involved in the sale include: The Lima Army Tank Plant, Lima, O.; Detroit Arsenal Tank Plant, Warren, Mich.; Defense Engineering, Center Line, Mich; Sterling Defense Components Plant and unit headquarters, Center Line, Mich., and Scranton Defense Plant components factory, Scranton, Pa.

Chrysler Defense operations began in 1941 with output of the M-3 tank used in World War II. The Detroit Tank Plant also built M-4 and M-26 models for use in that war.

Through the years, Chrysler also has built tanks in its Newark (Del.) facility and at the Cleveland Tank Plant, during 1965, where General Motors Corp. also has built tanks for the U. S. Army.

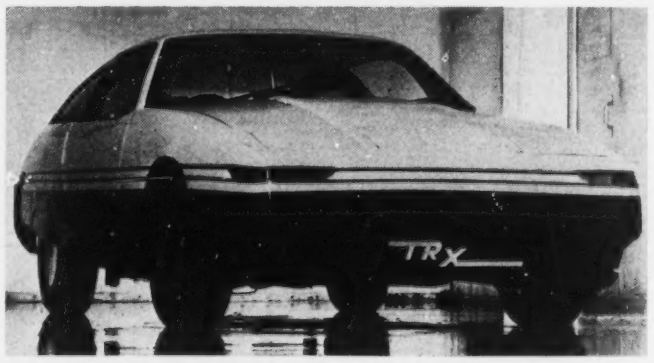
The corporation had built 48,-175 tanks from 1941 until Dec. 31, 1981.

It also currently is involved in the development of the M-1 Abrams 120-mm gun system and the development of a new tank for the Republic of Korea and is one of three companies working with the U. S. Army under contract to develop a high-mobility, multipurpose 1¼-ton truck which will be a successor to the Jeep and other light trucks currently used.



Look out, world

One of the highlights of the 1982 SAE Show in Detroit was this Ford concept car, the Topaz Mustang. The car was designed, developed and built by Ford's Ghia Operations in Turin, Italy, which worked with Ford's Design Center in Dearborn. Topaz Mustang, on an Escort platform, has an aerodynamic drag coefficient estimated at 0.33.



Trick TRX from GE

Folks attending the SAE Show at Detroit's Cobo Hall had some exotics to look at including this TRX. It's based on the BL, Ltd., TR7. Doors, fenders, roof and bumpers are made of GE plastics. European auto makers are moving—more quickly than their U. S. counterparts—toward large, functional exterior parts from an injection molded plastic.

Trade wars worry 'feisty' import dealers

By Jake Kelderman
Washington Staff Writer

ATLANTA. — More than 700 dealers of imported automobiles gathered here last week, to pat each other on the back, renew old acquaintances, talk about business.

It was the 12th annual meeting of the American International Automobile Dealers Assn. and although the spectres of high interest rates, a dormant economy, quotas and threats of protectionism did hang over the affair, the dealers managed, as AIADA President Robert McElwaine put it, to gather in an "ebullient and feisty" fashion.

And indeed why not, for in a "auto market that has sunk lower than anyone could have imagined, it is the import dealers, with only a few exceptions, who are still making money and, in many cases, making lots of money.

McElwaine called on the dealers to rally against two new forms of protectionism — the local content requirements the UAW is pressing for on Capital Hill and the so-called reciprocity requirements being pushed in the Senate.

Local content requirements "would precipitate a world trade war because they violate almost every U. S. international trade agreement," he said.

Far from making the U. S. auto industry stronger, local content requirements would make it non-competitive on world markets and reduce it to permanent dependence on the federal government, he said.

Reciprocity is just snake oil

Continued on Page 6, Col. 1

index

Auction reports	24
Classified advertising	26
Editorial page	12
Personnel	19
Production by makes	39
Truck highlights	14

57th year — No. 4904

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Steel industry conference at SAE takes an odd turn

Japan upstages U.S. with U.S. development

By Roger Rowand
Engineering Editor

DETROIT. — A steel industry press conference at the SAE Show here almost turned into a high-powered plug for one thing steel makers in this country detest—Japanese steel.

Ironically, the steel that stole the show was, after all, not a Japanese development but one of U. S. Steel Corp.'s that had been ignored by the U. S. auto industry.

Joe King, manager of Chrysler Corp.'s Metallurgical Engineering Department, was a member of a five-man SAE panel. His job was to give an insider's view of present and future uses of high-strength and coated steels.

King said use of galvanized steel is the key to corrosion protection as pressure for more such protection rises. Currently, the auto industry depends heavily on prepainted steels for rust protection.

"A promising substitute candidate for prepainted steel is the two-side galvanneal (sic) produced by Japanese steel makers and used in Japanese cars in large quantities," King said.

"If its resistance to perforation stands up to its claims, this two-side iron-zinc alloy can be used in underbody structural

Continued on Page 4, Col. 4

BEST AVAILABLE COPY

Fourth-quarter deficit put at $346 million

Ford makes it official: '81 loss was $1 billion

By Edward Lapham
Financial Editor

To no one's surprise, Ford Motor Co. reported a fourth-quarter loss of $346 million ($2.88 a share) on sales of $9.0 billion. This compared with the year-earlier loss of $316 million ($2.63 a share) on sales of $10.2 billion.

The fourth-quarter results brought the full-year deficit to a net loss of $1.06 billion ($8.81 a share) on sales of $38.2 billion compared with 1980's net loss of $1.54 billion ($12.83 a share) on sales of $37.1 billion.

The full-year loss, which was widely forecast and trumpeted during the contract concession talks with the UAW, still represents an improvement over 1980 due to "substantial reductions in fixed costs, improvements in operating efficiencies and an increase in Ford's share of the worldwide car market," a statement by Chairman Philip Caldwell and President Donald E. Petersen said.

The two executives said the results were nevertheless "unsatisfactory" and reflected low unit volume.

They said many of the improvements the company made during the year were obscured by currency translation losses of $576 million. The 1980 currency translation losses were $22 million.

In the U. S. in 1981, Ford reduced its after-tax loss to $1.195 billion from $2.018 billion in 1980.

Ford's Canadian operations incurred a 1981 after-tax loss of $252 million compared with a loss of $101 million the year before.

After-tax earnings from operations outside the U. S. and Canada declined to $387 million last year from $576 million in 1980.

Despite the improvements made by the company last year, the $1.06 billion net loss caused some erosion in the company's overall financial position.

Ford's current assets to current liabilities ratio, which measures liquidity, slipped somewhat, to 1.02 to one from 1.04 to one at the end of 1980.

Working capital decreased to $236.6 million at Dec. 31 compared with $487 million one year earlier and $2.3 billion at Dec. 31, 1979.

There were several significant swings in the components of working capital during the year. In 1981, cash items and marketable securities declined $487.2 million compared with a net increase of $394.6 million in 1980.

Receivables declined $402.3 million last year compared with a 1980 increase of $274.4 million.

Accounts payable increased by $878.1 million compared with a decrease of $783.2 million in the earlier 12-month period.

Ford listed depreciation for the year at $1.17 billion compared with $1.06 billion in 1980. Amortization of special tools was listed at $1.01 billion compared with $912 million.

Ford's total worldwide factory sales declined 0.6 percent in 1981 to 4,400,482 from 4,426,151 in 1980.

Total car and truck factory sales in the U. S. and Canada were off 2.8 percent to 2,356,473 from 2,422,208.

Total car and truck factory sales outside the U. S. and Canada rose 2.8 percent to 1,958,715 from 1,906,242.

Total worldwide car and truck wholesale sales fell 0.4 percent to 4,313,188 from 4,328,450.

Worldwide factory sales of tractors declined 10.7 percent to 87,294 from 97,701.

Used car sales
Auction Averages

February	$4,687
Month ago	$5,021
Year ago	$4,076

Model breakdown
Auction Averages

	February To Date	January	December
1982	$7,719	$7,432	$
1981	6,422	6,435	6,424
1980	5,282	5,144	5,363
1979	4,487	5,184	4,321
1978	3,658	3,633	3,475
1977	2,783	2,857	2,590
1976	2,189	2,343	2,026
1975	1,798	1,854	1,361
Overall Average	$4,687	$4,904	$4,117

North American car sales plunge 44 pct. in Canada

January sales of North-American passenger cars and trucks in Canada plunged 43.17 percent. Cars were off 44.20 percent and trucks dropped 40.51 percent.

Combined car and truck sales totaled 36,151 this January compared with 63,609 a year ago. New-car sales of 25,576 were down 44.20 percent from 45,832, while truck sales of 10,575 were down 40.51 percent from 17,777.

General Motors suffered the greatest loss, down 51.88 percent in new-car sales, to 13,077 from 27,173 last year. Ford car sales dropped 39.49 percent, to 5,406 from 8,934. Chrysler was down 30.79 percent, to 5,505 from 7,954.

American Motors, which now reports only a car total without a Renault breakout, sold 1,163 units, down 29.09 percent from 1,640 AMC/Renault products a year earlier. Volvo sales totaled 425, down 37.32 percent from 678.

GM earned 51.13 percent of the new-car market, down more than eight percentage points from 59.29 percent 12 months ago. Ford cornered 21.14 percent, up from 19.49 percent. Chrysler was ahead of Ford with 21.52 percent, up from 17.35 percent. American Motors' 4.55 percent was up from 2.39 percent, and Volvo earned 1.66 percent, up from 1.48 percent.

Truck sales, including captive imports, totaled 10,575 in January, down 40.51 percent from 17,777 last year.

GM sales of 4,870 trucks were down 46.94 percent from 9,179. Ford was down 30.20 percent, to 3,736 from 5,809. Chrysler sold 1,673 new trucks, down 30.20 percent from 2,397, and AMC retailed 296 new Jeeps, down 24.49 percent from 392.

GM earned 46.05 percent of the truck market, down from 51.63 percent. Ford climbed to 35.33 percent from 32.68 percent. Chrysler earned 15.82 percent, up from 13.48 percent, and AMC had 2.80 percent, up from 2.21 percent.

Taylor appointed

NEW YORK. — Joseph D. Taylor Jr., has been appointed control branch manager of the General Motors Acceptance Corp. office in Alexandria, Va. He succeeds Bruce A. Dobbertin, who is retiring.

25-year dealer

Jasper A. Kalo, right, president, Kalo Motors, Inc., Grafton, W. Va., receives a plaque marking his silver anniversary as an Oldsmobile dealer from Jerry L. Parkinson, Pittsburgh zone manager.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MARCH 9, 1982
10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment. 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardmen.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANE
• Our 29th Year
• Buy and Sell with Complete confidence
• New Expanded Facilities
• Guaranteed Titles
• Auction Checks
• Cab fare paid from Airport
• Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Brace Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars trucks. 312-597-3600.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auction, the Lease Specialist. 206-6800, P. O. Box 5189, Kent, WA 98

Advertise in Automotive News for Quick Action

Year-to-date total is 36 pct. below 1981

Week's output declines to 91,326

By Patricia Hoffman
Staff Writer

Downtime at three more General Motor points, Ford Motor's Lorain facility and Volkswagen of America's Westmoreland plant pulled last week's domestic auto production below the previous week's output, and the total drop was down substantially from that of the comparable 1981 week.

Last week, the auto makers targeted output at 91,326 units, down 12.50 percent from 104,376 the previous week, and down 31.31 percent from 132,947 the same week last year.

Year-to-date, the makers have built 602,673 cars, down 36.12 percent from 943,435 in the comparable 1981 period.

VWoA began a two-week shutdown at Westmoreland last week (Feb. 22). The plant is slated to return March 8 for two weeks but will be idle again the week of March 22.

GM's Arlington, Baltimore and Detroit facilities closed last week to control inventories. The Detroit point is scheduled to return today (March 1).

Also at GM, the Janesville and Oklahoma City plants remained idle last week for changeover. Both points have been down since Jan. 18.

The GM Framingham, Lordstown, South Gate, Tarrytown and Wilmington points continued down last week for inventory control.

Wilmington is scheduled to resume operations today for the first time this year, and South Gate, which was down for the entire month of February, is also slated to return today.

GM's Norwood facility will begin second-shift operations today, increasing production of the Chevrolet Camaro and Pontiac Firebird. About 1,700 workers will be called back from indefinite layoff.

Ford's Lorain point was idle last week for inventory control.

Production breakdown for the week by company is: GM, 53.10 percent; Ford, 28.88 percent; Chrysler Corp. 16.21 percent; American Motors, 1.70 percent; and Checker Motors, 0.11 percent.

AMC loss is $136 million, deficit smaller than in 1980

By Edward Lapham
Financial Editor

American Motors reported a fourth-quarter net loss of $47.2 million (85 cents a share) on sales of $621.1 million. The previous year, AMC suffered a net loss of $29 million (81 cents a share) on sales of $657.9 million.

The dismal October-December results brought the auto maker's full-year net loss to $136.6 million ($2.44 a share) on sales of $2.59 billion, compared with the 1980 net loss of $200.78 million ($6.10 a share) on sales of $2.55 billion.

W. Paul Tippett Jr., AMC's chairman and chief executive officer, said the auto maker reduced its year-to-year losses by 32 percent against a backdrop that was "one of the worst in industry history." He said "rigorous cost-cutting measures begun in 1980" were responsible for the loss reduction.

Tippett said the company's International Operations posted record sales and earnings last year "while increasing the company's share in world markets."

He said the company's AM General Corp. subsidiary also had a good year and received a record total of $830 million in new orders for military trucks and postal vehicles in 1981, making a year-end order backlog of "more than $1 billion."

Total automobile and Jeep factory sales in the U. S. and Canada declined 18.8 percent in the fourth quarter to 54,375 from 66,998 last year. For the entire year, the total was off 10.2 percent to 243,050 from 270,563.

Total automobile and Jeep factory sales overseas rose 13.6 percent in the October-December period to 12,490 from 10,996 in 1980. The total for the year was up 19.3 percent to 68,319 from 57,245.

Total worldwide wholesale sales of Jeeps and automobiles declined 14.3 percent in the fourth quarter to 66,865 from 77,994 in 1980. For the 12-month period, worldwide factory sales fell 5.0 percent to 311,369 from 327,808 in 1980.

Peck has headache to remember SAE

DETROIT.—Raymond Peck, NHTSA administrator may be a top-ranking government official, but position cut no ice as he tried to enter the SAE Show here.

No name tag, no admittance, said a husky, polite minion of Burns International Security Services. Once admitted, Peck took a ride on a 7-MPH impact demonstrator displayed by Ohio safety officials. The jolt on impact left the administrator with a pain that had him rubbing the back of his head.

VW shutdown reduces week's truck production

With Volkswagen of America's Westmoreland facility starting a two-week shutdown to control inventories, domestic truck production last week fell below the previous week's output. For the third consecutive week, however, the total was above the comparable 1981 period.

The truck makers targeted output last week at 40,892 units, down 2.80 percent from 42,070 the previous week, but a 15.74 percent gain from 35,332 in the same week last year.

So far this year, the makers have finished 269,884 trucks, down 2.10 percent from 275,677 in the comparable 1981 period.

As a result of sluggish sales of VW pickups, the Westmoreland point was closed last week for inventory control. Operations are slated to resume March 8 for two weeks, and another week of downtime is set for March 22.

International Harvester's Ft. Wayne facility was idle last week for the second of a two-week shutdown. The plant is scheduled to return today (March 1).

General Motors' Pontiac facility will end second-shift operations today, reducing production of Chevrolet and GMC light-duty utility trucks there. About 1,050 workers will be put on indefinite layoff.

Auto production in Canada tops 100,000, leads '81

Canadian auto production for 1982 reached 100,000 last week, topping the comparable 1981 total by 13.46 percent.

So far this year, the auto manufacturers have finished 111,219 units, up from 98,021 in the same period last year.

With all assembly points operating last week, the auto makers scheduled 18,525 units, a 29.92 percent gain from 14,259 the previous week, and up 31.19 percent from 14,121 in the comparable 1981 week.

The truck makers scheduled a slight gain last week with 10,943 units, up from 10,865 the previous week, but down 12.28 percent from 12,475 in the comparable week last year.

So far this year, the truck manufacturers have assembled 64,046 units, down 27.54 percent from 88,388 in the same 1981 period.

Ford Motor's St. Thomas car assembly point returned last week (Feb. 22) after being idle since Feb. 1 for inventory control.

All car and truck facilities operated last week.

U. S. CAR PRODUCTION

	Week Ended Feb. 27, 1982	Week Ended Feb. 28, 1981	Week Ended Feb. 20, 1982	Feb. Est.	Jan. 1 to Feb. 28, 1981	Jan. 1 to Feb. 27, 1982
AMERICAN MOTORS	1,550*	2,375*	1,550*	4,650*	15,165*	8,629*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,800	17,470	14,788	39,464	105,706	76,369
Plymouth Total	5,800	8,470	6,309	17,168	52,287	32,919
Horizon	2,200	3,100	2,175	4,375	18,453	10,528
Reliant	3,600	4,550	4,134	12,793	30,594	22,391
Caravelle	.....	70	.....	.....	427	.....
Gran Fury	.....	750	.....	.....	2,813	.....
Chrysler Total	2,700	1,900	1,915	5,719	8,360	12,511
LeBaron	2,700	1,200	1,915	5,719	5,859	12,511
Chrysler	.....	700	.....	.....	2,501	.....
Dodge Total	6,300	7,100	6,564	16,577	45,053	30,939
Omni	2,100	1,800	2,086	4,186	13,620	9,372
Aries	3,100	4,300	3,390	9,881	26,147	16,893
Diplomat	.....	800	.....	.....	4,012	.....
Dodge 400	1,100	.....	1,088	2,510	.....	4,674
St. Regis	.....	200	.....	.....	1,280	.....
FORD MOTOR	26,384	29,827	27,495	68,587	195,040	109,419
Ford Division	17,684	21,228	18,210	41,677	135,121	64,557
Escort	7,310	8,157	6,945	17,493	65,788	26,982
Fairmont	3,413	4,196	3,388	6,801	24,380	9,885
Must./Must. II	4,479	4,087	4,494	8,973	16,387	13,284
Granada	2,286	396	2,046	6,877	9,245	10,112
T-Bird	.....	2,719	1,176	1,176	5,744	3,704
Ford	.....	1,673	.....	.....	13,577	.....
EXP	196	.....	161	357	.....	590
L-M Division	8,700	8,599	9,285	26,910	59,919	44,862
Mercury Total	6,310	8,599	7,203	18,432	52,094	29,899
Lynx	1,819	2,913	2,085	5,066	21,755	7,244
Capri	998	1,329	907	1,905	4,776	2,925
Zephyr	1,190	1,111	1,217	2,407	7,316	3,879
Cougar	991	105	1,180	3,610	4,064	5,653
XR-7	.....	1,853	457	457	3,498	1,194
Mercury	1,288	1,288	1,312	4,918	10,685	8,853
LN7	24	.....	45	69	.....	151
Lincoln Total	2,390	.....	2,082	8,478	7,825	14,963
Continental ('82)	478	.....	417	1,697	.....	3,522
Lincoln	956	.....	839	3,481	3,692	5,992
Mark VI	956	.....	826	3,300	4,133	5,449
GENERAL MOTORS	48,492	79,029	57,121	199,127	597,831	390,394
Buick Division	14,755	18,629	16,059	56,279	144,407	99,757
Skylark	2,495	5,449	2,553	9,370	41,712	13,825
Skyhawk J	2,400	.....	2,321	8,682	.....	11,963
Century	2,665	4,068	2,798	10,696	28,116	19,352
Regal	3,600	3,842	4,947	14,134	37,163	25,718
Buick	3,175	3,990	3,041	12,166	27,609	25,481
Riviera	420	1,280	399	1,231	9,807	3,418
Cadillac Division	2,130	6,314	5,694	15,707	50,077	35,819
Cimarron	.....	.....	.....	.....	.....	493
Seville	545	635	531	1,587	5,366	2,950
Eldorado	1,585	1,220	1,550	4,645	10,722	8,897
Cadillac	.....	4,459	3,613	9,475	33,989	23,479
Chevrolet Division	7,450	28,209	11,614	36,618	208,426	88,775
Chevette	1,720	9,030	1,686	3,406	42,165	6,739
Cavalier	.....	.....	.....	.....	.....	13,469
Celebrity	590	.....	551	2,518	.....	6,155
Camaro	4,120	3,158	3,836	15,419	18,954	28,296
Citation	.....	6,554	.....	.....	52,195	11,144
Malibu	.....	3,612	2,891	6,838	36,011	8,953
Monte Carlo	.....	255	1,640	4,481	19,581	6,434
Chevrolet	420	4,800	406	1,679	33,354	2,951
Corvette	600	800	604	2,277	6,166	4,634
Oldsmobile Division	18,400	18,650	18,205	68,855	144,941	119,623
Omega	1,455	3,300	1,486	5,509	23,449	10,410
Firenza	2,460	.....	2,310	8,671	.....	18,203
Cutlass	4,800	8,840	4,784	18,190	70,648	27,170
Cutlass/Ciera	3,290	.....	3,169	12,281	.....	15,566
Oldsmobile	5,405	5,530	5,429	21,136	43,360	42,563
Toronado	1,050	980	1,027	3,068	7,484	5,711
Pontiac Division	5,757	7,227	5,549	21,668	49,980	46,420
Acadiant †	.....	250	.....	.....	1,796	.....
J2000	.....	.....	.....	.....	.....	1,838
T1000	118	.....	152	270	.....	510
Firebird	2,359	922	2,126	8,847	8,407	15,620
Phoenix	.....	2,635	.....	578	18,812	3,509
Grand Prix	1,640	2,345	1,624	6,065	11,718	12,503
Bonneville ('82)	1,640	.....	1,647	5,908	.....	12,440
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	935	.....	.....	6,655	.....
Pontiac	.....	140	.....	.....	2,592	.....
VOLKSWAGEN	.....	4,160	3,322	10,266	29,351	17,262
CHECKER	100*	86*	100*	400*	342	600*
Total Cars, U. S.	91,326	132,947	104,376	322,494	943,435	602,673

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 27, 1982	Week Ended Feb. 28, 1981	Week Ended Feb. 20, 1982	Feb. Est.	Jan. 1 to Feb. 28, 1981	Jan. 1 to Feb. 27, 1982
CHEVROLET	13,145	8,688	13,744	48,714	100,032	98,173
DODGE	2,900	1,600	3,011	7,139	10,101	16,886
FORD	17,157	14,532	16,567	53,885	85,161	86,535
GMC	3,890	4,757	4,283	16,540	36,767	34,141
INTERNATIONAL	600*	1,690	600*	3,361*	11,783	7,839*
VOLKSWAGEN	.....	1,040	665	2,044	7,077	3,347
JEEP	1,750*	1,740*	1,750*	5,250*	15,576*	11,463*
AM GENERAL	50*	85*	50*	150*	680*	300*
MISCELLANEOUS	1,400*	1,200*	1,400*	5,600*	8,500*	11,200*
Total Trucks, U. S.	40,892	35,332	42,070	142,683	275,677	269,884

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 27, 1982	Week Ended Feb. 28, 1981	Week Ended Feb. 20, 1982	Feb. Est.	Jan. 1 to Feb. 28, 1981	Jan. 1 to Feb. 27, 1982
CHRYSLER CORP.	2,000	1,600	2,029	7,410	7,816	13,445
FORD MOTOR	3,244	4,200	3,116	7,054	27,825	13,525
GENERAL MOTORS	5,464	6,430	5,481	18,537	50,633	35,235
INTERNATIONAL	235	245	239	874	2,114	1,841
Total Trucks, Canada	10,943	12,475	10,865	33,875	88,388	64,046
N. American Trucks	51,835	47,807	52,935	176,558	364,065	333,930

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 27, 1982	Week Ended Feb. 28, 1981	Week Ended Feb. 20, 1992	Feb. Est.	Jan. 1 to Feb. 28, 1981	Jan. 1 to Feb. 27, 1982
AMERICAN MOTORS	600	600	610	2,361	4,328	3,750
CHRYSLER CORP.	3,440	1,800	3,426	12,999	3,532	26,136
FORD MOTOR	8,060	2,296	3,833	15,814	10,257	27,469
GENERAL MOTORS	6,200	9,200	6,160	27,225	78,228	52,065
VOLVO	225	225	225	900	1,676	1,799
Total Cars, Canada	18,525	14,121	14,259	59,299	98,021	111,219
N. American Cars	109,851	147,068	118,635	381,793	1,041,456	713,892
N. American Trucks	51,835	47,807	52,935	176,558	364,065	333,930
North American Cars and Trucks	161,686	194,875	171,570	558,351	1,405,521	1,047,822

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 3/10/82

Automotive News

March 8, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Output skids to 34-year low for February

By Patricia Hoffman
Staff Writer

Although domestic auto production in February was higher than in January, the month's total was the lowest for February in 34 years.

The auto makers built 325,243 units in February, a 32.53 percent drop from 482,074 in the comparable 1981 month, and the lowest total for that month since 1948 when only 274,499 cars were completed.

Of the six auto companies, only Checker Motors showed a gain last month with 300 units, up 20.48 percent, from 249 in February of last year.

Losses for the month by the other manufacturers were: General Motors, 202,058, down 32.20 percent from 298,004 in last year's period; Ford Motor, 68,779, down 29.46 percent from 97,505; Chrysler Corp., 39,685, down 61.35 percent from 64,033; Volkswagen of America, 10,266, a drop of 38.04 percent from 16,567, and American Motors, 4,155, down 27.30 percent from 5,715.

March holds little hope for recovery as the makers have scheduled only 495,633 units, down 20.78 percent from 625,620 in the comparable 1981 month.

Again, only Checker is looking at a gain with 360 units forecast for this month, up from 209 last March.

The forecast for the other

Continued on Page 38, Col. 1

New at Geneva

Ford Quicksilver bows at Geneva

The fertile drawing boards at Ford Motor Co.'s Ghia operations in Turin produced another concept car for the Geneva Auto Show. Known as the Quicksilver, it is not intended for production, the company said. It is the first-ever mid-engine four-door sedan. Drag coefficient of the Quicksilver is approximately 0.30.

First Porsche Cabriolet since '65

Porsche's 911-SC Cabriolet, making its debut at the Geneva show, is the first full cabriolet from Porsche in 17 years. The design includes a three-hoop system with a 50-percent fixed-roof segment beneath the closed cloth top, making it quite rigid. With a maximum speed of about 145 MPH, Porsche claims that the 911-SC Cabriolet is the fastest production cabriolet in the world.

Oldsmobile tops Chevy in U.S. sales per dealer

By Jenny L. King
Staff Writer

For the first time since 1970, Chevrolet dropped from the top spot as the U. S. make with most average sales per dealer in a calendar year. It yielded not to its old rival, Ford, which bumped it 11 years ago, but to Oldsmobile.

Oldsmobile dealers averaged 263 sales per outlet in 1981, compared with 259 for Chevrolet.

Average sales of domestic units per new-car dealership slipped to 275 from 276 the previous year. It would have dropped farther, but was buoyed by the addition of Volkswagen, now counted as a domestic dealership network. VW franchises numbered just over 1,000 and have a strong annual average.

The average per outlet was 333 in 1979 and 337 in 1978.

General Motors dealers sold an average of 349 units per outlet in 1981, down from 367 in 1980 and down from 426 in 1979. GM's record was 464 in 1978.

Volkswagen of American, new to the domestic lineup in 1981, averaged 241 sales per outlet, second among the five U. S. auto makers.

Ford Motor Co. averaged 236 sales per dealer in 1981, just missing its year-ago 237 mark. Two years ago, its dealers sold 322 units on an average.

Chrysler Corp. dealers sold an average of 193 new cars per outlet in 1981, up from 163 a year earlier. Two years ago, its dealer population averaged 202.

American Motors dealers slipped to an average of 85 units from 88 sales per dealer in 1980.

None of the traditional domestic makes met or surpassed sales-per-dealer records during 1981. Seven, however, were up from the 1980 averages.

Oldsmobile climbed to 263

Continued on Page 6, Col. 1

breaking news

Mitsubishi Starion bows at Geneva

GENEVA.—Mitsubishi picked the Geneva Auto Show to unveil its new coupe, the Starion. The 2+2 has a 2-liter, turbocharged gasoline engine and an antiskid braking system. The car will be sold first in Europe and go on sale later in Japan and the U. S. This is the first time Mitsubishi has introduced a new model outside Japan and it will be the first time for marketing a new car outside the home market.

UAW and AMC continue investment talks

MILWAUKEE.—UAW officials will meet today (March 8) with American Motors Corp. officials to further explore a $150 million investment plan which requires workers to invest 10 percent of their raises in wages and benefits in AMC over a 22-month period. Members of the AMC-UAW Council were to decide last week if they would begin talks on the proposal but required more information before a decision was made.

See BREAKING NEWS, Page 8, Col. 1

Tops year-earlier month 11th time in row

Service Index maintains margin

By Francis J. Gawronski
Service Editor

With four of the five indicators in the Automotive News Service Index registering gains, service and parts business in new-car dealerships across the country jumped off to a good start in January with volume amounting to 105.3 percent of the business for the same month last year.

January marked the 11th consecutive month in which shop business has shown an increase over the comparable period the previous year. In January, 1981, service and parts business was up 1.8 percent.

The leading indicator this January was sales of all parts and P&A sales, those used in the shop plus counter and wholesale sales. This indicator was up 11.8 percent above the volume done a year ago.

Shop parts sales — those used in dealers' shops on customer-paid and warranty jobs — were up 11.6 percent, while gross profit on all labor, parts and P&A sales—the most important indicator from a dealer's standpoint—was up 8.6 percent.

Total labor sales, customer-paid and warranty, were up 2.0 percent, while repair orders written were off 7.7 percent from the volume registered in the same month in 1981.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
105.3*

	Jan., '82 vs. Jan., '81
Gross Profit on All Labor and P&A Sales	+ 8.6%
Repair Orders Written	— 7.7%
Total Labor Sales (Customer & Warranty)	+ 2.0%
Shop Parts Sales (Customer & Warranty)	+11.6%
Sales of All P&A	+11.8%

*—Survey by Automotive News shows that dealers' service and parts business in January, 1982 was 105.3 percent of business in January, 1981.

VW and GE work out a deal

Detroit robot exhibit jampacked

By Roger Rowand
Engineering Editor

DETROIT. — On opening day of the Robot Show here, security guards were forced to allow visitors into the exhibit hall a few at a time because of jam-packed overcrowding.

The elbow-to-elbow, back-to-belly Cobo Hall crowds were just one indication that the dawn of the robot era has come.

Industry is perched on the lip of a day sure to quickly include a period of corporate consolidations, sale of entrepreneurships to big outfits, the demise of some firms and back-scratching technical agreements between business organizations on a global basis.

One of the latter such arrangements was announced on the eve of Robots VI, sponsored by Robotics International of the Society of Manufacturing Engineers and the Robot Institute of America, both based in Dearborn.

The announcement was of an agreement covering robot technology interchange between General Electric Co. and Volkswagenwerk of West Germany. In addition to trading know-how, GE will market VW robots in the U. S.

The robots are VW-designed and will be produced by VW in Germany until GE tools up. They have been available commercially in Germany in a limited way for several years.

GE now will market 11 robot models ranging in price from $50,000 to $125,000 each. Until now, it has offered no heavy-lifting, point-to-point models.

• Jules A. Mirabal, general manager of GE Automated Systems, called the agreement a major step in GE's drive to become a leading supplier of industrial robots. Some industry sources say the robot industry

Continued on Page 6, Col. 4

ER
S
AN JAN83
MD20814CNGLIAO OE IN095 92001З
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Stempel maps task at Chevrolet from a corporate view

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Returning from Europe to take the helm of Chevrolet Division, Robert C. Stempel is prepared to bring to the job a global and a General Motors corporate perspective in dealing with the challenges that lie ahead.

Stempel was in Los Angeles to receive Motor Trend's Car of the Year award for the Camaro Z-28.

His appearance here came just days after he returned from Europe and, consequently, Stempel said he hasn't set many goals yet and intends to do so only after meeting with his staff. "Obviously, one of our goals is going to be to increase sales," he said.

Chevrolet's fortune has been sagging of late, with the division's share of General Motors' sales decreasing from 42 percent in 1980 to 38 percent in 1981. However, Stempel is not so concerned with Chevrolet's share of the pie, but rather how big the pie is for GM.

"Coming back to Chevrolet, my view is somewhat different," he said. "I'm not so much worried about those sister divisions as I am about those guys who are not part of the corporation.

"I have to look at this from a GM basis," he said of market share. "If GM can garner 50 percent of the market, so be it. Now, if the whole 50 percent happens to be Cadillac, also fine. What I'm saying is that within the GM organization, we've got to have the flexibility to be able to move with the market.

"The objective has to be as a corporation to get our share of the market. We want to maximize that."

• Stempel does hope that Chevrolet can improve its sales as GM as a whole moves forward, although getting back to what has been Chevrolet's "traditional" market share may not be possible. "That's because the market has changed," he said.

"The typical broad ownership base is not there. You don't have to start at Chevrolet or whatever," he added, referring to the historic strategy of getting first-time buyers into a Chevrolet and then moving them up.

"I'm not hung up on any specific targets," Stempel continued, and added that the division builds many products that are used by other divisions. "It's more important for GM to get the share of the market. As general manager of Chevrolet, I'm going to be doing everything I can think of to get the biggest chunk of the business."

While there are no immediate changes in the offing for Chevrolet's organization, Stempel said that one of the first items on his agenda is to reassess Chevrolet's image.

"I think that's one of our critical marketing questions," he said.

During his tenure at Pontiac, work was begun to define a new image for that division and already that program has begun to bear fruit.

"There's no doubt in my mind that Pontiac has crystalized even further their image and what their target market is," he said. "Certainly, at Opel, we spent a great deal of time finding out what Opel was, what Opel is and where it should go.

• "More and more the customer is looking for clearly defined efforts," he added. "They want to know if you are really in the luxury end, or are you going to be all things to all people and what is the objective of your product. Certainly at Chevrolet, we'll be trying to find that clear statement of what Chevrolet is, who the potential buyers are and where our market is."

With that information in hand, Stempel said the division will be able to strengthen its efforts where it will do the most good and perhaps back out of other areas where Chevrolet has not been successful.

"There is no one car that's going to satisfy all," he said. "What we have to do is capitalize on our strengths. (We have to) find out who our target customers are and sell to them."

Stempel said that in the next few weeks a clear statement of Chevrolet's image may emerge.

The need for the definition of Chevrolet's image is the result of the dramatic changes that have occurred in the auto market, he said.

"The ballgame has changed," Stempel said. "The automobile business is not going to be what it was 10 years ago or a year ago. It is different and it is never going to go back. The days of supermarket shopping with 500 cars on the lot is going to be behind us. It's going to be a consumer's market."

• Stempel said the industry is faced with serious competition from overseas, dealers with tremendous investment in facilities and inventory and a customer that is no longer brand loyal.

"The customer is out for Mr. Customer," Stempel said. "He wants the most for his dollar. The customer is becoming more sophisticated. He no longer wants a car because it looks pretty or his father had a Chevrolet. Those days are gone. We've got to learn to market to that.

"We have to be sure they understand our strengths, where we're going and have a clear definition of ourselves so they know who we are."

While the customer is no long-

Continued on Page 4, Col. 4

Subaru a la Solaire

Subaru GLF and DL models are available as soft-top convertibles through dealers participating in Solaire's conversion market. Solaire, headquartered in Santa Ana, Calif., has been making Honda Prelude convertibles since 1980. The Subaru conversion maintains original rear-seating capacity.

February total for domestics is lowest since 1962

U. S. and import sales dip for month

By Jenny L. King
Staff Writer

February new-car sales were down across the board. Domestics reported their lowest total since 1962, while imports, of which the Japanese-built segment has been running 79 percent, reflected the voluntary restraint agreement between Japan and the U. S. and were down 20 percent from last year.

Tables on Page 33

Total sales for the month were 632,203, down 17.22 percent from 763,695 in 1981. Domestic auto makers retailed 456,942, down 15.94 percent from 543,593. Import sales numbered 175,261, down 20.47 percent from 220,372.

Industry sales for the first two months totaled 1,166,482, down 17.40 percent from 1,412,192 a year ago. Domestic year-to-date sales were off 18.58 percent, to 825,080 from 1,013,425. Sales of imports through February totaled 341,402, down 14.39 percent from 398,767.

Total sales of Japanese-built cars for the 11 months beginning April 1, 1981, were an estimated 1,599,000 units, coming very close to the agreed-upon restricted amount of 1.68 million through the end of this month.

In February, General Motors sales dropped 16.49 percent, to 276,383 from 330,957 in 1981. Ford Motor Co. sales totaled 110,932, down 8.45 percent from 121,172. Chrysler Corp. reported a sales decline of 12.19 percent, to 55,515 from 63,225. American Motors sales of 7,201 were down 43.49 percent from 12,743, and Volkswagen of America plunged 55.40 percent, to 6,911 from 15,496.

GM earned 60.49 percent of the domestic market, down from 60.88 percent a year earlier. Ford claimed 24.28 percent, up from 22.29 percent. Chrysler earned 12.15 percent, up from 11.63 percent. AMC slipped to 1.57 percent from 2.35 percent, and VWoA pinched off 1.51 percent, down from 2.85 percent.

Imported cars accounted for 27.72 percent of the February new-car market, second largest percentage for the month and down a percentage point from the record 28.82 percent notched in 1981.

Top import Toyota had a decline of 30.01 percent, to 40,586 from 57,985 last year. Datsun was down 13.18 percent, to 35,917 from 41,372. Honda pulled back 13.83 percent, to 30,333 from 35,202. Subaru was up 6.02 percent, and Mazda was off 33.56 percent.

Where Auto Market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	119,525	18.91
COMPACT	127,707	20.20
INTERMEDIATE	121,350	19.19
STANDARD	56,636	8.96
LUXURY	31,724	5.02
IMPORT	175,261	27.72
TOTAL	632,203	100.00

UAW council to meet on resuming GM talks

By Marjorie Sorge
Labor Editor

DETROIT. — The UAW-General Motors Council is scheduled to meet this week to decide whether negotiations should be resumed with General Motors Corp.

Talks with GM broke off Jan. 28 without an agreement.

But, General Motors must come up with an agreement which shows as "much imagination and ingenuity as Ford" if it wants to reach a new contract with the UAW soon, according to UAW President Douglas A. Fraser.

At the signing of the new Ford pact last week, Fraser told reporters the union would begin to take a reading of the membership to see if resuming negotiations with GM is the wish of the rank-and-file. Currently, union officials are saying that the members are more willing to resume talking as GM plants are being closed at a rapid pace.

Fraser said this is not a blackmail technique on GM's part but only the result of poor economic times. GM has already announced the closing of seven plants and has eliminated numerous shifts throughout its plant network.

If any agreement is reached with GM, Fraser said, it must include a stipulation that all announced plant closings must be reviewed.

The UAW is also interested in continuing with the framework it submitted to GM when negotiations began in early January. That included passing any cost savings generated by concessions from the union on to the consumer "penny for penny" in lower prices on cars and trucks.

Also, an independent CPA was to be hired to make sure all the cost savings were passed on to the consumers, in effect, opening GM's books to scrutiny.

Recently, F. James McDonald, GM president, told reporters at the NADA convention that GM no longer intends to pass along any savings to the consumer. When such a plan was announced in January, new-car sales fell off drastically.

• Fraser said he hadn't talked to GM officials since talks broke off in late January and is not sure if "McDonald's position is official or if he is just making conversation."

GM Chairman Roger B. Smith reiterated McDonald's remarks

Continued on Page 6, Col. 1

Rear deck and top treatment

E & G Classics, Inc., Columbia, Md., offers a deck lid hump moulding kit for the 1982 Lincoln Continental. The lid concept, coupled with an E & G simulated convertible top kit, is available through the company or any of its distributors.

index

Advertising news	22
Auction reports	25
Classified advertising	26
Editorial page	10
Production by makes	38
Registrations, car, truck	32
Truck highlights	14

57th year — No. 4905

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

New format draws criticism

GM planning to split shareholder meeting

By Edward Lapham
Financial Editor

General Motors has changed the ground rules for its May 21 annual meeting and has stirred up some shareholder criticism.

GM has decided to divide the annual meeting into two parts: A morning statutory meeting at Detroit's Fisher Theater which will include election of directors, voting on management and shareholder proposals included in the proxy and other mandated items of business, and an afternoon session which will be a shareholder forum where a panel of GM vice presidents and group vice presidents will answer general questions about the company's business.

Traditionally, GM has included two lengthy general topic question-and-answer periods in its annual meeting.

"This will be the stormiest, most tumultuous GM annual meeting in recent history," said Lewis D. Gilbert, shareholder advocate and co-founder of Corporate Democracy Inc.

Gilbert, who has attended 33 consecutive GM annual meetings and is generally considered to be the dean of shareholder advocates, is no young radical. He has been saluted publicly at annual meetings by GM Chairman Roger B. Smith and former chairman Thomas A. Murphy for his contributions and for having been "a positive force" on behalf of shareholders.

Gilbert said the directors should be present for the question-and-answer periods and that he intends to use parliamentary procedures to try to force inclusion of general question-and-answer periods.

Gilbert said the split session is a regressive step in corporate democracy.

"It is the worst throwback possible," he said. "If necessary, we'll go to jail. This move will bring out all the activists. They'll need 10 paddy wagons to carry us all away."

• Wilma Soss, another well-respected shareholder advocate and long-time GM annual meeting attendee, said she intends to include in the proxy a proposal to limit the term of outside (non-GM-employes) directors to seven years and that she, too, believes it is essential that the directors be present for the question-and-answer periods.

"This is shaping up as probably the stockholder meeting of the year," she said. "All we want is a normal meeting."

John W. McNulty, GM vice president — Public Relations Staff, said the corporation is trying the new annual meeting arrangement not to avoid shareholder questions but rather to be able to answer more questions.

McNulty said that since GM began holding its shareholder forums in 1978, it has invited more than 314,000 shareholders

Continued on Page 33, Col. 1

Chrysler Town & Country rolls

Production of Chrysler Town & Country wagons began at the Newark Assembly Plant last Tuesday (Feb. 23). The station wagon, which will be marketed under the Chrysler LeBaron nameplate, will account for about 15 percent of the plant's daily rate, according to plant manager G. B. Ruiter. The plant currently builds 796 cars a day on two eight-hour shifts.

Chevrolet loses domestic lead for 1st time since 1970

Oldsmobile tops in sales per dealer

Continued from Page 1

from 251; Buick edged ahead to 244 from 239; Cadillac went to 144 from 133; Plymouth soared to 129 from 97; Mercury rose to 127 from 117; Dodge climbed to 126 from 108, and Imperial went to 11 sales per outlet from 6 a year earlier.

In the make standings, Oldsmobile took over first place from Chevrolet. Buick held onto the third spot, while newcomer Volkswagen snatched fourth place from Ford (which was first back in 1970). Pontiac slipped back to sixth, Cadillac was seventh, Plymouth leaped over Dodge and Mercury to eighth, followed by Mercury, Dodge, and AMC. Lincoln moved ahead of Chrysler and took 11th place, and Imperial brought up the rear.

SALES PER OUTLET BY MAKE

Sales per U. S. new-cer franchise

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Oldsmobile	263	251	286	302	294	272	192	158	241	208
Chevrolet	259	303	364	394	381	350	302	332	408	352
Buick	244	239	234	256	245	244	171	141	224	198
Volkswagen*	241	—	—	—	—	—	—	—	—	—
Ford	197	204	269	326	335	308	276	318	380	345
Pontiac	179	195	241	277	249	233	155	151	244	204
Cadillac	144	133	193	215	207	190	166	138	178	150
Plymouth	129	97	110	133	143	174	127	176	216	187
Mercury	127	117	172	195	172	143	119	117	145	133
Dodge	126	108	133	158	162	166	117	149	186	166
AMC	85	88	97	105	112	140	177	176	205	141
Lincoln	43	45	80	115	112	76	62	56	76	60
Chrysler	35	50	76	89	96	86	70	36	51	52
Imperial†	11	6	—	—	—	—	—	—	—	—

*—VW was counted as an import before 1981.
†—Imperial was not marketed as an individual make during the 1970s. It was part of the Chrysler line from 1971 to 1975.

The VW Rabbit was a shoo-in for top average nameplate in 1981. VW dealers sold an average of 160 Rabbits each during the year. It was followed by standard Cadillac at 87, Oldsmobile Cutlass Supreme at 83, Plymouth Reliant/Volare at 78 and Buick Regal coupe at 71.

Sixth was Buick Skylark at 68, followed by Chevrolet Chevette at 63, Dodge Aries/Aspen at 62, Oldsmobile Cutlass sedan at 58 and Ford Escort at 57.

A year ago the top ten nameplates in sales per dealer were: Oldsmobile Cutlass Supreme (79), standard Cadillac (78), Buick Regal coupe (66), Chevrolet Citation (65), Chevrolet Chevette (65), Oldsmobile Cutlass sedan (65), Buick Skylark (58), Ford Fairmont (54), Plymouth Horizon (51) and Buick Century (49).

• In market class categories, the VW Rabbit was top-average subcompact with its 160 figure. Second was Chevette at 63 followed by Ford Escort at 57. A year ago the top three were Chevette, Horizon and Dodge Omni.

Reliant/Volare aced out the competition among compact nameplates, with a 78-per-dealer average. Second was Skylark at 68, with Aries/Aspen third at 62. In 1980, the top three were Citation, Skylark and Ford Fairmont.

Cutlass Supreme again was the top intermediate, followed by Regal coupe and Cutlass sedan. These mirrored their 1980 rankings.

In the standard-size category Oldsmobile 88 took firm hold of first place, with standard Chevrolet second and Buick LeSabre moving into third. The previous calendar year, it was Olds 88 and Chevrolet tied for first, followed by standard Pontiac and LeSabre.

Cadillac (Fleetwood and DeVille) was best-average luxury nameplate with 87 per dealer, followed by Cadillac Eldorado at 34 and Lincoln Mark VI at 21. They retained their 1980 rankings, as well.

UAW council plans to meet on resuming talks with GM

Continued from Page 3

when he spoke at the Chicago Auto Show in late February.

Any resumption of negotiations with GM would require a meeting of the UAW's Council and a clear mandate from the membership, Fraser said.

Meanwhile, Ford Chairman Philip Caldwell said March 1 (the day of the new contract signing) is "a day we should all remember as a beginning of a new beginning at Ford Motor Co."

He said the union and the company have "found a way to deal with each other in a spirit of cooperation not confrontation" and indicated there may come a time when there aren't any sides at the bargaining table.

The new Ford-UAW contract is based substantially on the good faith of both parties and is the beginning of a more trusting era of labor relations, according to both Ford and UAW officials. Much of the pact is loosely worded, giving both parties flexibility. According to Caldwell, the company will demonstrate that "this contract is truly a living document."

One item that will be discussed jointly during the 31-month pact is the high cost of insurance. Both parties will work to lower that price, sources say.

The new agreement gives high-seniority workers guaranteed income if they are laid off and provides a 24-month moratorium on plant closings related to outsourcing.

J2000 pep, Firebird price to get Pontiac ad attention

By Joseph Bohn
Marketing Editor

Pontiac will reintroduce its J-car in a new higher-performance version and it is running new price ads on the base Firebird in an attempt to broaden the spectrum of buyers.

At the same time, Pontiac will sustain regular advertising on Firebird, notably Trans Am, and the 6000 line, as the major focus of its spring effort.

No special value package models or spring incentive program for sales people is being offered, according to James Graham, director of merchandising.

Graham said Pontiac's reintroduction of the J2000 will begin in May with the advent of the new overhead-cam fuel-injected engine (OHC-EFI).

The engine answers critics of J2000, who complained about low-end torque.

"Economy gets a new kick" is the most probable headline for the new ads, Graham said, among several currently being tested.

"J2000. OHC - EFI (engine). Now, the excitement really begins," is the signature of the ads.

"We're trying to overcome initial complaints about the J-2000 being lazy on the low end," Graham said.

"The new engine is dynamite. It's not up there with the crossfire V-8 for Trans Am, but it is a pleasing car," he said, adding that the hatchback will probably be featured in the ads.

As part of its "fairly extensive" campaign on J2000, "We'll be converting a great deal of (already purchased) ad time and space," rather than increasing previous spending plans, Graham said.

"We'll run fairly heavy in May and June. Then, of course, we'll be into buildout. Our schedule lightens up a lot going into July and August," he said of the overall divisional effort.

A new commercial, breaking this week on Firebird, features the base model at a "surprisingly affordable price," Graham said.

The $7,996 base-priced model is featured in an ad that highlights "a great looking lady (successful career woman) popping out the door" rather than the macho mustached man in Trans Am ads.

D'Arcy MacManus & Masius, Bloomfield Hills, Mich., is Pontiac's agency.

Crowds jampack robot show; VW and GE sign deal

Continued from Page 1

will have sales of $3 billion a year by 1991.

The agreement with VW is for a five-year exchange of technologies and puts five material-handling robots in GE's stable. Five-year exclusivity is given for any modifications and improvements that at least reach the prototype stage, Mirabal said.

Between GE and VW, there are about 700 robots at work in factory situations. That brings practical experience into the picture, he said.

Simply put, VW has the robots and GE has the drives, controls and sensors.

Mirabal said the technology agreement might extend further into the factory automation field.

Among new robots introduced at the show were entries from such high-technology firms as Bendix, Westinghouse, GE and IBM.

The show included some 100 robots at work, going through their paces for the 12,000 attending the three-day event.

Some 80 authorities in the world of robots made technical presentations in 20 sessions and special forums.

Inventor sues three makers on wiper system

DETROIT. — Patent-infringement suits against Chrysler Corp., Volkswagenwerk and Audi NSU Auto Union were filed in federal court here last week by Robert W. Kearns.

Kearns, who holds 20 patents on intermittent windshield wiper systems, charges in the suits that systems used by these companies infringe on his patents.

The suits ask that the three firms be enjoined from making or selling cars with systems Kearns says are infringing. Kearns, an inventor and retired professor of engineering at Wayne State University, seeks to manufacture the system for sale to the auto industry.

He also has suits pending against Ford Motor Co., Daimler-Benz and Porsche.

2,185,489 tallies are down 11.8 percent from previous year

'81 registrations sink to 10-year low

Registrations of new trucks of all types in the U. S. in 1981 were the lowest in 10 years, and it marked the third year in a row that tallies have receded after reaching the alltime high in 1978.

R. L. Polk & Co. reported 2,185,489 new-truck registrations last year in 49 of the 50 states which release these figures, a decline of 11.8 percent from the year-earlier 2,476,777 and only 9.6 percent higher than the 1,993,186 units registered in 1971, the low point in the last decade.

In 1978, a record 3,963,340 new trucks were registered in the U. S. Heavy trucks reached their peak in 1979 with a total of 213,174 tallies. Since 1971, total U. S. truck registrations have topped the two-million mark five times and the three-million mark on five occasions.

Last year, registrations were down in all three market segments and seven of the eight

Table on Page 16.

weight classifications. But the count for non-captive Japanese compact pickups was slightly higher than the 1980 total.

During the year, 1,970,114 light trucks were tallied, a drop of 11.1 percent below the previous year's 2,217,085.

• Group 3 was the only one of the three light-truck classifications to show an increase in 1981. The count was 54.7 percent higher than the previous year, 12,491 versus 8,076, and reflected growing strength in the leisure-vehicle market.

In Group 1, the decline was tempered by the rise in sales of both the imported and domestic compact pickups. There were 1,994,006 registrations, a decline of only 3.3 percent from the previous year's 1,130,942 units.

The Group 2 total, which has been falling steadily since the sharp increase in fuel prices early in 1979, was down 19.9 percent from the 1980 figures, 863,617 versus 1,078,067. Some growth in 1982 is anticipated with a resurgence in demand for recreation vehicles and van conversions.

The non-captive imported compact pickups had 317,247 registrations last year, an increase of 6.4 percent over the previous year's 294,224.

Group 1 imports were up 6.4 percent, from 294,199 in 1980 to 312,913. There were 4,333 Group 2 tallies during the year, versus 14 in 1980. In the previous year, there were 11 Group 3 imported pickup registrations. In 1980, there was only one.

• All three medium truck groups suffered significant downturns in 1981, and prospects for a meaningful upturn in 1982 are not bright. Only 54,031 medium units were registered in 1981, down 18.5 percent from the year-earlier 66,282.

Group 6, the largest medium weight class, was off 18.5 percent last year, dropping from 63,790 tallies in 1980 to 52,197. The Group 5 total of 1,823 units was down 20.4 percent from the previous year's 2,289. Only 11 Group 4 trucks were registered in 1981, down 94.6 percent from the 203 tallied in 1980.

There were 161,344 heavy-truck registrations in 1981, a decline of 16.6 percent from the previous year's 193,410. Group 7 was off 17.4 percent, from a record 79,719 units in 1980 to 65,872. The Group 8 count of 95,472 tallies was 16 percent lower than the year-earlier 113,691 units.

Ford was No. 1 in total truck registrations in 1981 for the fifth consecutive year, topping runnerup Chevrolet by almost 50,000 units. Ford had 697,213 tallies during the year, compared with 650,460 for Chevrolet.

Volvo was the only nameplate to show an increase in unit registrations in 1981, rising from 1,008 in 1980 to 1,644.

The miscellaneous group,

Continued on Page 35, Col. 1

'81 registrations of heavy trucks lowest since 1977

Registrations of new heavy trucks in the U. S. in 1981 dropped 16.6 percent to 161,344 units, compared with 193,410 in 1980, according to R. L. Polk & Co. statistics.

The 1981 total was the lowest since 1977, when 154,435 Groups 7 and 8 new vehicles were registered. The alltime high was reached in 1979 with a total of 213,174 units.

Heavy-trucks tallied in the final month of 1981, however, were down only 4.4 percent to 14,339 units, compared with 15,005 in December, 1980.

Registrations were weaker last year in both heavy-truck classifications. The Group 8 count in 1981 was 95,472 units, down 16 percent from the year-earlier 113,691. There were 65,872 Group 7 tallies, off 17.4 percent from the 79,719 vehicles registered in 1980.

Although seven nameplates and the miscellaneous groups had a gain in percentage share of total 1981 tallies, Internation-

Continued on Page 35, Col. 1

U. S. TRUCK REGISTRATIONS

12 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	12 mos., 1981	Percent Share of '81 market	12 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	697,213	31.90	784,132	31.66	+ 0.24
Chevrolet	650,460	29.76	737,788	29.79	— 0.03
Dodge	166,363	7.61	228,500	9.23	— 1.62
GMC	160,703	7.35	181,252	7.32	+ 0.03
International	61,792	2.83	74,484	3.01	— 0.18
Jeep	58,257	2.67	81,923	3.31	— 0.64
Mack	19,698	0.90	21,743	0.88	+ 0.02
Plymouth*	14,976	0.69	28,329	1.14	— 0.45
Kenworth	10,379	0.47	11,163	0.45	+ 0.02
Freightliner	9,095	0.42	10,465	0.42	.....
Peterbilt	6,654	0.30	7,008	0.28	+ 0.02
White	2,857	0.13	4,974	0.20	— 0.07
Volvo	1,644	0.08	1,008	0.04	+ 0.04
Autocar	1,125	0.05	1,550	0.06	— 0.01
Western Star	780	0.04	1,140	0.05	— 0.01
Diamond Reo	88	.....	95	.....	.....
Misc.**	323,405	14.80	301,223	12.16	+ 2.64
TOTALS	2,185,489	100.00	2,476,777	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

12 months, 1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

Make	12 mos., 1981	Percent Share of '81 market	12 mos., 1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
International	40,539	25.13	40,180	20.78	+ 4.35
Ford	34,058	21.11	46,199	23.89	— 2.78
GMC	22,578	13.99	29,058	15.02	— 1.03
Mack	18,148	11.25	21,055	10.89	+ 0.36
Kenworth	10,379	6.43	11,163	5.77	+ 0.66
Chevrolet	10,216	6.33	16,016	8.28	— 1.95
Freightliner	9,095	5.64	10,465	5.41	+ 0.23
Peterbilt	6,654	4.12	7,008	3.62	+ 0.50
White	2,857	1.77	4,974	2.57	— 0.80
Volvo	1,629	1.01	1,006	0.52	+ 0.49
Autocar	1,125	0.70	1,550	0.80	— 0.10
Western Star	780	0.48	1,140	0.59	— 0.11
Diamond Reo	88	0.06	95	0.05	+ 0.01
Misc.	3,198	1.98	3,501	1.81	+ 0.17
TOTALS	161,344	100.00	193,410	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980.

recreation on wheels

Gains achieved by all types of units

'81 RV shipments rose 31.8 pct. despite slump

Despite the sluggish economy throughout 1981, shipments of recreational vehicles from manufacturers to their dealers in the U. S. were 31.8 percent higher than the previous year, with increases in all product categories.

The Recreation Vehicle Manufacturers Assn. reported that its members delivered approximately 239,100 units of all types to retailers during the last year, compared with 181,400 in 1980.

The Index of Consumer Sentiment in the December survey was 64.3, reversing part of the November decline (62.5) and indicating the presence of offsetting trends, an RVIA spokesman said.

"Concern over rising interest rates and inflation dropped considerably during the three previous months, only to be replaced by the concern for spreading unemployment," he added.

Multi-use vehicles led the way in 1981 with 99,800 units, an increase of 39.8 percent over the year-earlier 71,400.

RVIA defines a multi-use vehicle as one designed for the transportation of people and/or property, and altered by the RV manufacturer for esthetic or decorative purposes.

These changes may include windows, carpeting, paneling, seats, sofas and a variety of accessories. The multi-use van conversion is an example of this type of vehicle.

• Shipments of all towable RVs were up 27.6 percent in 1981, and were the only type of vehicles to exceed the 100,000 mark. There were about 103,900 deliveries during the year, compared with 81,400 the previous year.

Travel trailers, including the fifth-wheel models, accounted for almost two-thirds of the shipments of towable units. During the year, 63,800 units were delivered by manufacturers, an increase of 22.9 percent over the year-earlier 51,900.

Folding camping trailers, the smallest and least expensive units, were up 42.9 percent, from 24,500 in 1980 to 35,000 last year.

With the slowdown in the economy and the drop in discretionary income, the fold-down trailer is considered by many in the industry to be the ideal RV-lifestyle entry for young families.

For many years, the slide-in truck camper has been declining in popularity, but shipments were slightly higher in 1981. Manufacturers shipped about 5,100 units during the year, an advance of 2 percent over the year-earlier 5,000.

Shipments of all types of motor homes were up 23.8 percent in 1981 to approximately 35,400 units, compared with the previous year's 28,600.

Conventional motor homes (Type A) rose 46 percent during the year, from 9,800 units in

Continued on Page 35, Col. 1

Coachmen ends 1981 in the black; sales rise 64 pct.

MIDDLEBURY, Ind.—Coachmen Industries, Inc., has announced that in spite of continuing uncertainty in the economy, the company registered a significant increase in sales and returned to profitability in 1981.

Net income for the calendar year was $2,094,614, compared with a loss of $7,582,175 the previous year. The results were accomplished on net sales of $205,510,117, an increase of 64 percent over the $125,304,885 reported in 1980.

Thomas H. Corson, chairman and chief executive officer, said the turnaround "brought to fruition the hard work and sacrifices made during the difficult years of 1979 and 1980. While there may still be a few clouds on the horizon, we are confident the worst is over."

Sales of Coachmen's principal business, recreational vehicles, were up 45 percent in 1981.

Corson attributed this increase to an overall improvement in the RV market along with "an increase in the market share for our companies. Even though the fourth quarter was negatively impacted by deep-

Continued on Page 35, Col. 5

RV sales exceed expectations at Chicago show

ARLINGTON HEIGHTS, Ill. — Recreation vehicles worth from $2,500 to $60,000 sold at the recent RV Camping and Travel Show held at Arlington Park here.

Bill Kervin, Master Campers, Inc., Palatine, Ill., said the show was more productive than the exhibitors had expected. Held during the last week of January in the midst of Chicago's cold spell and on Super Bowl Sunday, the exhibit was bucking a number of events.

"But attendance was better than it has been in the last three years, and a number of exhibitors had good sales," said Kervin, who also was show manager. "We found a positive attitude among those who want to go camping, and all of the exhibitors were pleased."

Sales were better than exhibitors had anticipated, and Kervin said he knew of at least 18 vehicle sales.

"One of our dealers, Clyde Peaster, Peaster Motor Homes, Wheeling, Ill., has made quite a study of sales of RVs, and he says they are really the leading indicator of what's ahead," Kervin said. "With good sales at this show, we expect a good year ahead."

Lance's downsized fifth-wheeler

Lance Camper Mfg. Corp., North Hollywood, Calif., has introduced this new 19-foot mini fifth-wheel trailer designed for towing by compact pickup trucks. The aerodynamically styled, lightweight unit is offered in two floor-plans.

DATSUN "200 SX" CONVERTIBLES
"Newest and Fastest Selling Roadster"

"3rd" Successful Year in Production

American Custom Coachworks, Ltd. builds these sporty convertibles for Datsun Dealers. They have proven to be a successful and profitable answer to the Mercedes SL Roadster—the finest quality convertible for "1982" sales. This showroom traffic builder is superbly engineered and styled. Base units can be drop shipped to American Custom Coachworks, Ltd. plants or there are some open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 or (213) 278-0643
FOR MORE INFORMATION

★QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-16

OVER 200 cities in used-car rental chain

Thomas S. Duck, Sr., Tucson, President of UGLY DUCKLING RENT-A-CAR SYSTEM, INC. (First Coast-to-Coast chain including many GM, Ford, AMC & independents) says it is succeeding in elevating the pre-owned rental business from a wrecking yard joke to a respectable "growth-business" of the 80's. Another first for UGLY DUCKLING: Coast-to-Coast one-million dollar liability insurance coverage at 8.5% of days & mileage, plus collision and comp. at $12.00 per month per car for qualified licensees. Toll free reservations and dozens of other firsts. JOIN the LEADER. License and prospectus info. (800) 528-1584; 6801 Camino Principal, Tucson, AZ 85715.

New Deluxe TRAV-A-CAP* Fiberglass Truck Cap

- Deluxe Fiberglass Caps Available for Most Truck Sizes
- Economy Fiberglass Caps Available for All Trucks
- Economy Aluminum Caps Available for All Trucks
- Dealerships Available

Contact: **B-C PRODUCTS, INC.**
1628 West Bristol — Elkhart
Ph: (219) 262-2689

NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

12 MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**79**	**79**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	129	129
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**1,125**	**1,125**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,550	1,550
BROCKWAY	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Dec. '81**	**29,596**	**24,578**	**700**	.....	**45**	**433**	**543**	**104**	**55,999**
	Dec. '80	29,168	25,804	421	.....	75	1,843	1,084	197	58,592
	Year to date '81	**350,376**	**269,621**	**11,448**	.....	**740**	**8,059**	**8,991**	**1,225**	**650,460**
	Year to date '80	365,766	339,139	1,922	.....	1,378	13,567	13,041	2,975	737,788
(Memo Units) #	**Dec. '81**	**6,909**	**7,262**	.....	.....	.....	.....	.....	.....	**14,171**
	Dec. '80	10,994	6,731	.....	.....	.....	.....	.....	.....	17,725
	Year to date '81	**126,183**	**83,998**	.....	.....	.....	.....	.....	.....	**210,181**
	Year to date '80	164,720	97,545	.....	.....	.....	.....	.....	.....	262,265
DIAMOND REO	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**5**	**5**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	4	4
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**88**	**88**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	95	95
DODGE	**Dec. '81**	**9,657**	**6,001**	**12**	.....	.....	.....	.....	.....	**15,670**
	Dec. '80	7,591	8,489	1,274	2	.....	.....	.....	.....	17,356
	Year to date '81	**96,943**	**68,995**	**422**	**3**	.....	.....	.....	.....	**166,363**
	Year to date '80	101,513	121,176	5,618	193	.....	.....	.....	.....	228,500
(Memo Units) #	**Dec. '81**	**5,043**	**4,139**	.....	.....	.....	.....	.....	.....	**9,182**
	Dec. '80	5,071	5,630	1,209	.....	.....	.....	.....	.....	11,910
	Year to date '81	**55,291**	**41,269**	**26**	.....	.....	.....	.....	.....	**96,586**
	Year to date '80	67,817	76,567	3,173	.....	.....	.....	.....	.....	147,557
FORD	**Dec. '81**	**13,333**	**32,769**	.....	.....	.....	**1,145**	**2,106**	**1,083**	**50,436**
	Dec. '80	18,415	38,903	8	.....	.....	1,300	2,249	784	61,659
	Year to date '81	**226,767**	**419,637**	.....	.....	.....	**14,751**	**24,587**	**9,471**	**697,213**
	Year to date '80	247,118	470,054	517	.....	.....	20,244	32,514	13,685	784,132
(Memo Units) #	**Dec. '81**	**5,724**	**11,640**	.....	.....	.....	.....	.....	.....	**17,364**
	Dec. '80	6,564	12,395	.....	.....	.....	.....	.....	.....	18,959
	Year to date '81	**83,795**	**139,938**	.....	.....	.....	.....	.....	.....	**223,733**
	Year to date '80	99,625	153,254	.....	.....	.....	.....	.....	.....	252,879
FREIGHTLINER	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**936**	**936**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	634	634
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**9,095**	**9,095**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	10,465	10,465
VOLVO	**Dec. '81**	.....	.....	.....	.....	.....	.....	**63**	**67**	**130**
	Dec. '80	.....	.....	.....	.....	.....	.....	66	74	140
	Year to date '81	.....	.....	.....	.....	**2**	**13**	**898**	**731**	**1,644**
	Year to date '80	.....	.....	.....	.....	.....	2	714	292	1,008
GMC	**Dec. '81**	**4,944**	**6,281**	**155**	.....	**64**	**461**	**1,370**	**1,076**	**14,351**
	Dec. '80	4,619	6,177	.....	.....	81	610	881	877	13,245
	Year to date '81	**57,919**	**72,618**	**619**	.....	**1,065**	**5,904**	**11,408**	**11,170**	**160,703**
	Year to date '80	53,017	88,721	6	.....	886	9,564	13,393	15,665	181,252
(Memo Units) #	**Dec. '81**	**493**	**1,900**	.....	.....	.....	.....	.....	.....	**2,393**
	Dec. '80	690	1,362	.....	.....	.....	.....	.....	.....	2,052
	Year to date '81	**8,203**	**21,493**	.....	.....	.....	.....	.....	.....	**29,696**
	Year to date '80	9,136	23,845	.....	.....	.....	.....	.....	.....	32,981
INTERNATIONAL	**Dec. '81**	.....	**61**	.....	.....	.....	**1,362**	**1,141**	**1,789**	**4,353**
	Dec. '80	.....	1,054	.....	.....	.....	2,107	1,900	1,959	7,020
	Year to date '81	.....	**2,264**	.....	.....	.....	**18,989**	**18,000**	**22,539**	**61,792**
	Year to date '80	.....	17,724	.....	.....	.....	16,580	18,494	21,686	74,484
(Memo Units) #	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Dec. '81**	**2,939**	**2,319**	.....	.....	.....	.....	.....	.....	**5,258**
	Dec. '80	3,898	3,143	.....	.....	.....	.....	.....	.....	7,041
	Year to date '81	**36,249**	**22,008**	.....	.....	.....	.....	.....	.....	**58,257**
	Year to date '80	49,710	32,213	.....	.....	.....	.....	.....	.....	81,923
(Memo Units) #	**Dec. '81**	**2,939**	**1,770**	.....	.....	.....	.....	.....	.....	**4,709**
	Dec. '80	3,898	2,348	.....	.....	.....	.....	.....	.....	6,246
	Year to date '81	**36,249**	**16,226**	.....	.....	.....	.....	.....	.....	**52,475**
	Year to date '80	49,710	23,358	.....	.....	.....	.....	.....	.....	73,068
KENWORTH	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**796**	**796**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	795	795
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**10,379**	**10,379**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	11,163	11,163
MACK	**Dec. '81**	.....	.....	.....	.....	.....	**177**	**42**	**1,860**	**2,079**
	Dec. '80	.....	.....	.....	.....	.....	99	.....	2,064	2,163
	Year to date '81	.....	.....	.....	.....	.....	**1,550**	**372**	**17,776**	**19,698**
	Year to date '80	.....	.....	.....	.....	.....	688	.....	21,055	21,743
PETERBILT	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**666**	**666**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	552	552
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**6,654**	**6,654**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	7,008	7,008
PLYMOUTH	**Dec. '81**	**777**	**457**	.....	.....	.....	.....	.....	.....	**1,234**
	Dec. '80	1,217	515	.....	.....	.....	.....	.....	.....	1,732
	Year to date '81	**10,839**	**4,137**	.....	.....	.....	.....	.....	.....	**14,976**
	Year to date '80	19,619	8,710	.....	.....	.....	.....	.....	.....	28,329
WESTERN STAR	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**74**	**74**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	100	100
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**780**	**780**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	1,140	1,140
WHITE	**Dec. '81**	.....	.....	.....	.....	.....	.....	.....	**170**	**170**
	Dec. '80	.....	.....	.....	.....	.....	.....	.....	366	366
	Year to date '81	.....	.....	.....	.....	.....	.....	.....	**2,857**	**2,857**
	Year to date '80	.....	.....	.....	.....	.....	.....	.....	4,974	4,974
MISCELLANEOUS*	**Dec. '81**	**26,467**	**477**	.....	.....	**4**	**253**	**149**	**220**	**27,570**
	Dec. '80	18,808	147	.....	.....	2	298	150	140	19,545
	Year to date '81	**312,913**	**4,337**	**2**	**8**	**16**	**2,931**	**1,616**	**1,582**	**323,405**
	Year to date '80	294,199	330	13	10	25	3,145	1,563	1,938	301,223
TOTALS	**Dec. '81**	**87,713**	**72,943**	**867**	.....	**113**	**3,831**	**5,414**	**8,925**	**179,806**
	Dec. '80	83,716	84,232	1,703	2	158	6,257	6,330	8,675	191,073
	Year to date '81	**1,094,006**	**863,617**	**12,491**	**11**	**1,823**	**52,197**	**65,872**	**95,472**	**2,185,489**
	Year to date '80	1,130,942	1,078,067	8,076	203	2,289	63,790	79,719	113,691	2,476,777

★—No registrations for Oklahoma, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

Gains achieved by all types of units

'81 RV shipments rose 31.8 pct. despite slump

Continued from Page 14

1980 to 14,300. Chopped vans, including Type C mini, low-profile and compact motor homes, totaled 17,300 units in 1981, up 5.5 percent from the year-earlier 16,400.

Van campers (Type B) were 58.3 percent higher than the 1980 count, climbing from 2,400 units in 1980 to 3,800. The Type B unit is a panel van to which the RV manufacturer adds two convenience features, like sleeping, kitchen and toilet facilities.

• In the final month of 1981, manufacturers shipped 14,800 units of all types to dealers, an increase of 5.7 percent over the 14,000 vehicles delivered in December, 1980.

December also marked the 11th consecutive month in which RV shipments exceeded those in comparable months the previous year.

Motor homes were the weakest category in December. The total of all units was 2,100, down 12.5 percent from the year-earlier 2,400. Shipments of van campers, however, doubled during the month, rising from 200 in 1980 to 400.

Shipments of Type A conventional motor homes were down 10 percent in December, dropping from 1,000 in 1980 to 900 units. Chopped vans totaled 800 in the final month, down 33.3 percent from the year-earlier 1,200 units.

Shipments of multi-use vehicles were 11.5 percent higher in December, from 6,100 units in 1980 to 6,800. Total towable-RV deliveries rose to 5,900 units, an increase of 7.3 percent over the previous December's 5,500.

Folding trailers were 15.8 percent higher, from 1,900 units in 1980 to 2,200. Travel trailers totaled 3,500 units, a gain of 6.1 percent over the year-earlier 3,300. Truck campers, on the other hand, slumped 33.3 percent in the final month, from 300 in December, 1980, to only 200 units.

Registrations sink to 10-year low in truck market

Continued from Page 14

which includes the non-captive imports, had the biggest unit gain and increase in penetration during the year.

Its 323,405 tallies accounted for 14.80 percent of the industry total, up 2.64 percentage points from the year-earlier 12.16 percent on 301,223 registrations.

• In the 10-year period since 1971, there have been some dramatic changes in the truck market, especially in the medium and heavy segments.

Registrations of mediums in 1971, for example, were 47 percent higher than the heavy-truck total, 186,602 versus 126,821. All three medium weight classes were far stronger than they are today. In 1971, there were 130,524 Group 6 tallies, 42,297 in Group 5 and 13,781 in Group 4.

The heavy-truck count in 1971 was only 126,821 units, compared with last year's 161,344. The Group 8 total was almost identical, 95,480 in 1971 versus 95,472 last year. Group 7 has more than doubled in size, rising from 31,341 in 1971 to 65,872 last year.

There were almost 300,000 fewer light-truck registrations 10 years ago, 1,970,114 versus 1,679,805.

Then, as now, Group 1 was No. 1 but a little more so, 1,216,390 versus 1,094,006. Group 2 is much stronger today—863,617 in 1981 as against 449,805 then. Group 3 is about the same, 12,491 today versus 13,568.

'81 registrations of heavy trucks lowest since 1977

Continued from Page 14

al and Volvo were the only makes with an increase in unit registrations during the year.

International, dethroned by Ford as the heavy-truck leader in 1980 because of a shortage of vehicles resulting from a six-month UAW strike, regained the lead in 1981 with 40,539 tallies, up slightly from the year-earlier 40,180 units.

In 1981, International registrations accounted for 25.13 percent of the industry total, an increase of 4.35 percentage points over the previous year's 20.78 percent.

Volvo had 1,629 registrations of Group 7 and 8 trucks in 1981, a gain of 62 percent over the year-earlier 1,006 units. Its share of the industry total rose from 0.59 percent in 1980 to 1.01 percent.

Buick Hawk dealers elect new officers

FARGO, N. D.—North Dakota and western Minnesota Buick dealers of the Buick Hawk Dealer Advertising Assn., meeting here, elected three officers to three-year terms.

New officers are Tim Corwin, Tim Corwin Buick, Fargo, N. D., president; Tom Kenville, Thomas Pontiac-Buick-Datsun, Grand Forks, N. D., secretary-treasurer, and Don Frederick, Frederick, Inc., Jamestown, N.D., director.

First electric truck for Dodge

What is believed to be the world's first assembly line commercial vehicle powered by electricity has been unveiled by Karrier Motors in the UK. Known as the Dodge 50, it will be built at the rate of 20 a month alongside conventionally engined models. The power unit was developed in conjunction with Lucas Chloride EV Systems. Karrier is jointly owned by Peugeot SA and Renault Vehicules Industriels, of France.

New-car market in Italy picked up speed in 1981

TURIN. — Italian drivers bought new cars in record numbers last year. The final tally was 1,740,000.

One reason given for the sales surge was that consumers' previous cars were getting too old to repair and maintain with the high prices charged for parts, for mechanics' services and for gasoline.

Fiat sales of 780,000 accounted for 44.85 percent of the market. The company's Lancias and Autobianchis added another 114,000 units, bringing its share to over half — 51.41 percent — of the Italian new-car market.

Imports from various countries combined to take 41 percent of the whole, leaving precious little to the remaining Italian car makers.

Alfa Romeo was down 5,000 units, to 112,500 (6.47 percent of the market), and Innocenti dropped 9,000 units, down to 20,250 (1.16 percent).

With a sharp trend in favor of cars powered by engines 1,300 cc or smaller, Fiat continues to be in a dominant position, while Alfa Romeo has only some of its Alfasud models within the lineup of most popular cars.

Innocenti by all accounts should have done better than the record shows, as the company offers small cars with 1.0-liter engines at very attractive prices, but the launch of the new Mini Metro by BL, coupled with confusion about the future of Innocenti and its products, detracted from sales.

With markets elsewhere in the world suffering significant sales depressions, foreign auto makers have been competing to get a bigger slice of the Italian market. Volkswagen and Ford got the best results, with sales up by 20,000 units, to 92,400 for VW, and Ford, buoyed by Fiesta and Escort, up 15,000 units to 92,638, or 5.33 percent of the market.

BL is winning public favor at a promising pace, according to the Turin report. For the first time in many years, Renault made no progress from its second-place 10 percent of the Italian market.

Banner-breaking performance

Louis E. Lataif, Ford Division general manager, drives a 1982 Ranger pickup through a banner announcing Ford Division's fifth straight calendar year of U. S. truck sales leadership. Ford dealers sold 716,849 units during the year, 41,221 more than the Chevrolet total.

Mexican company formed to build plastic car parts

MEXICO CITY. — The government-owned Diesel Nacional, S.A., an automotive and industrial group, has announced plans for a new joint manufacturing company, Plasticos Automotrices Dina, S.A.

It will produce a wide range of fiberglass-reinforced plastic components and parts for the automotive industry. The new firm plans to invest $21.6 million in its manufacturing facilities, to be built at Ciudad Sahagun, in the state of Hidalgo.

Technology will be supplied under a licensing agreement with the U. S.-based Budd Co., which also operates several plants here that manufacture automotive parts and components.

Articles to be produced by Plasticos Automotrices DINA include chassis parts, instrument panels, transmission covers, truck hoods and interior trim components.

Safety exemptions granted for year to replicar firm

WASHINGTON. — NHTSA has approved several one-year exemptions from safety standards for Shay Motors Corp. (previously known as Model A and Model T Motor Car Reproduction Corp.).

Shay claimed compliance would cause substantial economic hardship.

Earlier, the Model A—a replica of a 1928 Ford Model A roadster—and a similarly-styled pickup truck had been granted relief three times from all or parts of seven standards.

Shay, while able to meet three standards, recently requested one-year exemptions from standards covering head restraints (202), impact protection from the steering control system (203), side door strength (214) and fuel system (301).

The company had made 4,500 Model A's by June 25, 1981.

For its second fiscal year of operation ending March 31, 1980, it had a net loss before taxes of about $300,000, but it turned the corner in its third fiscal year, and reported a net profit of more than $1.4 million.

The company has invested in its second product — the Shay '55 Bird, a replica of the early Thunderbird, and as of July, 1981, had made 500 of them.

Shay said that because of the recession, it has temporarily laid off workers. With the exemptions, it said it hopes to recall some workers and to increase production of the Bird.

Coachmen ends 1981 in the black; sales rise 69 pct.

Continued from Page 14

ened recession, improved consumer confidence and an end to concerns over fuel availability contributed to our improved performance."

Corson said Coachmen's other operations, including pleasure boats and RV parts and accessories, enjoyed similar sales growth during the year. In addition, he added, Marlette Homes, the company's manufactured-housing segment "contributed significantly to the sales increase" after its acquisition last April.

"We expect that 1982 will generate its share of challenges as our country continues through this turbulent period of economic adjustment," Corson continued. "We see many positive signs in the marketplace.

"Dealer inventories remain at low levels and early retail-show activity for RVs indicates good demand for spring delivery," he observed. "Further, we maintain our optimism about the long-term growth of the manufactured-housing business. Overall, we expect to continue the improvement in sales and earnings begun in 1981."

May new sales manager

ST. LOUIS. — Walter May has been appointed sales manager, heavy-duty products, for the Aftermarket Division, McQuay-Norris, Inc., with responsibility for all activities for antifriction bearings and seals to Class Six, Seven and Eight truck parts distributors. He formerly was heavy-duty marketing manager for Wagner Electric Co.

Ad campaign in works; dealer complaints sought

CASA steps up delete-radio battle

WASHINGTON. — The Custom Automotive Sound Assn. (CASA) is calling on dealers to voice their complaints about factory coercion to buy CE radios and is working on an advertising campaign to tell consumers that delete options are available for radios.

"There are subtle ways the zone reps tie the availability of cars, service contracts and other dealer needs to the sales of factory radios," said James Cole, vice president of Southern Auto Sound and a CASA vice president.

"Many dealers are not well enough acquainted with the profit incentives and advantages of independent brands of radios," said Steven White, White Automotive Service.

"Don't hesitate to emphasize that the independents are the dealer's friends; the factory is not, and it cannot enhance the dealer's profit like the independents can," White added. "The industry will not see relief until we influence new-car dealers to complain about the pressure to buy factory radios."

The aftermarket automotive sound equipment industry has improved its competitive stand with the domestic and foreign car manufacturers during the past six months, according to CASA.

CASA officials said the industry is in a better position now to compete with Detroit because the factories can't sell the cars loaded with options. They have been forced by CASA to hold the line on radio standardization and General Motors has introduced stripped models of its J-cars.

CASA is an association of aftermarket manufacturers which represents the interests of the automotive sound equipment industry.

"Market conditions and CASA's presence in the industry as a watchdog for the independent automotive sound equipment industry have dictated a number of changes in favor of the independents," said Sidney Dickstein, Dickstein, Shapiro & Miro, CASA legal counsel.

• The association has filed lawsuits against GM, Volkswagen of America, Mazda Motors and Toyota charging that the manufacturers violated antitrust laws by making radios standard equipment in their vehicles.

The Mazda lawsuit was filed in January and is pending in a U. S. District Court in Seattle. The other suits were settled out of court, and the auto companies agreed to make radios delete options on many models.

Some of those agreements expire in 1983, but CASA is planning to renegotiate those plans prior to their expiration.

Radio delete options are now offered on more than three million new cars a year, according to Cheryl Hollins, CASA executive director. The association is currently working on a plan to educate new-car buyers about the meaning and availability of the radio delete option.

The essence of the consumer education program, "It's Your Choice," is to tell consumers who purchase any of the 91 models which feature a radio delete option that they may choose a factory installed radio, an independently produced radio available for sale through new-car dealerships or an independently produced radio sold at retail establishments.

CASA will tell buyers about the vehicles and inform them they should receive credit for the deleted radio.

"Literature will outline the advantages of independently produced sound systems as alternatives to factory installed radios as well as address the complex radio installation programs featured by each manufacturer or importer which offers the radio delete option," Hollins said.

"We cannot rely on the vehicle manufacturers to inform the car-buying public about the radio delete option. CASA's consumer education program is one of the most important means by which the independent automotive sound equipment industry can compete with Detroit," she said.

Some of the aftermarket manufacturers have also begun running ads which promote the choice of radios. CASA officials say the retail sector of the automotive sound industry can help expand the market share available to the entire industry by tying in with the consumer education campaign CASA is launching.

Some auto company ads also mention the availability of the radio delete option.

Jake Cash, Texas-Oklahoma Auto Sound, also urged the industry to assist CASA in informing dealers about the significance of General Motors' decision to end its Standard Radio Return Program.

The program allows dealers to remove the deletable standard equipment factory installed radio and return it to the factory for full credit against the dealer's parts account. The program will be terminated as of May 1, 1982.

CASA wants GM dealers to ask that General Motors continue the program beyond May 1.

Termination of the program will deny dealers much of the flexibility they now have in choosing alternative brands of sound equipment from the independents and will result in further erosion of the dealer's profits, CASA said.

According to Thomas Leary, GM general counsel staff, the company will terminate the Standard Radio Return Program on May 1. But, he said it is an option rarely used by dealers and is an administrative hassle.

"We have no sadistic motivation," he said. "Dealers who would like to do business with the aftermarket can take advantage of the delete option program."

Option packages which include a number of accessories sold at a package discount price, are another example of the factories' desire to realize profits that are not necessarily shared by dealers, CASA said.

"Many new car dealers are not aware of the lost profits that the packages represent," Cash said, citing an example of the low margin dealers may make on a package like the Oldsmobile WK7 package.

"If the car remains on the dealer's lot three months, by discounting 10 percent for the floorplan charge, the dealer may make only $8 on a package worth over $500."

Leary said a 10-percent floorplan charge for a quarter would mean a 40 percent interest rate for the year, which is much higher than the GM rate. He said dealers pay below the going interest rate for the first three months of any floor planning.

He said the added interest charge for a $500 option package would be at most $7 for the first three months with slight increases thereafter.

• CASA is also working on delete option agreements for Canada. CASA's agreements and understandings with GM, Chrysler, Toyota, Volkswagen and Subaru do not affect like vehicles sold in Canada. With the exception of about 40 vehicles offered with a radio delete option by Ford Motor of Canada, the delete option is nonexistent in Canada. (Of 91 new models available in the U. S. with a factory or port radio delete option, approximately 52 are sold with standard equipment radios in Canada.)

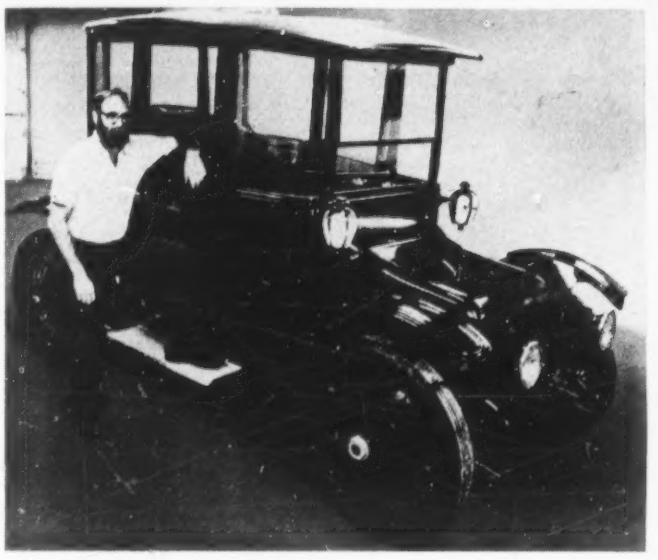
A preliminary investigation of the radio standardization program of General Motors of Canada begun earlier this year by the Canadian government is continuing and should be concluded within a few months, Hollins said.

CASA's 40 Canadian members have been supplying data to the Combines Office, which investigates antitrust matters, to document the decline in radio sales to GM dealers by the independents. CASA claims that GM of Canada is unlawfully monopolizing the automotive sound equipment market through radio standardization.

CASA said attorneys in Canada have reviewed the radio installation program practices of Ford Motor of Canada and have concluded that sales lost to Ford dealers by the independent automotive sound equipment industry have been sufficiently damaging to justify an investigation of Ford's program by Consumer and Corporate Affairs Canada.

While Ford offers a radio delete option on its Ford and Mercury models, it is capturing an increasing share of the sound equipment market in Canada through its radio pricing practices and its mobile installation facilities.

Both Ford and GM of Canada, CASA said, are illegally restraining trade in violation of the Combines Investigation Act, a statute comparable to U. S. antitrust laws.



Aluminum's a survivor

This aluminum-body 1914 Detroit Electric attracted lots of attention at the February Society of Automotive Engineers convention in Detroit. Once owned by General Electric scientist Charles Steinmetz, it was found abandoned in a field in 1964, was subsequently acquired by Union College, Schenectady, N. Y., and restored under the direction of Prof. David Ullman, shown here with it. The aluminum body needed only stripping, local filling and repainting, while steel work had to be replaced and wood framing and interior restored.

14,500 Horizons, Omnis recalled for suspension bolts

DETROIT. — Chrysler Corp. announced it is recalling 14,500 1980 Dodge Omnis and Plymouth Horizons to replace bolts in the front suspension system.

The affected cars were built during a three-week period in 1979, when a shipment of bolts from a supplier had been improperly heat-treated, a company spokesman said.

Chrysler said that under certain conditions, the ball joint attachment bolts may crack.

Hertz puts 20-city average at 47.3 cents a mile

Cost of operating compact soars

NEW YORK. — Average costs to own and run typical new compact-sized cars in 20 key cities soared to 47.3 cents a mile in 1981, 18 percent more than in 1980, and 51 percent more than in 1979, Hertz Corp.'s annual major-city operating expense study showed.

Los Angeles led the nation in high-cost driving for the third year at 57.9 cents a mile, while Detroit was least expensive, 41.9 cents, a 16-cent variation.

The 1980 figure for driving compact cars four years 10,000 miles a year was 40 cents a mile, according to the Hertz analysis, while 1979 expenses were 31.3 cents for all normal driving costs, except garaging and tolls.

The firm's new geographic expense variation estimate again ranks New York City the second-most-expensive area in the nation to own and operate an auto at 56.6 cents a mile. San Francisco, at 56.3 cents, was third, and Miami, 49.7 cents, fourth.

"Continued vehicle purchase price increases coupled with almost prohibitive car-loan interest rates account for most of the overall 24-month rise," the study said.

Average major-city compact-model purchase prices jumped to $7,694 in 1981 from $6,542 in 1980 and $5,136 in 1979. Loan rates went from under 13 percent to over 16 percent in the two years.

The 47.3-cent-a-mile major-city ownership and operating expense average for 1981 compares with the previously reported nationwide average of 44.6 cents, estimated by Hertz in November.

Major-city expenses normally are higher than the nationwide average and also are above suburban and rural outlays, primarily because of usually-greater sales taxes and insurance premiums.

City rankings of Hertz estimated compact car ownership and operating costs

For vehicles purchased new and driven 10,000 miles-per-year for four years

1981 Rank	CITY	Cents Per Mile	1980 Rank	1980 Cents Per Mile	1979 Rank	1979 Cents Per Mile	Percentage Changes 1981-80	1981-79
1.	Los Angeles	57.85	1.	51.07	1.	41.22	13.3	40.3
2.	New York City	56.62	2.	48.10	2.	40.94	17.7	38.3
3.	San Francisco	56.29	3.	46.51	4.	34.43	21.0	63.5
4.	Miami	49.68	4.	41.60	8.	31.02	19.4	60.2
5.	Chicago	48.54	5.	40.36	9.	30.82	20.3	57.5
6.	Seattle	47.60	7.	39.79	6.	31.68	19.6	50.3
7.	Denver	46.56	6.	40.29	3.	34.52	15.6	34.9
8.	Houston	46.53	8.	39.75	7.	31.40	17.1	48.2
9.	St. Louis	46.49	10.	39.00	16.	28.87	19.2	61.0
10.	San Diego	46.37	9.	39.69	17.	28.75	19.8	61.3
11.	Boston	46.34	17.	37.51	13.	29.82	23.5	55.4
12.	Minneapolis	45.91	11.	38.40	5.	32.11	19.6	43.0
13.	Milwaukee	45.85	12.	38.22	10.	30.75	20.0	49.1
14.	Pittsburgh	45.71	15.	37.97	12.	29.88	20.4	53.0
15.	Cleveland	44.97	16.	37.65	18.	27.46	19.4	63.8
16.	Washington	44.63	13.	38.20	11.	30.36	16.8	47.0
17.	Dallas	43.58	14.	38.11	14.	29.23	14.3	49.1
18.	Cincinnati	42.86	19.	35.52	20.	25.41	20.7	68.7
19.	Atlanta	42.58	18.	36.17	15.	29.17	17.7	46.0
20.	Detroit	41.95	20.	35.32	19.	27.23	18.8	54.1
	CITY AVERAGE	47.34		39.96		31.25	18.5	51.5
	NATIONAL AVERAGE	44.57		37.74		29.79	18.1	49.6

IMPORT REGISTRATIONS SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1981	Percent Share of Market	Regis., Nov., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 11 mos., 1981	Percent Share of Market	Regis., 11 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	35,114	20.75	38,650	20.69	+ 0.06	525,761	23.39	518,865	22.74	+ 0.65
Datsun	33,597	19.85	35,947	19.24	+ 0.61	417,394	18.57	472,003	20.69	— 2.12
Honda	23,305	13.77	28,786	15.40	— 1.63	338,609	15.07	320,924	14.07	+ 1.00
VW	16,758	9.90	20,303	10.86	— 0.96	214,852	9.56	236,192	10.35	— 0.79
Mazda	12,786	7.56	15,181	8.12	— 0.56	159,618	7.10	143,737	6.30	+ 0.80
Subaru	11,073	6.55	10,995	5.88	+ 0.67	131,450	5.85	115,105	5.05	+ 0.80
Volvo	4,823	2.85	4,953	2.65	+ 0.20	59,343	2.64	49,999	2.19	+ 0.45
M-B	4,777	2.82	3,905	2.09	+ 0.73	53,501	2.38	.....	.....	.....
Audi	3,808	2.25	3,507	1.88	+ 0.37	43,966	1.96	.....	.....	.....
Colt	3,721	2.20	.....	.....	.....	39,746	1.77	47,335	2.07	— 0.30
Fiesta	.....	.....	5,208	2.79	.....	.....	.....	63,169	2.77	.....
Champ	.....	.....	.....	.....	.....	.....	.....	51,965	2.28	.....
Others	19,465	11.50	19,434	10.40	+ 1.10	263,158	11.71	262,141	11.49	+ 0.22
TOTAL	169,227	.....	186,869	.....	.....	2,247,398	.....	2,281,435	.....	.....
Share of U. S. Total	.....	27.57	.....	25.61	.....	.....	28.70	.....	28.34	.....

Registrations not available for Oklahoma, delayed for Hawaii.

Pinning down a new Granada

Thomas Atlee, of Dallas, won a 1982 Ford Granada GL in a drawing as part of a National Sweepstakes sponsored by Ford Division. Titled "Pin-Point Leasing," the direct-mail program was aimed at prospective vehicle leasing customers. Presenting keys to Atlee (in the car) and Mrs. Atlee is William R. McCreedy, second from right, Ford Division dealer leasing manager. Others are Marvin J. Ellsworth, far left, Ford Dallas district sales manager; Ronald Rothberg, second from left, general manager of Miracle Ford in Dallas, and Philip R. Martin, far right, Dallas district dealer leasing and rental manager.

But November market share tops year ago

Import registrations dip for month

By Jenny L. King
Staff Writer

Registrations of new imported cars dropped in November 1981, compared with the same month a year earlier, but their piece of the shrinking U. S. pie increased to 27.57 percent from 25.61 percent in 1980, according to figures compiled by R. L. Polk & Co.

November import registrations totaled 169,227, down 9.44 percent from 186,869 for the month in 1980. They were down 7.23 percent from the 182,410 recorded in October, 1981. Import penetration in October was 27.88 percent.

Greatest import penetration for the year through November was 30.58 percent in May.

Import registrations for the first 11 months of the year were 2,247,398, down 1.49 percent from 2,281,435 the preceding year. Imports accounted for 28.70 percent of all U. S. new-car registrations for the 11-month period, up from 28.34 percent in 1980.

Toyota regained its place as top import in November, after losing that spot to Datsun in October. Toyota cornered 20.75 percent of the import share, up slightly from 20.69 percent a year earlier. Datsun also was up, to 19.85 percent from 19.24 percent.

Honda was off 1.69 percentage points, to 13.77 percent from 15.40 percent. VW slipped to 9.90 percent from 10.86 percent, and fifth-place Mazda was off slightly, to 7.56 percent from 8.12 percent.

Subaru, Volvo, Mercedes-Benz and Audi increased their presence among the top-10 importers, while Colt joined the list and Fiesta dropped from it.

The top 10 imports accounted for 88.50 percent of the market in November, down from 89.60 for the month a year earlier.

Japanese nameplates captured 74.80 percent of the import market, up from 73.22 percent the preceding year. The Japanese share of the total November market was 20.62 percent, up from 18.75 percent in 1980.

Registrations by country of origin in November were:

	Nov., 1981	Nov., 1980
Japan	126,578	136,818
W. Germany	29,393	36,782
Sweden	5,968	6,118
France	3,929	2,687
Italy	1,882	2,587
Great Britain	924	1,877
Ireland	553	——

Registrations by country of origin for the first 11 months of 1981 were:

	11 Mos., 1981	11 Mos., 1980
Japan	1,689,822	1,690,315
W. Germany	391,020	426,693
Sweden	71,815	61,908
France	41,497	32,696
Italy	34,446	39,873
Great Britain	17,010	29,942
Ireland	1,788	——
Other	——	8

Registrations of imported trucks in November totaled 36,392, down 5.59 percent from 38,548 a year earlier. Numbers of imported trucks during the month were as follows:

	Nov., 1981	Nov., 1980
Toyota	9,936	7,703
Datsun	8,961	7,574
Ford Courier	5,023	5,285
Volkswagen	3,445	——
Chevrolet LUV	——	8,677
Others	9,027	9,309

The truck import total for the first 11 months of 1981 was 448,502, down 8.42 percent from 489,736 in 1980. Registrations were:

	11 Mos., 1981	11 Mos., 1980
Toyota	119,614	125,359
Datsun	103,265	101,322
Chevrolet LUV	60,062	80,996
Ford Courier	58,690	69,489
Others	106,871	112,570

Stockholders OK merger of Sealed Power, Kent-Moore

MUSKEGON, Mich. — Stockholders of Sealed Power Corp. and Kent-Moore Corp. have approved the merger of Kent-Moore into a wholly owned subsidiary of Sealed Power.

The merger was the final step in Sealed Power's acquisition of Kent-Moore for cash and stock valued at approximately $72 million.

In late 1981, Sealed Power acquired 720,803 shares, or 38.6 percent, of Kent-Moore's common stock through a cash offer of $38 per share.

In the merger approved at the stockholder meetings, each share of Kent-Moore common stock not owned by Sealed Power was converted into 1.22 shares of Sealed Power common stock. This resulted in an exchange of 1,398,891 shares of Sealed Power for the remaining 1,146,632 shares of Kent-Moore.

Sealed Power is a manufacturer and distributor of parts and components to the worldwide automotive original equipment and replacement markets. It had sales of $257.9 million and net income of $11.8 million in the year ended Dec. 31, 1980.

Kent-Moore, headquartered in Warren, Mich., manufactures and markets specialized service tools, equipment and diagnostic instrumentation for the transportation and other industries. It also manufactures special purpose equipment, heavy stampings and weldments, fasteners, open die forgings and press plates for various applications.

Sales for its fiscal year ended March 31, 1981, were $77.7 million and net income totaled $5.3 million.

Renault tries four-wheel-drive—successfully

An experimental Renault 20 sedan, complete with turbocharged engine and four-wheel-drive, won the 6,000 miles-plus Paris-Dakar Rally. World attention, however, was focused on the temporarily lost son of British Prime Minister Margaret Thatcher, later found safe.

Testa appointed

TRUMBULL, Conn. — Donald J. Testa has been named vice president of sales for the Aftermarket Division of Raybestos-Manhattan, Inc.

Speedometer-odometer rules on the way out; petitions due

WASHINGTON. — Within a month, the federal safety standard covering speedometers and odometers will be revoked, and petitions for reconsideration must be filed 30 days after the revocation.

In line with a promise made last October, NHTSA head Raymond A. Peck ruled Standard 127 has no significant relationship to safety.

One concern raised by General Motors and Renault is that states might set their own, differing, requirements.

In this instance, NHTSA said it intends to preempt state and local action on the theory that such regulation would not be appropriate and would undermine the congressional goal of uniform safety standards.

Peck also said local regulation might hamper voluntary features offered by some makers. NHTSA plans to monitor these efforts.

The speedometer requirements involved highlighting 55 MPH, listing a maximum speed capability and using both miles and kilometers.

Companies which used 85 MPH for their maximum are American Motors, Chrysler Corp., Ford Motor Co., General Motors, Mack, Renault, Subaru, Volvo and White Truck.

Honda said it will show the maximum capability of its vehicles. Many makers — including Ford, GM and Honda, will continue to highlight 55 MPH.

The odometer requirements were intended to limit tampering on the theory that buyers who knew the correct age of a vehicle might be better informed of its safety.

Vehicle makers unanimously supported the revocation. Wisconsin and the Center for Automotive Safety supported the standard in filings.

NHTSA said that while the odometer reading may influence preventive maintenance schedules, other factors may be more important to safety.

Revoking the odometer standard should result in a small consumer savings — $12 million a year — because cheaper units will be used by all makers, although some will provide anti-tampering equipment, Peck said.

The champ chooses Saab

Former world motor racing champion Alan Jones, of Australia, has signed a three-year promotional deal with Saab-Scania Australia Pty. Here he receives the keys to his new five-door Turbo from Stan Hansson, left, general manager of the importing division in Australia.

New format draws criticism

GM planning to split shareholder meeting

Continued from Page 6

to attend 52 forums in 41 U. S. and two Canadian cities. Some 32,000 shareholders and guests have attended.

"That's more than have attended the last 18 annual meetings," McNulty said.

"At the forums, every shareholder gets his questions answered, unlike the annual meetings," he said. "Those who don't have their questions answered at the forum itself are answered in a personal letter."

McNulty called the shareholder forums "one of the most innovative ideas in corporate stockholder relations."

He said that 82.5 percent of the forum attendees who filled out evaluation forms after the forums rated them as "good or very good."

He acknowledged that there might be some traditional annual meeting attendees who will dislike the new arrangement but said he believes stockholders who genuinely want information will find the shareholder forum arrangement beneficial.

"Annual meetings today are turning into a travesty," McNulty said.

• Ralph Nader said the change "reflects on the character" of GM Chairman Roger B. Smith and President F. James McDonald "that they can't take facing shareholder questions for a couple of hours a year."

Nader said he believes the protests at the 1981 annual meeting over the razing of parts of Poletown in Hamtramck, Mich., to build a new GM plant was the final factor which influenced the decision.

He said GM can tolerate traditional shareholder advocates like Gilbert and even a "Campaign GM once in a while" but that since community groups have learned the only way "to question corporate monarchs" is to buy stock and attend annual meetings, GM has decided to change the rules.

It was Campaign GM, in which Nader was actively involved, which tried to "reform" GM in the early 1970s. The 1971 annual meeting, which Nader attended, was the longest in recent GM corporate history. It lasted six hours and 55 minutes and was attended by 1,851 shareholders.

Last year's meeting lasted four hours and 46 minutes and was attended by 913 shareholders.

Nader said he believes the GM move will force corporate critics into more proxy action and Securities and Exchange Commission procedural work as well as breed more conflict between GM and its shareholders and further isolate Smith and McDonald from the shareholders.

Other shareholder forums scheduled for 1982 include Oklahoma City on April 8; Chicago, April 13; Cincinnati, April 23; Cleveland, May 4, and Boston, May 12.

McNulty said GM will poll the Detroit meeting and forum attendees to see if they like the new arrangement.

GM engine-switch case appears to be over, but . . .

The General Motors engine switch case in Chicago appears to be completed with GM the winner. But, in that case, appearances can be—and usually are—deceiving.

Federal Judge Frank McGarr has set aside a jury verdict that awarded $5.8 million to buyers of 1977 Oldsmobiles with engines made by Chevrolet.

The set-aside ruling was expected because earlier a GM appeal was upheld and another class action suit was dismissed.

Courts have been narrowing sharply and making very rigid the definition of what constitutes a warranty.

The engine switch case was brought under the Magnuson-Moss Warranty Act. Lawyers for the car buyers claimed that, by switching engines, GM breached warranties. Those warranties were included in ads, posters, sales brochures, commercials, salesmen's pitches and so forth.

The courts have ruled that only the document, the written warranty, counts.

In his latest ruling, Judge McGarr followed that route.

Earlier, he had divided the litigants into two groups, those who bought cars before April 10, 1977 — some 10,688 — and those who bought them after April 10—some 39,000.

Members of the larger, post-April 10 group, got nothing as a result of engine switching except what GM provided under a broad customer satisfaction program it instituted early on in the Chevymobile furor.

The smaller, pre-April 10 group, was awarded $5.8 million, or $550 each.

In the latest action, Judge McGarr set aside the $5.8 million award.

A new sweater for Fraser; a recruit for UAW?

DEARBORN. — Ford Chairman Philip Caldwell presented UAW President Douglas A. Fraser with an Australian wool red sweater complete with a blue Ford logo during the signing of the new Ford/UAW agreement.

The gift stemmed from Fraser's wearing a red sweater to the first day of bargaining which caused a Ford bargainer to quip, "that's the color of our balance sheet." The new contract will save Ford about $1 billion over its 31-month-life.

Caldwell also warned Fraser that his (Fraser's) job might be in danger. Caldwell said his daughter, Desiree Armitage, is studying at Harvard Business School and was named the union leader when her human resources class divided up to negotiate a contract. To that Fraser replied, "that only proves she is smarter than her father."

She got more money out of the company than any other team, Caldwell told Fraser.

Dealers pitch in to help ignite car-truck sales

Continued from Page 2

arron sales were up 53.8 percent over the Jan. 11-31 pre-rebate period.

Cadillac said days' supply of both lines also dropped sharply. Seville dropped from 67 days on Jan. 31 to 32 days on Feb. 20. Cimarron was down from 159 days to 93 days on Feb. 20.

Meanwhile, San Francisco serves as a scenic backdrop for specially created Cadillac displays of the Cimarron in brushed aluminum form.

St. Claire Motor Co., Santa Clara, Calif., was the first dealership to receive the new "Cimarron is California" salon backdrop floor display for in-dealership promotion.

The promotional showroom displays were created by Rivercity Group of Sacramento for San Francisco zone and other California area dealers.

A 100-page magazine on how to start and run more than 20 small businesses is being distributed free at more than 1,100 Datsun dealers nationally as part of a special truck promotion.

The publication, "Financial Independence — The Datsun Guide to Bootstrap Businesses," was compiled and published by Mother Earth News in cooperation with Nissan U.S.A.

Along with how-to articles and advice on finance, there are Datsun pickup truck ads, geared to the businesses outlined in the magazine.

The guides will also be available at 12 entrepreneur shows in major cities during 1982.

In Canada, in a demonstration of its appreciation of once-sizeable ad budgets by the auto dealerships, a Montreal radio station, CFQR, has started airing "public service" messages, asking listeners to "take a look at the good car buys available these days."

IMPORTED CAR SALES

	Feb., 1982	Feb., 1981	Two Months 1982	Two Months 1981
Alfa Romeo	103	97	207	152
Audi	3,567	3,416	6,796	6,536
BMW	4,119	2,881	7,211	5,271
Challenger	1,574	1,755	2,616	2,702
Champ	4,265	6,609	7,654	9,523
Colt	4,491	6,743	8,061	9,522
Datsun	35,917	41,372	68,439	74,475
DeLorean	318†	.....	656	.....
Fiat	1,198	2,488	2,106	4,362
Fiesta	.....	6,479	.....	10,401
Honda	30,333	35,202	64,666	67,436
Isuzu	1,125	281	2,239	292
Jaguar	492	270	1,126	556
Lancia	30	91	67	175
Mazda	12,150	18,287	22,046	31,155
Mercedes-Benz	4,720	4,838	9,231	8,935
MG	.....	333	.....	632
Peugeot	1,065	1,127	2,199	2,140
Porsche	966	833	1,795	1,539
Renault	2,425	2,170	4,433	4,939
Rover	.....	57	.....	138
Saab	1,307	1,128	2,455	2,202
Sapporo	1,294	1,757	2,116	2,679
Subaru	12,742	12,018	24,212	23,331
Toyota	40,586	57,985	78,674	105,106
Triumph	.....	578	.....	1,181
Volkswagen	4,970	6,630	9,513	12,151
Volvo	5,504	4,947	12,884	11,236
TOTAL	175,261	220,372	341,402	398,767

†—Estimate

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28, 1982	Same Period, 1981	Feb., 1982	Same Month, 1981	Jan. 1 to Feb. 28, 1982	Same Period, 1981
Spirit	.....	.....	1,791	3,808	3,031	6,811
Concord	.....	.....	2,172	4,599	3,910	8,340
Pacer	.....	.....	.....	20	.....	39
Eagle	.....	.....	3,238	4,316	6,433	8,272
AMERICAN MOTORS*	2,300	4,700	7,201	12,743	13,374	23,462
Horizon	2,330	3,979	5,583	8,479	9,531	14,751
TC3	1,562	2,097	3,593	4,294	6,284	7,033
Reliant/Volare	4,837	6,568	12,041	14,912	21,729	28,827
Plymouth	570	387	1,418	823	2,191	1,202
Total Plymouth	9,299	13,031	22,635	28,508	39,735	51,813
LeBaron	48	1,771	153	3,927	423	8,001
LeBaron K	2,217	.....	5,955	.....	11,153	.....
Cordoba	559	1,315	1,344	2,832	2,510	5,760
New Yorker	1,509	.....	3,803	.....	6,629	.....
Chrysler	.....	641	.....	1,540	.....	3,226
Total Chrysler	4,333	3,727	11,255	8,299	20,715	16,987
Total Imperial	138	224	261	370	470	708
Omni	1,885	2,803	4,490	6,083	7,896	11,059
024	1,644	1,815	3,858	3,648	6,910	6,116
Aries	3,685	4,947	8,856	11,306	17,159	22,468
Dodge 400	701	.....	1,863	.....	3,544	.....
Diplomat	660	1,095	1,707	2,608	3,154	4,992
Mirada/Magnum	230	693	590	1,664	1,222	3,220
Dodge	.....	355	.....	739	.....	1,314
Total Dodge	8,805	11,708	21,364	26,048	39,885	49,169
CHRYSLER CORP.	22,575	28,690	55,515	63,225	100,805	118,677
Pinto	.....	688	.....	2,506	.....	5,337
EXP	1,395	.....	4,442	.....	7,015	.....
Escort	7,879	9,478	28,246	29,256	54,119	50,884
Mustang	3,489	6,198	9,962	14,666	16,732	26,156
Fairmont	3,857	6,330	11,392	15,214	20,076	29,127
Granada	3,142	3,143	10,355	8,215	17,887	15,829
Thunderbird	959	3,088	3,171	7,137	6,456	13,436
Ford	2,944	2,872	8,512	8,595	15,927	16,287
Ford Division	23,665	31,797	76,080	85,589	138,212	157,056
Bobcat	.....	176	.....	639	.....	1,283
LN7	550	.....	1,523	.....	2,505	.....
Lynx	2,547	3,147	9,176	9,074	15,602	15,125
Zephyr	1,285	2,318	3,828	5,380	7,063	9,312
Cougar	1,623	1,281	4,900	3,500	8,103	6,347
XR-7	393	1,161	1,280	2,672	2,452	4,937
Capri	894	1,772	2,528	4,373	4,377	7,479
Mercury	1,564	1,438	4,681	4,529	9,384	8,220
Total Mercury	8,856	11,293	27,916	30,167	49,486	52,703
Cont./Versailles	826	.....	2,939	.....	5,195	.....
Lincoln	942	1,136	2,207	2,450	3,702	4,311
Mark VI	613	1,284	1,790	2,966	3,143	5,071
Total Lincoln	2,381	2,420	6,936	5,416	12,040	9,382
L-M Division	11,237	13,713	34,852	35,583	61,526	62,085
FORD MOTOR	34,902	45,510	110,932	121,172	199,738	219,141
Skyhawk	483	.....	871	.....	871	.....
Skylark	5,287	9,791	16,225	18,943	25,535	33,054
Century FWD	2,108	.....	6,167	.....	9,458	.....
Regal Sedan	1,910	4,100	5,903	9,516	10,847	19,714
Regal Coupe	2,966	9,344	9,455	18,319	18,028	32,252
Le Sabre	2,116	2,352	6,673	5,408	12,966	11,079
Electra	1,259	1,686	4,045	4,023	7,711	8,194
Riviera	917	1,448	2,839	3,290	5,725	6,660
Buick Division	17,046	28,721	52,178	59,505	91,141	110,953
Cimarron	420	.....	1,497	.....	2,482	.....
Seville	630	731	2,313	2,100	3,664	4,353
Cadillac	2,832	3,703	10,135	10,975	20,217	21,269
Eldorado	1,159	1,459	3,768	4,069	7,402	8,116
Cadillac Division	5,041	5,893	17,713	17,144	33,765	33,738
Chevette	6,209	26,225	22,755	47,213	40,482	75,348
Cavalier/Monza	4,043	1,099	13,056	3,563	19,022	9,532
Citation	6,731	16,137	25,740	29,608	43,497	52,683
Camaro	3,281	4,693	9,961	8,751	16,739	15,129
Celebrity	1,898	.....	6,048	.....	8,980	.....
Malibu	2,523	6,173	8,018	15,769	17,764	34,288
Monte Carlo	2,167	8,571	7,196	15,792	15,462	28,275
Chevrolet	4,743	6,543	14,434	15,953	27,824	33,140
Corvette	569	1,120	1,765	2,674	3,548	5,183
Chevrolet Division	32,164	70,561	108,973	139,323	193,318	253,578
Starfire	437	.....	823	.....	824	.....
Omega	2,242	4,138	7,725	9,447	13,589	17,274
Cutlass Ciera	2,308	.....	7,251	.....	11,427	.....
Cutlass	.....	4,963	.....	14,667	.....	32,681
Supreme	6,190	11,087	19,732	24,201	41,159	44,645
Olds 88	3,325	3,720	11,289	11,107	22,225	23,018
Olds 98	1,737	2,017	6,053	6,023	12,641	12,775
Toronado	732	928	2,210	2,695	4,437	5,649
Oldsmobile Division	17,067	26,853	55,083	68,140	106,302	136,042
T-1000	2,100	.....	6,778	.....	11,079	.....
J-2000/Sunbird	1,790	2,776	5,629	7,944	8,745	17,018
Phoenix	2,093	4,515	6,937	8,982	11,337	15,424
Firebird	2,240	2,609	7,102	5,511	12,021	9,814
6000	902	.....	2,803	.....	4,764	.....
Bonneville/LeMans	1,946	1,981	6,032	5,236	11,565	11,623
Grand Prix	1,870	5,970	6,206	12,180	12,712	21,307
Pontiac	250	2,549	949	6,992	2,178	14,679
Pontiac Division	13,191	20,402	42,436	46,845	74,401	89,865
GENERAL MOTORS	84,509	152,430	276,383	330,957	498,927	624,176
VOLKSWAGEN	3,187	6,679	6,911	15,496	12,236	27,969
DOMESTIC TOTAL	147,473	238,009	456,942	543,593	825,080	1,013,425
IMPORT TOTAL	.....	.....	175,261	220,372	341,402	398,767
INDUSTRY TOTAL	.....	.....	632,203	763,965	1,166,482	1,412,192

*—AMC does not have a nameplate breakout for 10-day periods.

He rips Japanese, lauds Ford-UAW pact

'Best of times' are on the way, Lewis tells SAE

By Al Fleming
Industry Editor

DETROIT.—Nearly 125 years ago, Charles Dickens turned the phrase, "It was the best of times, it was the worst of times."

He never drove a car. Or even saw one. He died in 1870.

Eleven days ago, Drew Lewis borrowed the literary genius's words to describe the current state of the U. S. automobile industry.

These are the worst of times, the U. S. Secretary of Transportation told a gathering at the SAE annual meeting in Detroit, because of the "energy impact, inflation and excessive government regulation."

But the best of times are on the way, he asserted, "because under President Reagan we are experiencing a remarkable period of history—a time of government redirection and economic change."

The words of Lewis, a la Dickens, were welcomed by several thousand auto company and auto supplier engineers collected at Cobo Hall to hear the talk by Lewis at the 1982 SAE International Congress & Exposition, a trade show featuring engineering exhibits and seminars.

The dinner crowd applauded Lewis often during his address, particularly when he came down hard on Japanese auto makers, some of whose representatives stirred uneasily in the audience.

"This is the year we expect to reach some accommodation with the Japanese on the issue of trade between our two countries," Lewis declared.

"Reciprocity, which we're hearing a lot about these days, isn't simply a matter of opening the Japanese market to U. S.-built cars," Lewis said. "We may sell a few more cars there, but that's not really the issue.

• "What Commerce Secretary (Malcolm) Baldrige and U. S. Trade Representative Bill Brock have been seeking in their discussions with the Japanese is a new and revitalized trade relationship based on equity — free trade that is also fair trade," he emphasized.

The applause was loud enough to prompt a pause in the Transportation Department official's speech.

But Lewis was only warming up. He alluded to a talk given in Tokyo by Ford Chairman Philip Caldwell, who observed that "everything that goes up a one-way street eventually comes to a dead end."

Said Lewis: "Japan is probably the most restrictive of all our trading partners. While we've allowed them relatively free access to what we might call our 'middle technology' markets—21 percent of our auto market, 65 percent of the U. S. motorcycle market, 46 percent of the radios sold here and 100 percent of the video tape recorder business—Japan is virtually closed to U. S. products in high and low technology areas.

"We're prevented from marketing our computer technology there, and American beef and citrus products, as well as cigarets, are practically forbidden in Japan."

A number of the Japanese seated at the tables around the speaker's podium squirmed, although their faces were expressionless.

• Lewis said that last December, while in Japan, he cautioned the Japanese Minister of Transport that the growing perception of Japan as unfair in its trading practices could lead to protectionist legislation in the U. S. Congress and in other Western countries. A number of such bills have been introduced in Congress.

"We don't believe that's the best way to go," Lewis said, "because it could lead to the dead end Mr. Caldwell was talking about."

Lewis related that his experiences in Japan lead him to believe the Japanese recognize the importance of maintaining good trade relations.

"Without free trade, their industry can't survive, for they would have no markets," he reasoned.

He said Japanese auto makers should consider increasing their investments in the U. S. market: "If they want to sell here, they should buy more American-built parts, extend their investment in U. S. production facilities and provide more jobs for auto workers in this country."

There was a lot of clapping and a long pause by Lewis, who went on to praise the Japanese after almost burying them.

He praised Nissan, Japan's second-biggest auto maker, for investing $500 million in a Smyrna (Tenn.) plant that will employ some 2,600 workers. He lauded Honda for buying eight new $2 million stamping machines for its Marysville (O.) plant from an American firm.

But Lewis demanded: "We want to see further purchases of U. S. parts and equipment by Japanese auto makers who do business in the American market.

"Unless they follow through on this trend, their present actions will be perceived as more cosmetic than substantive."

Lewis acknowledged the further applause of his listeners, and turned to other topics, such as auto company and UAW bargaining.

He said the Administration feels the government ought to stay out of the labor-management collective bargaining process, that "there are limits to what the government can do, there are actions the industry must take on its own behalf."

He called the agreement reached by Ford and the UAW "nothing short of a landmark event in the history of labor-management negotiations in the auto industry."

He predicted the Ford-UAW contract will enable the auto company to compete against the Japanese cost advantage, and suggested it will give General Motors and the auto workers an opportunity to pursue an agreement.

• As for the Reagan Administration's view of the U. S. auto industry, Lewis emphasized, "We're cutting back on regulations."

He pointed out the rescinding of a rule last fall that would have required passive restraints in all new cars sold in the U. S., starting this year.

He said the federal government will soon launch a nationwide campaign to get more people to use seat belts that are in cars today, and that President Reagan will shortly announce the establishment of a commission on drunk driving, aimed at generating public support for state and local drunk driving programs.

Lewis revealed that the Administration is exploring the possibility of alternatives to the current five-mile-per-hour bumper standard, and that a new rule-making procedure will be announced in March.

He estimated that Reagan regulatory reform is saving the auto industry at least $1.5 billion and consumers another $9 billion.

He promised that "as the President's program succeeds, a stronger U. S. auto industry will emerge."

The audience of U. S. automotive engineers applauded happily. Lewis beamed. The Japanese in the crowd showed no outward emotion.

A director of engineering at Ford Motor Co. muttered, "These better be the worst of times, or we're in trouble."

Dodge council officer

Paul G. Beltz, right, owner, Shadeland Dodge, Inc., Indianapolis, has been elected vice chairman, National Dodge Dealer Advisory Council, which represents more than 1,700 Dodge dealers nationwide. He receives a plaque citing his service as council secretary from John B. Naughton Sr., Chrysler Corp. executive vice president—sales and marketing.

Comfort standard for seat belts delayed until '84

WASHINGTON. — The comfort and convenience standard for seat belts—one of the last actions taken by Joan Claybrook as NHTSA chief — has been postopned by her successor, Raymond A. Peck.

The standard will now become effective for '84 models, instead of for 1983s.

The standard was originally set in the expectation that passive restraints would have started to phase in during 1983.

It covered both manual and automatic belts in vehicles weighing less than 10,000 pounds. But it excluded manual belts that were a combination of lap and shoulder belts because it was assumed they would be passive belts.

Peck noted his rescission of the passive restraint standard has changed the situation. A postponement is needed to respond to companies which petitioned for changes or revocation of the standard, he said. The requirements may change substantially for 1984, he said.

Use of seat belts is one of Peck's prime projects. Peck said he is considering changes to encourage their use and to maximize possible technical improvements.

Maryland dealers to meet in Ireland

BALTIMORE.—The Automobile Trade Assn. of Maryland is sponsoring a "spring seminar" for dealers—an offshore meeting in Ireland April 17-24.

Meetings in Ireland will be held in Dublin and Limerick.

Used car sales
Auction Averages

March to date	$4,763
Month ago	$4,904
Year ago	$4,218

Model breakdown
Auction Averages

	MARCH TO DATE	FEB.	JAN.
1982	$7,820	$7,719	$7,432
1981	6,793	6,422	6,435
1980	5,304	5,282	5,144
1979	4,567	4,487	5,184
1978	4,027	3,658	3,633
1977	3,056	2,783	2,857
1976	2,432	2,189	2,343
1975	1,771	1,798	1,854
Overall Average	$4,763	$4,607	$4,904

CONVERTIBLE SALES SKYROCKETING!

Now, sell the new '82 models at half the going prices!

$2,750 FOB N.Y. Camaro Z28, Firebird Trans Am, Mustang
$2,800 FOB N.Y. Subaru (GLF) (DL) 2 Door
$2,850 FOB N.Y. Cutlass, Grand Prix, Regal, Monte Carlo
$2,880 FOB N.Y. 4/5 Passenger K-Car
$3,250 FOB N.Y. Datsun 280ZX
$3,995 FOB N.Y. Eldorado, Riviera Toronado
$2,850 FOB N.Y. Honda Prelude

EXCLUSIVE STEAS TECHNOLOGY MAKES CONVERSION AFFORDABLE.

★ No paint, metal work needed.
★ Zip down rear window.
★ Headliner.
★ No configuration changes from factory specifications.
★ No rattles, leaks, wind noise —guaranteed! For a full year!
★ Complies with all applicable Federal Safety Standards.
★ $5,000,000 product insurance.
★ Sell with confidence—finest conversion available!
★ Seldom is a convertible discounted. Make your best profit, plus make $1,000 on the conversion.
★ The sales are there! Don't lose them to your competition!

CALL THIS TOLL-FREE NUMBER: 1-800-221-6518 OR: 212-485-2882

INSTALLATION & DISTRIBUTION CENTERS COAST TO COAST – A FEW CHOICE DISTRIBUTION AND INSTALLATION POINTS AVAILABLE.
Introducing our newest licensed distributor in Florida:
SUN AUTO TOPS 74-28 N.W. 31st Avenue Miami, FL 33147 (305) 696-9304
STEAS INDUSTRIES, INC.
701 Chester Street, Brooklyn, NY 11236

325 CHRYSLER PRODUCTS
'80—'81—'82 INCLUDING TRUCKS — VANS — IMPORTS
TUESDAY, MARCH 16, 10 A.M.
TOTAL CONSIGNMENT 900 UNITS
Airport pickup and hotel reservations
HATFIELD AUTO AUCTION
215-822-1935
(See our ad page 25)

Phoenix elects Blewett

PHOENIX. — Ken Blewett, president of Pioneer Ford, has been elected president of the Greater Phoenix New Car Dealers Assn. Other officers include Jim Blue, Childress Buick, vice-president, and Ray Tanner Jr., Ray Tanner Volvo, secretary-treasurer.

Month's car production totals 325,243

February output lowest since 1948

Continued from Page 1

companies is: GM, 315,000, down 17.29 percent from 380,866 last year; Ford, 106,000, down 18.51 percent from 130,070; Chrysler, 60,000, down 30.65 percent from 86,512; VWoA, 9,273, down 49.47 percent from 18,350, and AMC, 5,000, a drop of 47.99 percent from 9,613.

• For the first quarter, the makers expect to build 1,101,055 cars, down 29.87 percent from 1,569,978 in the first three months of 1981.

Last week, the makers targeted 82,533 units, down 8.81 percent from 90,509 the previous week and down 38.69 percent from 134,625 in the comparable 1981 week.

Breakdown for the week by company is: GM, 67.82 percent; Ford, 19.22 percent; Chrysler, 12.84 percent, and Checker, 0.12 percent.

AMC's Kenosha facility was idle last week to adjust inventory. The plant is scheduled to return today (March 8).

Also idle last week for inventory control were two GM and three Ford facilities. They were: GM Flint and Leeds and Ford Atlanta, Dearborn and Kansas City.

The GM Arlington and Baltimore points were idle for the second week of downtime last week.

Also still down at GM were Framingham, South Gate and Tarrytown. The GM Janesville and Oklahoma facilities remained down for model changeover.

VWoA's Westmoreland plant returns today after a two-week shutdown due to poor sales of the Rabbit. The point will be idle again the week of March 22.

Checker Motors' Kalamazoo facility will be down starting today for one week.

Year-to-date, the makers have built 684,389 cars, down 36.51 percent from 1,077,944 in the comparable 1981 period.

25 Chevy years

R. Wilton Holley, right, owner, Holley Chevrolet Co., Brownwood, Tex., receives Chevrolet's 25-year dealer award plaque from Edward R. Brennan, Dallas zone manager.

February truck production lowest recorded since 1963

Domestic truck production in February was the lowest for that month in 19 years but the makers are looking at March in a much more favorable light.

Last month, the truck manufacturers finished 128,013 units, down 3.69 percent from 132,921 completed in February of last year, and the lowest total for that month since 1963 when only 117,652 trucks were built.

For March, the truck makers are projecting 187,395 units, a 19 percent gain from 157,444 completed in the comparable 1981 month.

The forecast for the first three months of 1982 is 431,109 trucks, down 2.26 percent from 441,074 in the first quarter of 1981.

(Since AM General and miscellaneous figures are no longer reported to AUTOMOTIVE NEWS, these figures, which are estimated, are not included into any forecast and have been subtracted from last year's comparable totals.)

Truck production last week was estimated at 39,477, down 8.46 percent from 43,124 the previous week, but up 11.88 percent from 35,285 the comparable 1981 week.

So far this year, the makers have finished 311,593 trucks, a slight gain from 311,042 in the comparable 1981 period.

Production of light-duty utility trucks was cut last week (March 1) from two shifts to one shift at General Motors' Pontiac facility. About 1,050 workers were placed on indefinite layoff.

Saturday overtime was scheduled last week at GM's St. Louis (GMC Truck & Coach) plant.

American Motors' Toledo (Jeep) plant was idle last week to adjust inventory.

Volkswagen of America's Westmoreland point resumed operations today (March 8) after a two week shutdown due to slow sales. The facility will be idle again for one week, starting March 22.

International Harvester's Ft. Wayne point returned last week after being idle two weeks to control inventories.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 6, 1982	Week Ended March 7, 1981	Week Ended Feb. 27, 1982	Feb. Total	Jan. 1 to March 7, 1981	Jan. 1 to March 6, 1982
CHEVROLET	12,955	9,240	13,724	49,288	109,222	111,707
DODGE	2,300	1,700	2,981	7,220	11,839	19,267
FORD	17,585	14,851	17,324	37,036	100,233	104,287
GMC	4,037	3,879	4,473	17,123	40,616	38,761
INTERNATIONAL	1,150	1,690	699	3,579	13,491	9,088
VOLKSWAGEN	.....	1,040	.....	2,044	8,140	3,347
JEEP	.....	1,600*	2,473*	5,973	17,036*	12,186
AM GENERAL	50*	85*	50*	150*	765*	350*
MISCELLANEOUS	1,400*	1,200*	1,400*	5,600*	9,700*	12,600
Total Trucks, U. S.	39,477	35,285	43,124	128,013	311,042	311,593

CANADIAN TRUCK PRODUCTION

	Week Ended March 6, 1982	Week Ended March 7, 1981	Week Ended Feb. 27, 1982	Feb. Total	Jan. 1 to March 7, 1981	Jan. 1 to March 6, 1982
CHRYSLER CORP.	2,000	1,600	2,023	7,433	9,537	15,468
FORD MOTOR	3,255	3,490	3,694	7,504	31,295	17,230
GENERAL MOTORS	5,848	6,340	5,479	19,648	57,181	41,098
INTERNATIONAL	260	245	239	878	2,357	2,105
Total Trucks, Canada	11,363	11,675	11,435	35,463	100,370	75,901
N. American Trucks	50,840	46,960	54,559	163,476	411,412	387,494

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

1982 diesel models recalled by GM for engine fix

DETROIT. — General Motors announced it will recall about 80,000 1982 cars equipped with the 5.7-liter V-8 diesel for a fix involving the engine governors.

GM said it discovered in testing that one high-mileage production car had a rivet separate in the governor weight retainer assembly. GM said this separation can cause the throttle to stick, resulting in loss of control over engine speed.

GM said it has one report of this happening in a customer's car, No accident or injury resulted, the company said.

Dealers will replace the governor weight retainer assembly on the affected cars.

Month's car build slips in Canada, but year leads '81

Although the Canadian auto makers wound up February with production just a fraction below that of the comparable 1981 period, the total was the lowest for that month in 14 years.

Output last month was 64,022 cars, down slightly from 64,220 in February of last year, and the lowest since 1968 when the auto makers built only 47,317.

The truck manufacturers assembled 35,476 units in February, down 20.78 percent from 44,765 in the comparable 1981 month and the lowest since 1975 when output was 31,140.

Downtime at all Ford car facilities, plus one-shift operations at General Motors' Ste. Therese point cut last week's estimated auto production to 17,957 units, down 3.79 percent from 18,665 the previous week. However, the total was 8.74 percent above 16,513 in the comparable 1981 period.

So far this year, the auto manufacturers have completed 129,316 units, up 12.47 percent from 114,975 in the same period last year.

Truck production last week was targeted at 11,363 units, down slightly from 11,435 the previous week and down 2.67 percent from 11,675 in the comparable week last year.

Year-to-date, the truck makers have finished 75,901 units, a drop of 24.38 percent from 100,370 in the same 1981 period.

Ford's Oakville and St. Thomas facilities were idle last week (March 1) for inventory control. Both points are scheduled to return today (March 8).

Also down for inventory adjustment was one shift at GM's Ste. Therese facility.

GM's Oshawa (No. One) point will be idle one week starting today.

All truck facilities were reported working last week.

U. S. CAR PRODUCTION

	Week Ended March 6, 1982	Week Ended March 7, 1981	Week Ended Feb. 27, 1982	Feb. Total	Jan. 1 to March 7, 1981	Jan. 1 to March 6, 1982
AMERICAN MOTORS	.....	2,032*	1,055*	5,155	16,854	8,134
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,600	18,270	15,044	39,685	124,028	87,213
Plymouth Total	3,400	9,370	5,634	16,358	62,116	36,153
Horizon	.....	3,400	2,152	4,327	21,874	10,480
Reliant	3,400	5,000	3,482	12,631	35,946	25,673
Caravelle	.....	120	.....	.....	572	.....
Gran Fury	.....	850	.....	.....	3,724	.....
Chrysler Total	3,500	1,550	2,989	6,007	9,773	16,300
LeBaron	3,500	1,100	2,989	6,007	6,922	16,300
Chrysler	.....	450	.....	.....	2,851	.....
Dodge Total	3,700	7,350	6,421	16,720	52,139	34,760
Omni	.....	2,100	2,194	4,280	15,679	9,466
Aries	3,000	3,900	3,194	9,997	29,710	19,987
Diplomat	.....	950	.....	.....	5,001	.....
Dodge 400	700	.....	1,033	2,443	.....	5,307
St. Regis	.....	400	.....	.....	1,749	.....
FORD MOTOR	15,862	22,820	26,576	68,779	218,023	125,473
Ford Division	8,716	15,727	17,649	41,642	150,582	73,238
Escort	7,239	8,204	7,230	17,413	73,989	34,141
Fairmont	.....	4,277	3,563	6,951	28,454	10,035
Must./Must. II	.....	1,288	4,480	8,974	17,615	13,285
Granada	1,328	270	2,249	6,840	9,463	11,403
T-Bird	.....	.....	.....	1,176	5,781	3,704
Ford	.....	1,688	.....	.....	15,280	.....
EXP	149	.....	127	288	.....	670
L-M Division	7,146	7,093	8,927	27,137	67,441	52,235
Mercury Total	4,753	5,759	6,511	18,633	58,282	34,853
Lynx	2,164	2,856	2,051	5,298	24,684	9,640
Capri	.....	302	1,015	1,922	5,112	2,942
Zephyr	.....	1,080	1,085	2,302	8,619	3,774
Cougar	680	229	1,043	3,662	4,345	6,385
XR-7	.....	.....	.....	457	3,527	1,194
Mercury	1,873	1,292	1,304	4,934	11,995	10,742
LN7	36	.....	13	58	.....	176
Lincoln Total	2,393	1,334	2,416	8,504	9,159	17,382
Continental ('82)	480	.....	483	1,702	.....	4,007
Lincoln	957	648	966	3,491	4,340	6,959
Mark VI	956	686	967	3,311	4,819	6,416
GENERAL MOTORS	55,971	87,256	47,734	202,058	684,968	445,607
Buick Division	9,869	19,474	14,467	55,991	163,616	109,338
Skylark	3,345	5,229	2,625	9,506	46,536	17,300
Skyhawk J	.....	.....	2,317	8,599	.....	11,880
Century	2,599	3,900	2,547	10,578	32,060	21,833
Regal	.....	6,040	3,461	13,995	43,313	25,579
Buick	3,170	3,360	3,108	12,099	30,982	28,584
Riviera	755	945	409	1,220	10,725	4,162
Cadillac Division	5,620	6,347	2,081	15,658	56,397	41,390
Cimarron	.....	.....	.....	.....	.....	493
Seville	665	736	539	1,581	6,086	3,609
Eldorado	1,355	1,347	1,542	4,602	12,051	10,209
Cadillac	3,600	4,264	.....	9,475	38,260	27,079
Chevrolet Division	18,035	35,726	7,202	40,035	243,249	106,562
Chevette	6,850	9,022	1,676	3,362	50,511	13,545
Cavalier	1,475	.....	.....	.....	.....	14,944
Celebrity	390	.....	559	2,487	.....	6,514
Camaro	5,755	3,045	3,927	15,216	21,962	33,258
Citation	3,065	8,174	.....	3,675	60,354	14,209
Malibu	.....	6,645	.....	6,838	42,482	8,953
Monte Carlo	.....	3,240	.....	4,481	22,832	6,434
Chevrolet	500	4,800	434	1,693	38,150	3,465
Corvette	600	800	606	2,283	6,958	5,240
Oldsmobile Division	15,376	18,098	18,247	68,706	163,380	134,846
Omega	1,665	3,468	1,440	5,494	26,967	12,060
Firenza	.....	.....	2,316	8,590	.....	18,119
Cutlass	4,800	7,525	4,780	18,171	78,255	31,950
Cutlass/Ciera	2,736	.....	3,245	12,236	.....	18,257
Oldsmobile	5,330	6,220	5,437	21,168	49,625	47,925
Toronado	845	885	1,029	3,047	8,533	6,535
Pontiac Division	7,071	7,611	5,737	21,668	58,326	53,471
Acadian†	.....	250	.....	.....	2,776	.....
J2000	382	.....	.....	.....	.....	2,220
T1000	105	.....	190	342	.....	687
Firebird	2,397	1,035	2,242	8,730	9,476	17,900
Phoenix	907	2,346	.....	598	21,138	4,416
Grand Prix	1,640	2,345	1,638	6,092	14,075	14,141
Bonneville ('82)	1,640	.....	1,667	5,906	.....	14,107
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	1,435	.....	.....	8,043	.....
Pontiac	.....	200	.....	.....	2,818	.....
VOLKSWAGEN	.....	4,160	.....	10,266	33,641	17,262
CHECKER	100*	87*	100*	300	430	700*
Total Cars, U. S.	82,533	134,625	90,509	325,243	1,077,944	684,389

CANADIAN CAR PRODUCTION

	Week Ended March 6, 1982	Week Ended March 7, 1981	Week Ended Feb. 27, 1982	Feb. Total	Jan. 1 to March 7, 1981	Jan. 1 to March 6, 1982
AMERICAN MOTORS	600	600	610	2,371	4,936	4,360
CHRYSLER CORP.	3,440	.....	3,459	13,018	3,538	29,595
FORD MOTOR	3,892	2,936	8,337	16,091	13,309	31,638
GENERAL MOTORS	9,800	12,752	6,034	31,688	91,268	61,699
VOLVO	225	225	225	854	1,924	2,024
Total Cars, Canada	17,957	16,513	18,665	64,022	114,975	129,316
N. American Cars	100,490	151,138	109,174	389,265	1,192,919	813,705
N. American Trucks	50,840	46,960	54,559	163,476	411,412	387,494
North American Cars and Trucks	151,330	198,098	163,733	552,741	1,604,331	1,201,199

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 3/15/82

Automotive News

March 15, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Geneva genesis

Mitsubishi basher

Mitsubishi 2+2 Starion was introduced at the Geneva Motor Show. It features a turbo gasoline engine and an antiskid braking system. The Starion will be sold first in Europe, later in Japan and the U. S. Story on Page 2.

'S' stands for Sporty

Sprightly Opel open-air show car, based on General Motors' S-car to be built in Spain, is named Corsa. It was unveiled at the Geneva Motor Show. Covering over passenger seat rolls sideways into the door, like a desk top.

Production cutbacks trim new-car supply to 70 days

By Richard A. Wright
Assistant Managing Editor

U. S. auto makers reined in their runaway inventories during February and opened March with a very respectable 70-day supply of new cars.

But there wasn't much cheering in Detroit.

While inventories may be back in line, the reduction from the month-ago 97-day supply — and the record 107-day stockpile Jan. 1—was achieved mainly through production cutbacks.

The domestic new-car inventory totaled 1,325,073 on March 1, down more than 100,000 units from 1,431,983 a month earlier, and below the 1,334,919-unit total on March 1 a year ago, which was a 59-day stock.

Interestingly, the market segments in which there has been the most new-model introduction activity in recent months—subcompacts and intermediate—continued to be the heaviest in inventory supply.

All corporate makers trimmed their days-supply figures during February and all but Volkswagen of America cut their unit counts, reflecting not only production cutbacks but also an upswing in the sales pace compared with January.

• General Motors slashed its inventory sharply during February and opened March with a 71-day supply, down from 98 days a month earlier. GM's recently introduced A-body cars continued in heavy supply, while stocks of its compact X-bodies were dwindling.

Ford Motor Co. continued its heavy inventory chopping and opened March with a 59-day supply, down from 87 days a month earlier and 113 days two months earlier. Strong sales continued to whittle Escort and Lynx stocks.

Chrysler Corp. had a 76-day supply of new cars March 1, down from 104 days a month earlier. Shortages have not been a problem at Chrysler for a long time, but the corporation has managed to bring most of its more burdensome nameplate stocks into line.

VWoA was the only maker to increase its unit count during February, but a stronger sales pace resulted in a decline in days supply from 165 a month earlier to 138½ on March 1.

Table on Page 50

American Motors opened March with an 88-day supply down from a 112-day stock a month earlier.

The March 1 domestic inventory was divided this way: GM, 61.36 percent; Ford Motor Co., 20.51 percent; Chrysler Corp., 13.24 percent; VWoA, 2.90 percent, and AMC, 1.99 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.20 percent; Ford Motor Co., 21.44 percent; Chrysler Corp., 12.98 percent; VWoA, 2.45 percent, and AMC, 1.93 percent.

• By size class, the industry trimmed its supply of subcompacts from 120 days to 74 and its stock of intermediates from 127 to 84, but those segments

Continued on Page 50, Col. 1

Job-security advances altering labor relations

By Marjorie Sorge
Labor Editor

The wave of early contract talks currently flooding the automotive industry will carve a path for the ultimate job security and more interaction between company and union.

Some union officials see vast changes coming in the next decade, changes that will alter the way the U. S. automotive world is run.

While the new pacts are opening up closer communications between the auto companies and the workers, there are also other trends developing. These include:

1. Industry-wide seniority stemming from company-wide seniority. This would allow workers to transfer to any automotive plant, including suppliers, as long as it was UAW-represented. Company-wide seniority must be established first.

2. One workforce with little if any differentiation between white-collar and blue-collar employes.

3. A more mobile workforce requiring increased moving allowances to keep up with the relocation rates.

4. A world-wide umbrella union representing all parts of the automotive sector throughout the world.

Some union officials say these changes are possible within the next decade.

But the speed at which they develop will depend on how well the workers accept the new agreements — the new one at Ford Motor Co. and those which could be negotiated at American Motors and General Motors.

The key to the new era of labor relations is union-management and employe-employer communications. In the new Ford agreement and in previous Ford, AMC and GM contracts, moves have been made to give the workers more input into the everyday decisions of the companies.

• The trend began to pick up steam with UAW President Douglas A. Fraser's election to the Chrysler Corp. board of directors two years ago. Fraser said recently that his seat allowed him to hold up the sale of Chrysler Defense, Inc., until he was certain the workers were well protected.

The practice of more union participation in company mat-

Continued on Page 52, Col. 1

breaking news

GM sued for Cadillac V-8-6-4 engines

DETROIT. — Lawsuits have been filed against General Motors in Cleveland and Ft. Worth by owners of Cadillacs equipped with V-8-6-4 engines. The Cleveland suit seeks $10 million in punitive damages for an estimated 5,000 Ohio owners of the cars, which are said to stall, surge, knock and lag in power. The Ft. Worth suit charges breach of warranty.

Mitsubishi buys site near Los Angeles

FOUNTAIN VALLEY, CALIF.—Mitsubishi Motor Sales of America has purchased a 22.3-acre site in Cypress, a suburb of Los Angeles. The company will eventually locate its corporate headquarters, national parts distribution center, service training center and Western regional headquarters at the site.

Import market declines in Japan

TOKYO.—Sales of imported car sin Japan numbered 1,893 in January, down sharply from the 2,336 counted a year earlier. Leading makes were: Volkswagen, 661; Mercedes-Benz, 318; BMW, 208; Audi, 170; Ford, 111, and Buick, 64.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER M
AN
DC2001◆CNGLIAO OEA FMJT
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
◆520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Real estate magnates mapping out dealer network

National used-car chain in works

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A new company called Triexcellence, Inc., is seeking to establish a national used-car dealer network, franchising new-car dealers to sell both their own and consumers' cars under the Triex banner.

The principals behind Triex, Art Bartlett, who is chairman, and Jim Cummings, president, say they will use the same techniques they employed in building the Century 21 real estate chain.

Bartlett is still chairman of that company, while Cummings formerly served as its president and chief executive officer.

According to Cummings, Triex hopes to have 3,000 to 5,000 dealers in the network by 1987. Their goal is to eventually account for 5 percent of total used-car sales nationally.

Cummings said the primary objective behind the Triex program is to build a trade name that is synonymous with quality used cars when the consumer is either looking to buy or sell a vehicle.

To that end, the company will be committing large amounts of money to national print and television advertising campaigns. In fact, the largest ongoing expense by a dealer participating in a Triex franchise will be advertising.

The buy-in price of a Triex franchise will be $10,000 for the trade name, plus $80 per month. The dealer will also be required to contribute $2,000 per month toward an advertising fund.

Triex will also contribute 10 percent of $80 per month of each dealer's monthly fee to that pool, and those revenues will be used for both national and local ad campaigns.

Cummings said the operation will provide a franchise for the

Continued on Page 52, Col. 4

Plant closings prompt reversal of union stance

UAW and GM return to bargaining table

By Marjorie Sorge
Labor Editor

DEARBORN.—The UAW General Motors Council voted overwhelmingly Thursday to resume negotiations with GM.

With 15 dissenting votes the 314-member council voted to return to the table immediately. GM and the UAW met Friday, at the company's request. At that time, GM made a presentation to the union.

UAW President Douglas A. Fraser said he expects intensive negotiations to begin today (March 15).

He said the council acted because of the numerous plant closings at GM and because of the new Ford Motor Co. contract. Talks with GM broke off Jan. 28 without an agreement.

When asked if the union had lost some of its strategic edge in the six-week hiatus, Fraser said, "The longer you wait, the weaker you get and the stronger GM gets," indicating the union is in a slightly weaker position today than it was in January.

Owen Bieber, UAW vice president and director of the GM department, said plant closings will be a major topic at the negotiations.

Fraser said, "Maybe one of our first demands should be that someone should put a zipper on Roger Smith's lips."

Smith, GM chairman, in the past indicated that a lack of an agreement would mean more plant closings and layoffs.

The UAW International Executive Board will meet the week of March 22. If no agreement has been reached with GM by that time, the union will recess talks until the meeting is over.

Fraser has said the union wants to discuss the new Ford contract as a model for any new GM package and is still interested in arranging a "pass-through" agreement that could lower car and truck prices penny for penny on any cost savings generated by UAW concessions in a new contract.

Both Roger B. Smith, GM chairman, and F. James McDonald, GM president, have said GM will not pass along savings to the consumer in the next round of talks.

Besides a pass-through agreement, the original framework agreed to by GM and the UAW before talks broke off Jan. 28 allowed an independent CPA to see GM's books and provided job security and equality of sacrifice.

At the start of negotiations, both sides agreed to withdraw their proposals if a settlement could not be reached, but Alfred S. Warren, GM labor relations vice president, said then he didn't see GM disregarding that framework entirely although he said it might be altered as time passed.

Art Davis, auto anaylst for Prescott, Ball & Turben, said the union will not press for the pass-through because Ford would have to follow suit and the "UAW does not want to hammer Ford right now." He thinks GM will cut the prices with the fall introduction.

Fraser said a pass-through plan is not necessary for ratification of a new pact and indicated the union would take into consideration the freeze-up of sales which occurred the last time the plan was announced.

He also warned that an agreement with GM will not be possible if GM takes a hard-line attitude during bargaining.

"I hope GM does not expect us to make more concessions than Ford," he said. "That's totally unrealistic especially when you consider Ford's big losses."

• The Ford contract costs each worker about $2 an hour. Ford lost just over $1 billion in 1981 while GM made $333.4 million.

Davis said he expects GM to come to the table with a new set of demands which would ask for labor cost cuts totaling $6 or $7 an hour.

"I think you've got a barn burner coming," he said.

While the Ford agreement will be a model, according to Fraser, union officials say the language in any GM contract must be tougher than in the Ford pact. Much of the language in the Ford contract is loosely worded and is based on the trust of both parties.

The Ford agreement expires Sept. 14, 1984, and provides a guaranteed income program for high-seniority workers, a 24-month moratorium on plant closings, improved SUB benefits, profit sharing and forms of job security.

In exchange, the UAW granted a wage freeze for the length of the contract, a nine-month freeze on COLA increases and the elimination of all paid personal holidays (PPH).

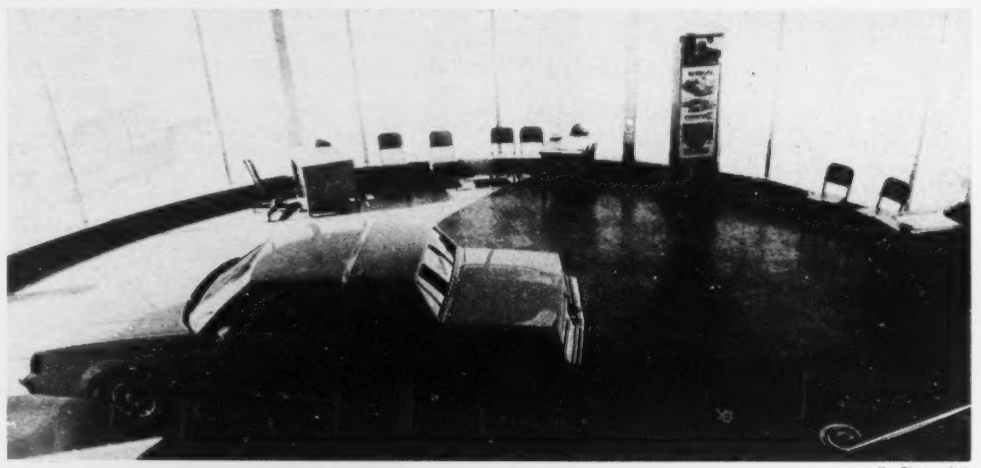
In the last round of GM-UAW talks, the union wanted a moratorium on outsourcing and demanded that all operations moved overseas within the past year be returned to the U. S. Its economic plan dropped labor costs by about $3.50 an hour.

GM's first proposals called for a $5 an hour cut in labor costs.

The contract would have run through September, 1983.

Meanwhile, at presstime, the UAW's talks with American Motors had recessed while one local readied its proposal to the company. Under the AMC agreement, there are certain parts of the contract tailored to each local.

The UAW and AMC are negotiating a $150 million investment plan which requires workers to invest with AMC 10 percent of their raises over about 22 months. It also calls for cuts in paid time off.



Jim Piegue photos

. . . And then there was one

The showroom floor of P. L. Grissom & Son Buick, Dearborn, a dealership which once moved as many as 1,000 cars a year, is almost empty now. This lone white '81 Regal demo was sold to a young woman at the end of February. It was replaced on the floor by a white '81 Riviera demo, which could well be the last car Grissom Buick will ever sell. The dealership opened for business over 50 years ago.

No floorplan, little business but much pride for Chuck Grissom

Seeing a lifetime go down the drain

By Edward Lapham
Financial Editor

Chuck Grissom is a tired man. On his desk are a number of prescription drug vials for a variety of ailments, which he said include heart problems.

However, the biggest problem facing Grissom, president of P. L. Grissom & Son Buick, is that for the past year he has had to watch as the business started over 50 years ago by his father has slowly bled to death.

Grissom's father, P. L. Grissom, started as a GM dealer in 1931. He opened the current deal in 1965 with his son, who assumed day-to-day responsibilities after P. L.'s death in 1972.

Chuck Grissom has a number of relatives, uncles and nephews, who also are new-car dealers. Most are GM dealers.

The store, which stands in the shadow of Ford Motor Co. corporate headquarters in Dearborn, is virtually empty now. A workforce that once totaled 54 is now down to just a dozen. One of Grissom's sons was among those laid off.

A lone white '81 Riviera demonstrator sits on the showroom floor waiting to be delivered. It will likely be the last car Grissom sells.

Chuck Grissom's situation is not unique. According to Automotive News records, the number of General Motors, Ford, Chrysler and American Motors dealerships declined by 3,263 from Jan. 1, 1979, through Dec. 31, 1981, the period of the current automotive depression.

Grissom believes that he has much in common with other dealers in a similar situation, but at the same time there seems to be a certain unique element to the situation, almost like an existential novel where the characters are passive participants with no control over their own destinies.

The dealer calls it a "Catch-22" situation: Grissom said he cannot get his GMAC floorplan reinstated, he cannot obtain another line of wholesale credit, he cannot buy cars from the factory which prevents him from operating as a new-car dealer, and he cannot find an acceptable buyer for his dealership.

His only alternative is to "turn the key" and close the dealership forever. That he refuses to do for reasons of pride.

• Like many dealers in general, and urban dealers in particular, Grissom has found the last few years to be particularly difficult. The 1970s phenomenon of sprawling suburban dealerships

Continued on Page 29, Col. 1

Every picture . . .

Chuck Grissom, P. L. Grissom & Son Buick, sits beneath a portrait of himself done in earlier, better days. Behind the dealer, a TRS-80 computer sits idle.

New models groomed by European makers

GENEVA.—If the new products are a bit thin here at Geneva's annual spring auto show, there are plenty round the corner.

Most of them are being saved for Paris in the fall. At least five all-new models will be there to grab the headlines.

Ford and Fiat will replace models that are no spring chickens. Audi, hit by a significant swing away from its bigger 100 and 200 models, will have something to bring back showroom traffic.

At the same time, General Motors' Opel and Peugeot SA's Citroen will make some overdue plugs for gaps in their ranges.

Ford Ford, Paris will be the time of the Sierra, heavily hinted at with Probe 3 shown at Frankfurt. Sierra will replace the mid-size Taunus sedan, a model which only sells well now in the UK (as a Cortina). The competition from GM's J-car, put into production in West Germany and the UK last fall, is being increasingly felt.

Fiat's news will be the Type 1, a model which must be regarded as an eventual successor to the small hatchback 127. The 127 has been tarted up several times—as have a lot of Fiat products—but there is no real disguising its age.

Audi now makes little secret of the fact that its three-box Auto 2000, unveiled at Frankfurt, is very close to the true replacement for its larger models. It is a soft, stylish car.

Opel dealers are desperate to round out their model offering in the Polo/Renault 5/Fiesta category. They will get it with the Spanish-built Corsa, the model hitherto known as the S-car. It, too, will debut at Paris.

Similarly, Citroen needs a model between its medium GSA and larger CX. It will introduce the XB as a result. It will also undoubtedly have the diesel power plant option that has been notable by its absence at the lower end of Citroen's range.

Not at Paris, but certainly unveiled before the end of the year, will be Daimler-Benz's small Mercedes 201.

But before all this, Fiat's Lancia operation will attempt to steal the spotlight at the spring Turin auto show.

There will certainly be a three-box version of the hatchback Delta. Its name is not known, though it has masqueraded under various type numbers.

index

Auction reports	40
Classified advertising	42
Editorial page	20
Personnel	39
Production by makes	54
Service highlights	22
Truck highlights	12

57th year — No. 4906

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Market segments with new models suffer

Production cuts reduce inventories to 70 days

Continued from Page 1

were still the heaviest.

The stockpile of compact cars plummeted from 92 days Feb. 1 to 54 days and was the segment lightest in supply March 1.

The industry had a 68-day supply of standards, down from 72½ days a month earlier, and a 63-day supply of luxury cars, off from 77 days.

The March 1 inventory was divided this way by market segments: Subcompact, 28.11 percent; compact, 21.34 percent; intermediate, 32.12 percent; standard, 12.11 percent; and luxury, 6.32 percent.

A month earlier, the inventory was divided as follows: Subcompact, 29.53 percent; compact, 23.47 percent; intermediate, 30.23 percent; standard, 10.73 percent, and luxury, 6.04 percent.

• The March 1 days-supply figures by market segment were:

Subcompact—Lynx, 50½; Escort, 52; Chevette, 52; T1000, 63; Horizon, 67; Omni, 69½; Eagle SX/4, 72; TC3, 81; 024, 82, Spirit, 87; LN7, 90½; Cavalier, 93; EXP, 94; J2000, 114, and Rabbit, 138½.

Compact — Citation, 36; Zephyr, 36; Firebird, 36; Skylark, 43; Phoenix, 46; Fairmont, 50; Omega, 50; Camaro, 59; Reliant, 69; Aries, 77; Mustang, 79; Eagle, 79; Capri, 88, and Concord, 105.

Intermediate — Cougar, 33; Granada, 49; Gran Fury, 55½; New Yorker, 61; Bonneville, 74; Diplomat, 74; Celebrity, 78; Century, 80; LeBaron, 83; Regal four-door, 83; Cutlass four-door, 83½; Cordoba, 86½; Cutlass Supreme two-door, 92; Cutlass Ciera, 92½; Regal two-door, 93; Grand Prix, 97; XR-7, 98; Malibu, 100; Thunderbird, 107; Monte Carlo, 112; Pontiac 6000, 121; Mirada, 124, and Dodge 400, 128½.

Standard — Pontiac, 50; Olds Eighty-Eight, 57; Mercury, 58; Olds Ninety-Eight, 65; LeSabre, 66; Ford, 69; Chevrolet, 79; and Electra, 84.

Luxury—Continental, 35; Seville, 41; Lincoln, 57; Eldorado, 60; Cadillac, 61; Mark VI, 70; Corvette, 82½; Cimarron, 85; Riviera, 86; Toronado, 88, and Imperial, 99.

Deadline changed for rewording of Chrysler paper

WASHINGTON. — Chrysler Financial Corp. has been granted a delay in the deadline for changing its retail installment contracts. The Federal Trade Commission, modifying a February, 1981, order, has given Chrysler until April 1 to revise forms to dealers outlining consumer rights in repossession cases.

Under the original order, Chrysler had to eliminate by Feb. 18 any misleading or erroneous contract explanations about debtors' liability for a deficiency.

Another requirement was to change the contracts to explain debtors' rights to any repossession surplus. Revised forms containing this change were to be distributed for dealers' use within a year after FTC's final decision in a related case.

Chrysler Financial asked that April 1, 1982, be the effective date for both changes.

Ford, GM cut prices charged each other

DETROIT. — Ford Motor Co. and General Motors have asked suppliers to cut prices by 2 percent. As do all the U. S. makers, both firms annually sell each other components valued far into the millions.

Each has cut by 2 percent the prices charged the other. A top-ranking Ford officer told AUTOMOTIVE NEWS, "They buy more from us than we do from them so the trade balance is in our favor."

1976 Ford strike aided SUB plan, Woodcock recalls

ANN ARBOR, Mich.—The 28-day strike against Ford Motor Co. in 1976 paved the way for dramatic increases in high-seniority SUB benefits, according to Leonard Woodcock, former UAW president.

He said the safety factors developed with the SUB fund in the 1950s became less reliable in the 1970s, causing the strike. The 1976 Ford contract gave workers with 10 years' seniority a Guaranteed Benefit Account which backs up the regular SUB fund if it is exhausted.

Ford's new agreement gives workers with 10 years' seniority up to 104 weeks of benefits, up from the previous 52 weeks.

But Woodcock said the new SUB fund is based on a recovery of the auto industry and "at best it cannot be constructed to withstand continuing inflation."

The new Ford agreement was ratified by the rank-and-file in late February by a 73 percent majority.

The unofficial count was 43,683 for and 15,933 against.

IH's executives to repay big loans after all

CHICAGO. — International Harvester Chairman Archie McCardell and President Warren Hayford have agreed to repay portions of some $2 million in loans that the IH board previously had forgiven.

Details of the payback agreement have not been revealed.

The loans were part of compensation packages that each executive negotiated before leaving a high ranking post at Xerox Corp. to join IH.

Forgiveness of the loans was tied to IH's financial performance in comparison with that of its competitors.

In the fiscal year ended Oct. 31, 1979, IH profits more than doubled from those of the previous year, and portions of the loan were forgiven. Then IH fortunes changed and the status of the loans became an emotional issue.

NEW CAR STOCKS

	Mar. 1, 1982	Feb. 1, 1982	Mar. 1, 1981
Spirit	87	151	52
Concord	105	144	55
Eagle	79	74	59
Eagle SX/4	72	85	59
AMERICAN MOTORS	88	112	55
Horizon	67	124½	54
TC3	81	127	54
Reliant	69	94	66
Gran Fury	55½	86½	—
Plymouth	70	106	59
LeBaron	83	101	84
Cordoba	86½	97	87
New Yorker	61	77	—
Chrysler	76	93½	80
Imperial	99	158	176
Omni	69½	119	55
024	82	120	55
Aries	77	87	72½
Dodge 400	128½	145½	—
Diplomat	74	75	80½
Mirada	124	117	107
Dodge	82	104	67½
CHRYSLER CORP.	76	103	66
Escort	52	70	41
EXP	94	94	—
Mustang	79	128	72
Fairmont	50	82	76
Granada	49	85	103
Thunderbird	107	121	71
Ford	69	79	84
Ford	61	89	65
Lynx	50½	93	50
LN7	90½	179½	—
Capri	88	139	57
Zephyr	36	59	52
Cougar	33	66	76
XR7	98	130	75
Mercury	58	63	56
Mercury	55	88	57
Lincoln	57	69	59
Continental	35	63	—
Mark VI	70	77	56½
Lincoln	57	69	57½
FORD MOTOR CO.	59	87	63
Skylark	43	99	37
Century	80	125	—
Regal 4-door	83	104½	76
Regal 2-door	93	112	48
LeSabre	66	72	60
Electra	84	95	63½
Riviera	86	103	55½
Buick	74	102½	52
Cimarron	85	174	—
Seville	41	87	72
Cadillac	61	65½	52½
Eldorado	60	60	50
Cadillac	60	72½	54½
Chevette	52	97	32
Cavalier	93	266	—
Citation	36	85	66
Camaro	59	76	67
Malibu	100	72	92
Celebrity	78	243	—
Monte Carlo	112	110	75
Chevrolet	79	86	80½
Corvette	82½	79	74
Chevrolet	66	106	59½
Firenza	292	—	—
Omega	50	81½	47
Ciera	92½	140½	—
Cutlass Sup. 4-dr.	83½	63	52
Cutlass Sup. 2-dr.	92	93	50
Olds 88	57	54	44½
Olds 98	65	64	43
Toronado	88	82½	52½
Oldsmobile	78	79	48½
T-1000	63	140½	—
J-2000	114	259	—
Phoenix	46	112½	61
Firebird	36	50	72
Bonneville	74	82	94½
6000	121	204½	—
Grand Prix	97	98	64
Pontiac	50	60	86
Pontiac	72½	117	65
GENERAL MTRS.	71	98	56
VOLKSWAGEN	138	165	58
TOTAL	70	95	59

Pfeifer joins staff of General Warranty

MARINA DEL REY, Calif. — Nancy Pfeifer has joined General Warranty Corp. as director of the Agency & Underwriting Department.

Prior to joining General Warranty, she spent five years as the administration manager of American Warranty Corp.

A new look in dash panels

The Ford Ghia Quicksilver show car features this classic instrument panel with round dials set in an asymmetric dash panel. The panel is based on sectors of a circle springing out from the center of the steering wheel. The Quicksilver made its debut at the Geneva Motor Show.

Local-market ad programs tested by Chevy, Cadillac

Continued from Page 2

bigger impact on Cadillac and Chevrolet.

All the auto divisions are looking at new ways of doing business and getting more results for their dollars.

Competitive Edge's Galles thinks local ad support funding will grow at GM because local messages coordinate better with the way dealer groups order cars and the market conditions they have to sell in.

Galles said that, of the GM divisions, Cadillac's current test program comes closest to Buick's.

• Buick's contributions to dealer groups are based on achieving a certain number of gross rating points for a certain number of weeks in a given market.

Thus, Buick determines the cost of achieving a given number of GRPs over a specified period in a market—and provides the funding necessary.

The amount it contributes may vary on a market-by-market basis, but the end result is to give dealers in different areas the same level of impact and frequency.

Competitive Edge handles about 50 Buick dealer groups. They typically spend $30 to $75 per car, depending on their area.

Galles said the groups had enough money to do a good job for about seven to eight months a year. The factory funds help them generate messages of "equal strength" close to a year-around basis.

"The key to the program is developing a message that can be approved by GM legal, and has heavier local impact" than the national message, he said.

Buick's co-op funds are available to any association, Galles added, not just those represented by his agency.

Meanwhile, the TV / radio / newspaper campaign, being run by Eisaman, Johns & Laws, uses the theme, "You're closer to a Cadillac than you think" to convey affordability.

It began recently and runs for different lengths of time in different markets, with a six-month limit.

The Eisaman agency pretested it on its own for nearly 12 months in Southern California before pitching Cadillac officials in Detroit on the concept.

GM and Toyota hold talks aimed at joint project

Continued from Page 2

talked with Ford and with GM and asked: "Are they going to talk with Checker next?"

Another said he had just returned from visiting Toyota's operations in Japan.

"They have a very highly capitalized, highly efficient plant there in Toyota City," he said. "It's probably the most efficient car plant in the world today and I can't see them wanting to move any of its produtcion elsewhere."

There is some sentiment here that the Japanese will bring with them their home country suppliers if they do build car assembly plants here.

Said a supply firm vice president:

"Japanese vehicle makers will strongly encourage suppliers to come to the U. S. One of their concerns has been whether their suppliers would have the resources (money) to follow them.

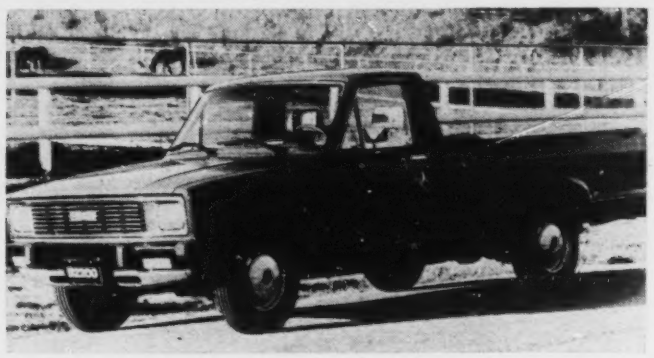
"If they come, they'll start with existing vehicle designs. They'll be reluctant to change too many things at once. As they do bring in new models, they may add new suppliers," he said.

Datsun paying $200-$400 to dealers on 210s

GARDENA, Calif. — To help clear out its 210 models, Datsun is running a March 5 - April 30 dealer incentive on the 210 Deluxe models. These include two-door, four-door, coupe and wagon versions. Excluded are the standard and MPG 210 units.

Sales of the first three qualifying vehicles pay nothing. Thereafter, dealers get $200 for every sale of a two-door or four-door Deluxe model and $400 on every coupe or wagon.

Datsun has about 33,000 of the 210s in stock, about a 73-day supply. It plans to introduce a new Sentra replacement for the 210 in April.



Mazda introduces diesel pickup in U. S.

The B2200 compact pickup, the first Mazda diesel-powered vehicle sold in the U. S., features a 2.2-liter, four-cylinder engine that develops 58 HP at 4,000 RPM. It features a quick-start system that electronically controls the preheating time of the glow plug. The cargo bed is 86 inches long, 57 inches wide and 16 inches deep.

Mazda widens '82 line, hopes to double sales

By Jack Walsh
Truck Editor

PALM SPRINGS, Calif. — With the addition of a diesel model and a restyled and refined line of gasoline compact pickup trucks, importers of the Japanese-built Mazda have announced that their 1982 goal is to double retail sales in the U. S.

In 1981, Mazda dealers retailed nearly 17,000 of the small pickups, an all-time high and an increase of 95.4 percent over the previous year's approximately 8,700 deliveries.

While the compact-pickup segment will be the market's most competitive area this year with more than a dozen imported and domestic entries, Mazda executives are confident they can achieve their objective of more than 34,000 sales in 1982.

"There are a number of reasons for our optimism," said Duane Bowen, marketing manager, Mazda Motors of America (Central), at a press preview of the company's 1982 models here.

"First of all, our 1982 lineup is our broadest ever," he said. "And we think it's the best value on the U. S. pickup market. The standard B2000 Sundowner is not only the lowest-priced pickup truck sold in the U. S., but it also offers more standard equipment than any of the competition."

• Base sticker price of the Sundowner is $5,895, about $250 less than the closest competitor, the company said, while the base B2200 diesel carries a suggested list of $6,745, about $600 under its nearest rival.

The other two gasoline models — the Sundowner Deluxe and Sport — have been restyled inside and out, Bowen continued, and the all-new B2200 diesel — Mazda's first diesel model to be sold in the U. S. — is designed to compete effectively in a growing part of the compact market.

The B2200 is powered by a four-cylinder, 134.8-cubic-inch diesel that generates 58 HP at 4,000 RPM and 88 foot pounds of torque at 2,500 RPM. The engine is based on a Perkins diesel and was introduced in Japan in 1967.

"The B2200's engine has been thoroughly proven in the Japanese market, both in the Bongo series of vans and coaches and the Mazda Luce passenger car," Bowen said.

"A quick-start system that electronically controls glow-plug heating assures startup in a few seconds in almost any climate," he explained. "It was accomplished by directing more current to the glow plug while adding a sophisticated control system to keep the plug from getting too hot."

• To prevent dieseling run-on, he added, the traditional fuel-cutoff solenoid is backed up by an air-intake shutter valve that totally eliminates combustion once the key is turned off.

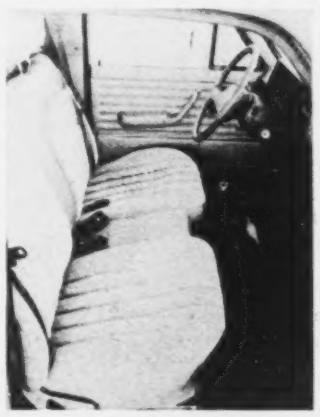
The B2200 also features an electronic check panel on the dashboard to alert diesel owners to fuel and oil problems.

"The traditional warning lights are backed up with buzzers that are activated automatically when water in the fuel-water separator—called a 'sedimentor' — reaches about half a quart," Bowen said. "Another buzzer warns the driver if the oil filter should become clogged."

He said the B2200 has EPA-estimated fuel-economy ratings of 32 MPG in city driving and 40 MPG on the highway.

The B2000 Sundowner for 1982 features a new, longer

Continued on Page 37, Col. 1



Rugged yet refined

Triangular ventilation windows and restyled, durable seat upholstery are interior features of Mazda's 1982 compact pickups, available with both gasoline and diesel power. The cab is new, with a redesigned instrument panel and new steering wheel.

truck industry news

Light trucks pace advance for second straight month

February Big 3 sales rise 19.6 pct.

Retail sales of new trucks of all types by Big Three dealers were up significantly in February for the second consecutive month, with light trucks providing the impetus.

During the month, 173,293 Big Three trucks were sold, an increase of 18.6 percent over the year-earlier 146,129 units. The two-month total was 321,555, up 16.1 percent over last year's 277,007.

Sales of light trucks in February were 19.6 percent higher than last year, from 138,916 in 1981 to 166,134 units. Through February, the count was 306,619, an increase of 16.8 percent from the year-ago 262,404.

There was little change in sales of Big Three medium and heavy trucks. The February total of 7,159 units was only 54 short of last year's 7,213. The two-month count was up 2.3 percent, from 14,603 units in 1981 to 14,936.

Compact-pickup sales have risen dramatically with the introduction of the domestic entries, but the Japanese vehicles' share of this market has plunged significantly in the first two months of 1982.

• In February, dealers retailed 58,084 of the small pickups, an increase of 34.3 percent over last year's 43,263 units. The two-month count was up 32.7 percent to 101,955, compared with 76,837 a year ago.

The Japanese-built compacts — Toyota, Datsun, Mazda, Isuzu, Ford Courier, Chevrolet LUV, Plymouth Arrow and Dodge Ram 50 — accounted for only 55.8 percent of the February total and 59 percent of the two-month count. A year ago, the February share was 92.9 percent and the two-month share was 93.3 percent.

February sales of the imported compacts totaled 32,393 units, off 19.4 percent from the year-ago 40,179, while the two-month count was down 16.1 percent, from 71,704 in 1981 to 60,155.

Only 11,010 of the captive compacts — Courier, LUV, Arrow and Ram 50 — were sold during the month, down 37.8 percent from last year's 17,686. The two-month total was 22,122, off 30 percent from last year's 31,613.

The non-captives — Toyota, Datsun, Mazda and Isuzu — were down slightly for both February and the two months. During the month, sales totaled 21,383, off 4.9 percent from last year's 22,493. The two-month count was down 5.1 percent, from 40,091 in 1981 to 38,033.

Chevrolet's S-10 has replaced Toyota as the top-selling compact pickup in the U. S. Sales in the first two months of 1982 totaled 29,413 units, 55.5 percent higher than Toyota's 18,908. S-10's February sales hit 17,741, up 70 percent from Toyota's 10,440.

The S-10's impressive reception has widened Chevrolet's lead over Ford in retail sales thus far this year to more than 25,000 units. Through February, Chevrolet had 136,186 sales, compared with 109,846 for Ford.

But Ford's Ranger compact pickup is expected to reduce the Chevrolet margin when availability improves. The Ranger went into production Jan. 18 and was not officially introduced until last Friday (March 12). Through February, however, 1,440 of them had been sold, 1,128 in the final 10-days of the month.

The other new domestic compacts — GMC S-15, Dodge Rampage and Jeep Scrambler—have done well since their introduction. Volkswagen, the first domestic compact, has been hurting in the first two months, but sales were strong throughout 1981, its first full year on the market.

Thus far, the new domestic compacts have not had any negative effect on sales of the conventional pickups, which some observers had anticipated.

Big Three February, year-to-date truck sales

	February		Year to Date	
	1982	1981	1982	1981
Ford				
Vans	8,334	7,580	14,470	13,621
Club Wagon	1,760	2,075	3,512	3,436
Ranger	1,440	.....	1,440	.....
Courier	3,599	6,904	7,827	11,563
Bronco	3,420	3,157	5,991	5,934
Conventional Pickups	36,966	36,472	70,189	67,231
Mediums	N.A.	3,099	N.A.	5,830
Heavies	N.A.	609	N.A.	1,127
Chevrolet				
Vans	7,331	6,622	14,086	12,555
Sportvan	967	1,248	1,959	2,323
S-10	17,741	.....	29,413	.....
LUV	2,930	5,342	5,680	11,708
El Camino	1,743	2,721	3,487	5,391
Blazer	3,195	1,792	6,021	3,681
Suburban	2,289	1,780	4,097	3,836
Conventional Pickups	36,177	33,570	69,310	66,591
Mediums	1,042	1,713	2,133	3,283
Chrysler				
Vans	5,186	4,012	9,615	6,622
Voyager	491	419	954	779
Sportsman	2,450	1,380	4,329	2,554
Rampage	1,312	.....	2,285	.....
Arrow	863	1,409	1,516	2,129
D-50	3,618	4,031	7,099	6,213
Trail Duster	69	177	115	376
Ramcharger	826	397	1,339	910
Conventional Pickups	7,655	6,431	14,302	10,874
GMC				
Vans	1,763	1,376	3,353	2,980
Caballero	239	360	440	782
S-15	3,244	.....	5,016	.....
Jimmy	647	373	1,155	812
Suburban	576	416	994	911
Conventional Pickups	9,083	8,085	16,101	16,996
P models	220	178	544	469
Mediums	2,002	1,420	4,223	3,534
Heavies	1,117	981	2,153	1,956

IH sells interest in Japanese firm for $51 million

CHICAGO. — International Harvester announced it has sold its 50 percent equity ownership position in a Japanese joint venture to Komatsu Ltd. for approximately $51 million in cash. The joint venture is Komatsu International Mfg. Co., (KIMCO), in which both IH and Komatsu had a 50 percent equity.

Included in the transaction are certain engineering fees as well as agreements under which KIMCO will continue to supply IH with construction and agricultural equipment.

KIMCO builds small wheel loaders marketed through both companies' distribution organizations and small farm tractors sold worldwide through IH deal-

Continued on Page 18, Col. 4

It will also build domestic FWD unit for '84

Chrysler may import Japanese van

By Joseph Bohn
Marketing Editor

BIRMINGHAM, Mich. — Chrysler Corp. will build a domestic front-drive '84 downsized van and also is considering importing a Mitsubishi-built front-drive van as well, according to Joseph A. Campana, Truck Operations Group general manager.

"We're certainly going to have a 100 percent Chrysler-sourced, Chrysler-powered intermediate van in 1984," said Campana. "The Mitsubishi van is a different kind of product. We have the ability to bring it in should we wish to do so."

Campana and Kenyon & Eckhardt officials, meanwhile, announced a new "agency within an agency" at K&E to handle truck advertising exclusively.

The separately created group consists of 15 people, plus four clerical workers, and will handle all account supervision, creative, media buying etc., from Detroit.

Six executive-type people, plus two clerical, are being newly hired with the balance

Continued on Page 16, Col. 3

Automotive News EXTRA

MARCH 15, 1982

IMPORT WORLD

Importers put 179 models in U.S. outlets

By John K. Teahen Jr.
Managing Editor

As the spring selling season gets under way, purveyors of the leading imported cars are offering 179 models to tempt American buyers, the annual AUTOMOTIVE NEWS survey finds.

The total is about the same as the revised count of 181 selections at this time last year and is well above the figures for prior seasons.

There were 156 import models two years ago, 158 in the spring of 1979 and 150 in 1978.

The current 179 choices are listed by 26 makes, compared with 29 a year ago. There's one newcomer this time—DeLorean—while four of last year's makes have dropped out of the U. S. market.

Rover and Ford's Fiesta are no longer imported into this country, and production of Great Britain's MG and Triumph has ended.

The 26 makes on the present list account for all but a handful of the imported cars sold in the U. S.

Two-door models dominate the import field, just as they do for domestic makes. There are 103 imported two-doors. Four-door sedans are a distant second with 52, and 21 four-door station wagons are on the list.

Some of the imports call their hatchbacks "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

The major imports offer three convertibles — made by Volkswagen, Fiat and Rolls-Royce. Coupes with removable hard tops are not counted as convertibles in this rundown. Those choices are available from Fiat, Lancia, Porsche, Mercedes-Benz and Ferrari. There's also a domestic in that category — the Corvette Collector's Edition.

The imports no longer have the convertible field to themselves. Chrysler Corp. has returned to the ragtop market, and Buick Riviera will enter it this spring.

• As noted, the import lineup currently consists of 52 four-door sedans, 103 two-doors (or coupes), 21 wagons and three convertibles.

A year ago, the breakdown was 48 four-door sedans, 104 two-doors, 21 wagons and 8 convertibles. The demise of MG and Triumph cut the convertible total.

The price range for imports is, to put it mildly, rather wide. The cars run from $4,799 for a Datsun 210 and a Honda Civic 1300 to $162,500 for a Rolls-Royce Corniche convertible.

The domestics can almost match that at the low end with

Continued on Page E-30

George Nagher Photo

Renault Fuego is the newest arrival from overseas. Story Page E-28.

Japanese plan major changes

By Matt De Lorenzo
Los Angeles Staff Writer

LOS ANGELES. — The 1983 model year will be one of change for the Japanese import manufacturers, not only in product, but in the way they do business in the U. S.

Two companies, Honda and Nissan, will begin U. S. assembly of some of their models.

Mitsubishi is entering the fray with its own dealer network and product different from those handled by Chrysler.

All the Japanese manufacturers will be operating under the voluntary restraint program, so the Ministry of International Trade and Industry (MITI), rather than market forces, will dictate the number of vehicles exported to the U. S.

Under the quota system, competition among the Japanese will continue to increase in intensity as they vie for larger allocations at the expense of their fellow competitors.

While it may be business as usual among the larger Japanese import companies, there will be some dramatic model changes and technical innovations by the smaller companies as they attempt to carve a niche for themselves.

Toyota presses

Following introduction of the restyled Celica and Supra last year, the nation's leading import car company will turn its attention to the middle and lower ranges of its line during 1983.

The Corona, a mainstay of Toyota's line for almost two decades, is being phased out. With sufficient inventory on hand to guarantee supply through the remainder of the '82 model year, Toyota will cease production of the car in April. At this date, the company says it has not decided to replace the car and will use models on either side of the Corona (Corolla and Celica) to pick up the slack.

However, other sources believe the company may import the FF 120, a front-wheel drive four-door sedan shown at the Tokyo Auto Show, to fill the gap left by Corona and to compete with Nissan's Stanza.

The FF 120's wheelbase is 104 inches and overall length is 173 inches. Power will be supplied by a four-cylinder engine in the 1.8 to 2.0 liter range.

In Toyota's small car lineup, the Tercel is scheduled for reskinning. The FWD subcompact has received only a minor front-end facelift since its introduction in 1979.

There also are reports that the Tercel may be offered with a four-wheel drive option in 1983.

Nissan changes

The name/product change at Nissan will continue in 1983 with a replacement for the 310 series. This new model will follow on the heels of the '82 mid-year arrival of the Nissan Sen-

Continued on Page E-42

Ford Fiesta leads import dealer loss

By Kathleen Hamilton
News Editor

The number of dealers carrying imports plunged by 28 percent during 1981, but the loss was almost solely the doing of Ford Motor Co., which stopped importing the Fiesta for nearly 5,000 dealers.

The year closed with 12,017 outlets handling imports, according to the Jan. 1, 1982, AUTOMOTIVE NEWS census. That's the lowest count since mid-1977. The total was 16,681 on Jan. 1, 1981.

But if one ignores the loss of Ford Fiesta deals, the year wasn't all that bad for import-dealer mortality. MG, Triumph and Rover dealers might not agree—their lines were dropped. But only a handful of those weren't dualed with other makes, so the effect on the outlet total was minimal.

Volkswagen — with its preponderance of Pennsylvania-built Rabbits in dealer showrooms — is counted as a domestic make in the latest census (Feb. 22 AUTOMOTIVE NEWS). It had been counted as an import in earlier tabulations.

If VW were still counted as an import, it would have added an estimated 445 outlets to the import dealership total. Then the outlet total would have been 12,462 — still the lowest count since mid-1977.

With VW included as an import, the import dealership total

Continued on Page E-24

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1982

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	12,017**

*—Alltime high
**—VW counted as domestic in 1982.

Copyright 1982 Automotive News

Dealer loss

Continued from Page E-1

dropped 4,219, or 25.3 percent, during 1981.

Or, put another way, if VW had been a domestic in the January, 1981, census, the total import-dealership count on Jan. 1, 1982, would have dropped 4,213, or 25.9 percent.

Still, 15 import makes increased their dealership totals over year-earlier figures. (This includes DeLorean and Isuzu—both new nameplates during 1981.) Nine either tied their all-time highs or set new records. That contrasts with 11 makes that lost dealerships, including the four dropped lines. Four lines reported no change in their dealer totals.

An analysis of the latest census shows a slight upward swing in the proportion of single-line import dealerships: Of the non-captive import franchises, 26.5 percent are exclusives. That is almost one percentage point higher than one year ago and is two points higher than the level recorded in the mid-year census.

Captive imports are defined as the lines built by overseas companies owned in part by a domestic maker and whose U. S. distribution is controlled by the U. S. partner.

The cars Mitsubishi builds for Chrysler Corp. — Dodge Colt and Challenger and Plymouth Champ and Sapporo — are the only captives still being sold in the U. S.

The Ford Fiesta is, of course, no longer imported, and the Renaults don't qualify because American Motors doesn't have a stake in Renault. Besides, there are still some non-AMC points carrying Renault.

• The captive-import total, at 4,431, hasn't been so low since January, 1976, when it stood at 3,707.

But the latest census showed more domestic dealers than ever before dualing with non-captive imports. That total — 3,563 — is 45 more than the record set in July, 1981.

Much of the increase is attributable to the change in definition of VW. The many Porsche and Audi franchises dualed wih VW are now categorized as imports dualed with domestics; before, they were counted as import-only duals.

When they dual, the Japanese makes tend to dual with the domestics. The European makes—with the notable exceptions of Renault and DeLorean — tend to dual with other imports.

However, the non-captive

incorrectly reads 1983 ←

• The import lines with the greatest number of exclusives are Toyota, 702 exclusives, for 64 percent of its total dealer network; Datsun, 664 exclusives, for 60 percent, and Honda, 371 exclusives, for 46 percent. Honda had the second-largest increase in its proportion of exclusive dealers during the year: At the start of 1981, its 310 exclusives represented only 40 percent of its U. S. network.

Others with large numbers of exclusives: Subaru, 299, or 39 percent of its total network; Mazda, 103, or 13 percent of its dealers; Fiat, 92, or 18 percent; Volvo, 80, or 19 percent; BMW, 78, or 20 percent; Mercedes-Benz, 75, or 18 percent, and Jaguar, 64, or 29 percent of its network.

(Some of these Jaguar dealers still have MG, Rover or Triumph franchises, but since they are selling old stock and function mostly as service-only points, the discontinued lines have been eliminated from this year's new-car dealership count.)

Jaguar's increase in exclusives was the largest; it had none at the start of 1981.

Porsche, Audi and DeLorean had no exclusives.

Because of dualing, the number of franchises, of course, is higher than the number of import outlets. The mere 14,611 franchises recorded in the latest census looks worse than it is, again because of the switch of VW to the domestic census.

If VW had been counted as an import, the franchise loss during 1981 would have amounted to 23.7 percent of those that started the year. And the total of 15,617 (with VW included) would have been the lowest count since July, 1977.

Or, put another way, if VW had been eliminated at the start of 1981, the franchise decline during the year would have been 24.8 percent of the total.

The lines which not only escaped a loss but set records in franchise totals were Toyota, 1,093, tying its record set at mid-year; Honda, 801, bettering its record of 794 set in July, 1981; Mazda, 767, bettering its record of 764 set one year earlier; Subaru, 759, bettering its record of 754 set in July, 1981.

Also, Mercedes-Benz, 409, tying a record first set in January, 1980, and repeated in January, 1981 and July, 1981; BMW, 382, bettering a record of 370 set in January, 1981, and repeated in July, 1981; Isuzu, 193, for its first year in the country; Rolls-Royce, 67, tying its record set in January, 1979, and repeated in January, 1981, and Ferrari, 43, bettering its record of 42, set in July, 1976, and repeated in July, 1981.

• Although they did not set records, the following lines increased their networks during the year: DeLorean, 340 in its startup year; Dodge Colt/Challenger, up 202; Plymouth Champ/Sapporo, up 184; Renault, up 45; Datsun, up 19; Saab, up 9; Maserati, up 6 and Peugeot, up 4.

In addition to Mercedes-Benz and Rolls-Royce, Porsche and Aston Martin recorded no changes in dealer totals during the year.

IMPORT FRANCHISES

	Jan. 1, 1982	Jan. 1, 1983
JAPAN	9,149	8,499
Colt/Challenger	2,225	2,023
Champ/Sapporo	2,206	2,022
Datsun/Nissan	1,105	1,086
Toyota	1,093	1,085
Honda	801	769
Mazda	767	764
Subaru	759	750
Isuzu	193	0
FRANCE	1,674	1,625
Renault	1,347	1,302
Peugeot	327	323
WEST GERMANY	1,544	7,528
Audi	428	432
Mercedes	409	409
BMW	382	370
Porsche	325	325
Fiesta	0	4,974
Volkswagen	0	1,018
ITALY	840	944
Fiat	499	581
Lancia	141	156
Alfa Romeo	130	145
Ferrari	43	41
Maserati	27	21
SWEDEN	709	705
Volvo	402	407
Saab	307	298
UK	670	1,144
DeLorean	340	0
Jaguar	221	250
Rolls-Royce	67	67
Lotus	28	31
Aston Martin	14	14
MG	0	335
Triumph	0	324
Rover	0	123
MISCELLANEOUS	25	25
TOTAL FRANCHISES	14,611	20,470

*—Volkswagen counted as a domestic for 1982. See Feb. 22 Automotive News. If its 1,006 franchises were added to the 1982 total, the import-franchise count would be 15,617.

Copyright, 1982, Automotive News

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1982	Jan. 1, 1981
Imported cars only		
Exclusives	2,703	2,937
Duals	1,320	1,624
	4,023	4,561
Import-domestic duals		
U. S. duals w/captive imports	4,431	9,019
U. S. duals w/other imports	3,563	3,101
	7,994	12,120
Total imported-car outlets	12,017	16,681

Note: VW was included in 1981 import totals, but is counted as a domestic line for 1982. If VW had been counted as an import in '82, it would have added 445 import outlets and made the total 12,462.

Captive-import duals are Dodge—Colt and Challenger, Plymouth—Champ and Sapporo and, for 1981 only, Ford—Fiesta.

Copyright, 1982, Automotive News

Europeans gain, Japanese decline

By Kathleen Hamilton
News Editor

Reversing what has become a trend in the auto industry, dealers handling European makes in 1981 generally improved their sales per outlet, while the top Japanese makes lost ground.

A study by AUTOMOTIVE NEWS showed 13 of the 21 largest import lines improved their sales-per-franchise averages over 1980 levels. Nine of these were European makes. Meanwhile, seven makes—including five Japanese lines — lost sales per franchise during the year.

The Mitsubishi-built Dodge Challenger registered no change during the year.

The big upset, at least partly due to import quotas, was that the three largest importers — Toyota, Datsun and Honda — suffered losses during 1981.

Datsun dealers averaged 54 fewer sales in 1981 than they did in 1980. Honda dealers' average fell by 26 sales, and Toyota dealers' average dropped by 13.

In addition, the Plymouth Champ and Dodge Colt, both built by Chrysler Corp.'s Japanese affiliate, Mitsubishi, declined an average of 8 and 5 sales per dealer, respectively.

Other losers for 1981 were Renault dealers, down an average of 2 sales apiece, and Fiat dealers, also down by 2.

• On the plus side of the ledger were two new nameplates, seven makes that had record average sales and another four makes that bettered their 1980 levels.

The new nameplates are Isuzu—whose car dealers averaged 98 sales in their first year—and DeLorean—whose dealers averaged 9 sales each.

Records were set by Mercedes-Benz, whose average of 154 sales was 22 better than the old record set in 1980; Volvo, whose 159 sales beat its 1973 record by 14; Subaru, whose 201 sales beat its 1980 record by 10, and BMW, whose 112 sales beat its 1980 record by 9 sales.

Also, Peugeot whose average of 51 sales beat its old record by 9 (that record was set in 1975 and repeated in 1979 and 1980.) Jaguar, whose 20 sales beat its 1960 record by 5, and Plymouth Sapporo, whose 6 sales beat its 1979 and 1980 record by 1.

The other gainers were Audi, up an average of 21 sales per franchise; Mazda, up 5; Saab, up 3, and Porsche, up 3.

Although dealers handling European cars made gains on the Japanese, they still averaged only about a sixth of the Japanese-car sales per franchise.

Dealers handling the Europeans averaged 36 sales per franchise during 1981; the average for the Japanese lines was 209 sales.

Honda's loss was the first since 1974, and it brought its total sales per dealer to the lowest level since 1978. Toyota hadn't experienced a loss since 1972; Datsun, not since 1978.

In order to qualify for this analysis, a nameplate had to sell at least 1,500 units per half-year. Volkswagen was counted as a domestic make for 1981 because of the preponderance of Pennsylvania-built Rabbits in its product offerings. MG, Rover, Triumph and Fiesta were eliminated because they are no longer being imported.

The 21 import makes that qualified for the annual study by AUTOMOTIVE NEWS averaged 120 sales per franchise—the lowest total since 1976, when the Top 20 makes averaged 117 sales per franchise.

This year's Top 21 represented 99.8 percent of 1981 import sales, once the discontinued makes and VW were eliminated.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%

Copyright, 1982, Automotive News

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1981 Position	Make	1980 Position
1—528	Toyota	541— 1
2—470	Honda	496— 2
3—421	Datsun/Nissan	475— 3
4—218	Mazda	213— 5
5—201	Subaru	191— 6
6—159	Volvo	140— 7
7—154	Mercedes-Benz	132— 8
8—118	Audi	97—10
9—112	BMW	103— 9
10— 98	Isuzu	0— *
11— 59	Fiat	61—11
12— 51	Peugeot	42—14
13— 47	Saab	44—13
14— 35	Porsche	32—16
15— 22	Renault	24—18
16— 20	Jaguar	*
17— 19	Champ	27—17
17— 19	Colt	24—18
19— 9	DeLorean	0— *
20— 6	Challenger	*
20— 6	Sapporo	*
**	Volkswagen	274— 4

*—Not in the Top 20 in 1980.
**—VW is counted as a domestic in 1981; 1980 figure includes U.S.-built VWs.

Copyright, 1982, Automotive News

IMPORT SALES PER OUTLET, 1972-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Toyota	528	541	485	423	347	347	295	251	307	282
Honda	470	496	488	396	339	252	214	109	132	86
Datsun	421	475	445	323	384	279	280	200	250	187
Mazda	218	213	213	114	95	69	154	182	357	203
Subaru	201	191	175	145	118	76	72	41	71	28
Volvo	159	140	136	120	103	89	126	120	145	126
Mercedes	154	132	130	115	119	107	112	98	110	103
Audi	118	97	98	95	85	79	124	150	168	111
BMW	112	103	98	92	93	89	68	60	54	47
Isuzu	98	0	0	0	0	0	0	0	0	0
Fiat	59	61	90	89	93	85	140	105	87	80
Peugeot	51	42	42	32	35	32	42	29	17	16
Saab	47	44	46	48	42	29	35	33	46	41
Porsche	35	32	43	54	65	47	54	71	87	81
Renault	22	24	44	47	46	24	26	28	27	27
Jaguar	20	11	14	17	15	13	11	6	12	7
Champ	19	27	22	15	28	0	0	0	0	0
Colt	19	24	27	21	37	26	33	25	23	27
DeLorean	9	0	0	0	0	0	0	0	0	0
Challenger	6	6	7	9	0	0	0	0	0	0
Sapporo	6	5	5	0	0	0	0	0	0	0
Volkswagen	*	264	274	213	252	187	232	283	401	372

* Counted as a domestic make in 1981.

Copyright, 1982, Automotive News

Import price rise $488 in past year

By John K. Teahen Jr.
Managing Editor

Prices of the best-selling imported cars have risen an average of $488.09, or 8.25 percent, during the past 12 months, the annual AUTOMOTIVE NEWS analysis discloses.

The boost was considerably less than the average hike of $812.60 (15.78 percent) the previous year, but it was considerably more than the rise of $187.89 found in the 1980 study.

This year's $488.09 is based on a comparison of 78 models offered by 10 makes. Cutoff point was a sticker price of $8,000. Cars in this price group accounted for 69.8 percent of the imported autos sold in the U. S. last year.

That $8,000 cutoff point calls for a bit of explanation. It's high, but that's the key word in automobile prices these days, whether domestic or import.

Not too many years ago, there was a pretty fair selection of cars under $5,000, but those days are gone.

Today, just one domestic checks in below that figure, the Chevette Scooter at $4,997. There are four imports in that class — a Datsun 210 and a Honda Civic 1300 at $4,799 apiece, a Renault Le Car at $4,995 and a Toyota Tercel at $4,998. A year ago, there were eight imports under $5,000.

The next increase will put the Chevette, the Le Car and the Tercel over that figure. It may do the same for the Datsun and Honda price leaders.

The cutoff point for the "popular-priced" imports has almost tripled in the 13 years that AUTOMOTIVE NEWS has been making its annual analysis. In the 1970 report, it was $3,000. Now, it's $8,000.

And in that 1970 study, 93.5 percent of imported-car sales consisted of models priced below $3,000. Today, it's 69.8 percent under $8,000.

As recently as 1978, the cutoff point for popular-priced imports was $5,000, and 79 percent of import sales were in that class.

• The 78 models in this year's under-$8,000 comparison are offered by Toyota, Datsun, Honda, Subaru, Mazda, Colt, Champ, Renault, Isuzu and Fiat.

During the past 12 months, four of those makes have boosted prices more than the average of $488.09 for this group.

Subaru's increase was the largest, an average of $775. Also above the norm were Fiat, $616; Toyota, $578, and Isuzu, $553.

Renault prices are lower than they were a year ago. Le Car stickers are down an average of $247, and the 18i models are unchanged. It works out to a reduction of $124 for the combined Le Car and 18i models.

The increases for the other five makes are lower than the $488.09 average for the group: Honda, $250; Mazda, $417; Datsun, $441, and Champ and Colt, $461 each.

The increases apply only to the models priced below $8,000. In the case of makes that also offer more-expensive units, the average for the entire line would generally be higher.

The U. S.-built Volkswagen Rabbits were not included in the study. For the record, the Rabbit increase in the past year was $317, well below the average for the imports in its price class.

• Turning to the medium-priced imports, the average increase during the past year has been $398.79, or 8.89 percent. The year-earlier boost averaged $1,067.34, or 11.72 percent.

This class is made up of imports priced between $8,001 and $15,000. It accounted for 24.7 percent of the imported cars sold in the U. S. in 1981.

The study compared 44 models offered by 15 makes. Many of those makes are also found in the popular-priced group, and some of them are in the luxury class as well as the medium field.

Challenger, Sapporo and Lancia (one model apiece) are mediums, and so are all the imported Volkswagens. Challenger and Sapporo were in the lower-priced group last year.

Among the models in the medium class are the Toyota Celica GT, Supra, Corona Luxury Edition and Cressida, the Datsun Maxima and 280-ZX 2-seater coupe, the Honda Accord four-door and LX, the Mazda 626 Luxury and RX-7, the Fiat X 1/9 and Spider 2000 and the Renault 18i Deluxe wagon.

The BMW 320i is a medium-priced car, and so are most of the autos offered by Audi, Peugeot, Saab and Volvo. The top models of those makes are priced above $15,000 and thus are counted in the luxury class.

Six makers have boosted their medium-priced models by more than the $898.79 average during the past year. Fiat's hike was the biggest — an average of $2,192 on the X 1/9 and Spider 2000. Lancia, Fiat's sister make, tacked $1,972 onto the price of the Zagato coupe, roadster.

Also above average were Toyota, up $1,294; Datsun, up $1,065; Volvo, up $949, and Audi, up $930. Toyota's increases were topped by a $2,800 bump on the new Celica Supra, while Datsun had a $1,480 bump on the Maxima wagon.

Renault's single model in the medium class was unchanged from a year ago. Also below the class average were Peugeot, $325; BMW, $395; Honda, $500; Saab, $583; Challenger, $646; Mazda, $700; Sapporo, $729, and Volkswagen, $788.

• In the luxury class — over $15,000 — the average increase was $1,778.25, or 6.63 percent. A year ago, it was $2,235.96, or 8.47 percent.

The comparison included 24 models offered by Mercedes-Benz, Porsche, Jaguar, BMW, Peugeot, Saab, Volvo, Audi and Datsun. There are more than 24 models currently priced above $15,000, but some of them weren't on the market a year ago.

Mercedes-Benz had the biggest increase in the luxury class, a hike averaging $3,076. It upped the figure for the group as a whole. Also above the class average was Jaguar, up $2,050.

Lesser increases were posted by Porsche, $498; Peugeot, $665; Audi, $840; Datsun, $1,146; BMW; $1,250; Saab, $1,680, and Volvo, $1,720.

NEW IMPORTED-CAR SALES BY MODEL, 1981-1980 CALENDAR YEARS

	1981	1980
Alfa Romeo	2,294	2,997
Sedan	21	265
Sedan automatic	45	193
Sprint Veloce	64	932
Spider Veloce	950	1,607
GTV 6	1,214	.....
Audi	50,817	42,483
4000-4E	13,634	10,547
4000-5E	1,562	4,134
4000-5+5	3,448	.....
4000 diesel	297	.....
5000	17,610	16,000
5000 diesel	6,137	8,035
5000 Turbo	5,576	3,767
Coupe	2,553	.....
BMW	41,761	37,015
320i	31,902	25,786
733i	2,454	2,047
633 csi	1,138	1,190
528i	5,585	7,992
528e	682	.....
Others	.....	2
Chrysler/Mitsubishi	110,940	129,350
Challenger	12,690	12,924
Champ	42,128	55,474
Colt	42,796	50,689
Sapporo	13,326	10,263
Datsun/Nissan	464,805	516,890
210	159,939	180,220
310	77,980	96,204
510	37,558	62,020
Stanza	8,523	.....
Maxima/810	35,853	9,440
200 SX	77,062	92,514
280 ZX	62,800	71,533
Hawaii	4,990†	4,855
Misc.	100†	104
DeLorean	3,009	.....
Ferrari	N.A.	779
Fiat	32,185	37,184
128	19	139
Strada	6,873	12,257
X-1/9	6,343	7,628
Spider 2000	11,570	9,735
Brava	7,380	7,425
Fiesta	32,856	68,595
Honda	370,705	375,388
Accord	172,557	185,977
Civic	154,698	138,735
Prelude	43,450	50,676
Isuzu	17,805	.....
Gasoline	7,437	.....
Diesel	10,368	.....

	1981	1980
Jaguar	4,695	3,029
XJ-6	4,463	2,346
XJ-12	.....	263
XJ-S	232	420
Lancia	1,068	2,100
Beta Sedan	50	216
Beta Coupe	418	1,160
Zagato	589	606
Scorpion	.....	4
HPE	11	114
Lotus	136	150
Mazda	166,088	161,623
GLC	62,195	62,593
626	60,475	55,281
RX-7	43,418	43,743
Others	.....	6
Mercedes-Benz	63,059	53,790
240-D	14,612	10,649
300-D	13,688	10,007
300-CD	1,432	1,629
300-TD	3,330	2,803
300-SD	16,292	14,174
280-E	1,186	877
280-CE	590	640
380-SEL	2,436	2,777
380-SL	7,998	7,287
380-SLC	1,402	1,944
Misc.	93	1,001
MG	3,712	13,730
MG-B	3,452	11,824
Midget	260	1,906
Peugeot	16,725	12,930
604	.....	1,202
505/504	2,274	1,268
505/504 diesel	4,618	9,714
505 turbo diesel	9,248	623
604 SL	111	.....
604 turbo diesel	474	.....
Tourist	201	123
Porsche	11,241	10,490
924	3,251	3,443
924 Turbo	1,937	1,925
911	4,016	3,459
928	2,019	1,466
930 Turbo	18	197
Renault	30,869	25,365
LeCar	19,336	22,955
R-18	11,533	1,735
Gordini	.....	675
Rolls-Royce	1,158	942
Rover	781	481
Saab	14,613	13,558
99 GL	262	2,662

	1981	1980
900/900 GLi	2,226	1,481
900S (3-dr.)/EMS	1,622	1,855
900S (4-dr.)/GLE	3,018	2,978
900 Turbo	7,377	4,537
Tourist	108	45
Subaru	152,062	142,968
Toyota	5[illegible],491	582,204
Starlet	32,8[illegible]	6,195
Corolla	241,603	257,315
Corolla Tercel	121,328	99,067
Celica/Supra	120,025	162,476
Corona	22,337	35,686
Cressida	29,583	11,628
Land Cruiser	2,027	3,058
Hawaii	6,704	6,779
Misc.	59	.....
Triumph	9,768	14,939
TR-8	1,512	576
TR-7	4,243	10,313
Spitfire	4,013	4,050
Volkswagen*	82,173	90,952
Beetle convertible	33	4,575
Rabbit convertible	12,081	8,819
Rabbit diesel	.....	34
Vanagon	10,881	13,169
Dasher gasoline	1,756	7,382
Dasher diesel	11,852	23,565
Scirocco	17,043	22,450
Jetta	27,972	10,967
Quantum	555	.....
Volvo	64,477	56,999
GT	277	2,107
DL two-door	9,359	12,579
DL four-door	18,368	13,864
DL wagon	11,561	10,308
GL	10,228	5,908
GLE	3,765	6,698
GLE wagon	267	1,565
Coupe	1,126	1,349
DL diesel	1,078	2,502
DL diesel wagon	444	1,656
GL diesel	322	.....
GL diesel wagon	110	.....
GLT two-door	599	.....
GLT wagon	2,963	.....
GLT turbo	3,449	.....
GLT turbo wagon	187	.....
Tourist	374	570
TOTAL IMPORTS	2,326,529	2,396,162
*—Does not include U.S. built:		
Rabbit gasoline	63,137	84,447
Rabbit diesel	99,308	92,693

† estimate

Model count

Continued from Page E-1

a Chevrolet Chevette Scooter at $4,997, but they're not even in the ball game at the high end. The most expensive car listed by a major U. S. manufacturer is the Cadillac Fleetwood formal limousine at $28,941.

By country of origin, Japan is the leader among import models by a tremendous margin. Nothing surprising about that. The Japanese cars are the leaders in the sales derby by an equally tremendous margin.

The 10 Japanese makes offer 105 models, nearly four times as many as West Germany, which is in second place with 29. Other totals are Sweden, 14; France, 13; Italy, 10, and United Kingdom, 8.

Toyota and Datsun top the import model list just as they top the sales charts. Each has 24 choices. And, strangely, the breakdown is the same. Each has five four-door sedans, 16 two-doors and three wagons.

Only four other imports are in double figures. Subaru has 16 models, Mazda has 14 and Honda and Volvo have 10 apiece.

Totals for other leading makes are: Mercedes-Benz, 8; Renault, 8; Volkswagen, 8; Audi, 5; Peugeot, 5; Isuzu, 5; Fiat, 5; Champ, 5; Colt, 5; Porsche, 4; BMW, 4; Rolls-Royce, 4; Saab, 4; Ferrari, 3; Jaguar, 3; Alfa Romeo, 1; Challenger, 1; DeLorean, 1; Lancia, 1, and Sapporo, 1.

The Volkswagen figure includes only imported cars. The six U. S.-built Rabbits are in the domestic total.

In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel, turbocharged gas or turbodiesel) does not necessarily constitute a separate model.

The import total of 179 models compares with 308 for the domestic makes. (The domestic number includes a couple of entries that are arriving this spring.)

For the imports, 57.5 percent of the models are two-doors, compared with 49.4 percent for the domestics. The four-door sedan share is 29.1 percent for imports and 36.4 percent for domestics.

MODELS OFFERED BY LEADING IMPORTS

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	Totals	(Totals * March, 1981)
Alfa Romeo	0	1	0	0	1	(1)
Audi	3	2	0	0	5	(5)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	2	3	0	0	5	(3)
Colt	2	3	0	0	5	(3)
Datsun/Nissan	5	16	0	3	24	(20)
DeLorean	0	1	0	0	1	(0)
Ferrari	0	3	0	0	3	(3)
Fiat	1	3	1	0	5	(7)
Fiestra	0	0	0	0	0	(1)
Honda	2	7	0	1	10	(10)
Isuzu	2	3	0	0	5	(4)
Jaguar	2	1	0	0	3	(2)
Lancia	0	1	0	0	1	(2)
Mazda	4	9	0	1	14	(15)
Mercedes-Benz	4	3	0	1	8	(10)
MG	0	0	0	0	0	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	0	0	4	(4)
Renault	3	3	0	2	8	(7)
Rolls-Royce	2	1	1	0	4	(5)
Rover	0	0	0	0	0	(1)
Saab	2	2	0	0	4	(3)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(16)
Toyota	5	16	0	3	24	(27)
Triumph	0	0	0	0	0	(5)
Volkswagen**	1	4	1	2	8	(7)
Volvo	4	3	0	3	10	(10)
TOTALS	52	103	3	21	179	
Totals (March, 1981)*	(48)	(104)	(8)	(21)		(18.1)

*—Revised.
**—Volkswagen totals do not include U.S.-built Rabbits.

Blue collar worker shifts to imports

By Matt De Lorenzo
Los Angeles Staff Writer

LOS ANGELES. — The average import car buyer is younger, better educated and more affluent than his domestic-oriented counterpart, according to a demographic profile drawn by J. D. Power & Associates, a market research firm headquartered here.

That profile shows the import buyer's median age as just over 37 years, an income of more than $30,000 and that the person is most likely to have a college degree. The average domestic car buyer has a median age of 47 and an annual income of about $26,000.

While there are marked differences in age, income and education, domestic and import buyers, according to the Power data, do not differ greatly in other attributes such as household position, number of persons in household, sex and total number of vehicles owned.

Two-thirds of both import and domestic car buyers are male heads of household, there are approximately three persons per family unit and both groups own an average of 2.5 vehicles.

J. David Power, head of the firm that has tracked consumer trends in autos for 14 years, notes a change in import owner demographics over the past 10 years. "The imports have broadened their base," he said. In the past, there had been a greater difference in income, age and occupation between import and domestic car buyers.

"We saw more white collar people among import owners," Power explains. "These buyers included professional, technical and managerial types. The blue collar worker was the province of the domestics. Now we're seeing more blue collar workers buying imports."

This shift is a result of the reputation imports have earned as dependable, fuel efficient vehicles. While fuel efficiency may have drawn consumers to imports, it is their dependability that keeps the consumers coming back, Power says. In a recent reading of consumer opinion, dependability and trouble-free operation outpolled fuel economy as the most important factor in selecting a new car. In addition, downsizing of domestic models and upsizing of imports have virtually eliminated the size difference between the two types of vehicles, thereby making imports more acceptable to the mainstream car buyer.

An interesting footnote to the increasing popularity of imports is that these buyers are less interested in low purchase price than domestic car buyers and among Japanese import car buyers in particular, more interested in appearance and styling than either domestic or European car buyers.

Power notes that in the past, styling and appearance was one of the leading factors in the domestic car buying decision.

Although demographic differences between import and domestic car buyers are narrowing, the types of vehicles preferred by the two groups are quite different. Domestic owners are more likely to have two- or four-door sedans, while import owners have more hatchbacks and station wagons.

The penetration of diesel engines is greater among import owners, as are manual transmissions. Domestic car owners are more likely to have cruise control, while import owners lean more towards AM/FM stereos.

Another significant trend the demographics reveal is that the low-income buyer has dropped out of both domestic and import car markets. "In the past year or so, median incomes have skyrocketed," Power says. The rising median income points to fewer and fewer low income buyers.

The impact of less affluent consumers staying away from showrooms has hurt domestic manufacturers more than the import makes, Power feels. "Those people tend to be loyal to domestic makes," he says. This group in particular (low income, domestic car buyers) is feeling the pinch of tough economic times and won't be back until the economy improves.

"When the economy comes back, we'll see more people in the market once they've adjusted to the new prices," he says. "We will see the demographics modify to include lower income people once they return."

In the import segment of the market, the missing buyers, in Power's estimation, are younger people, especially students. This group also has a lower economic standing and in the past they have turned to a number of import models such as

Continued on Page E-28

TYPE OF VEHICLE OWNED

Question: Which type of vehicle do you own?

	Total	Owners of: Domestics	Imports
2-Door Hatchback	33%	19%	43%
2-Door Sedan/Notchback	23	32	18
4-Door Sedan/Notchback	20	27	14
Station Wagon	11	7	13
4-Door Hatchback	9	11	8
Convertible	1	—	8
No Answer	3	4	2
	100%	100%	100%
Sample Size:	(3,867)	(1,526)	(2,341)

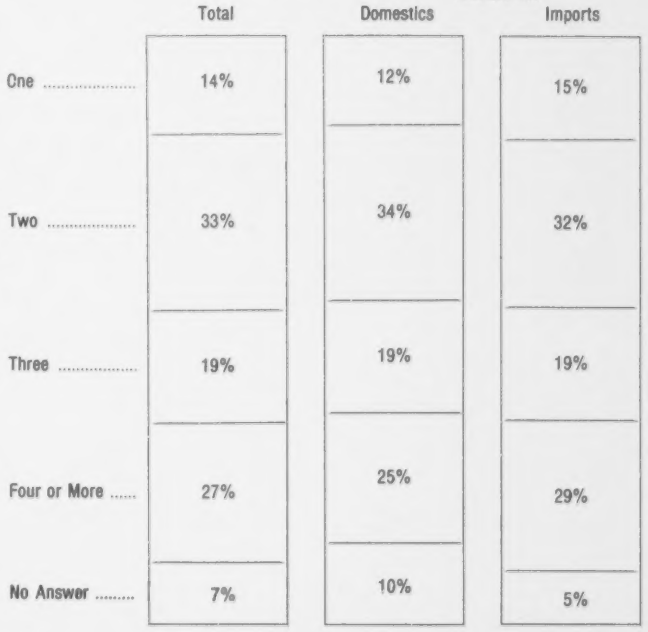
EQUIPMENT INSTALLED ON VEHICLE

Question: Please check the equipment installed on your vehicle

	Total	Owners of: Domestics	Imports
Radial Tires	83%	82%	84%
AM/FM Radio	66	58	71
Rust Proofing/Undercoating	60	60	61
Body Side Moulding	58	59	57
Air Conditioning	57	64	52
Digital Clock	31	33	30
Paint Protection Coating	25	15	31
Styled Wheels	24	27	21
Stereo Tape	24	19	27
AM Radio	20	32	12
Cruise Control	20	34	10
Special Paint/Decals	20	16	22
Sunroof	14	4	20
Luggage Rack	9	7	11
FM Radio	2	2	1
Other	8	8	9
No Answer	1	1	1
Sample Size:	(3,867)	(1,526)	(2,341)

NUMBER OF MEMBERS IN HOUSEHOLD

Question: Including yourself, how many members are there in your household?



	Total	Domestics	Imports
Median:	2.9	2.9	3.0
Sample Size:	(3,867)	(1,526)	(2,341)

Source of all charts: Dealer Service Satisfaction Index, July, 1981.

DEMOGRAPHIC CLASSIFICATION OF OWNERS

	Total	Owners of: Domestics	Imports
Sex			
Male	68%	66%	68%
Female	26	26	27
No Answer	6	8	5
	100%	100%	100%
Age			
Under 20 Years	1%	1%	1%
20 - 24 Years	8	6	8
25 - 29 Years	13	9	16
30 - 34 Years	14	10	17
35 - 39 Years	11	9	12
40 - 44 Years	9	7	11
45 - 49 Years	8	9	7
50 - 54 Years	13	14	12
55 - 59 Years	7	9	6
60 Years or Older	10	18	5
No Answer	6	8	5
	100%	100%	100%
Median Age:	40.1 Years	47.1 Years	37.2 Years
Position in Household			
Male Head of Household/Husband	61%	61%	61%
Female Head of Household/Wife	19	19	19
Son	2	2	2
Daughter	2	2	2
Other Adult Male	4	3	5
Other Adult Female	5	5	5
No Answer	7	8	6
	100%	100%	100%
Sample Size:	(3,867)	(1,526)	(2,341)

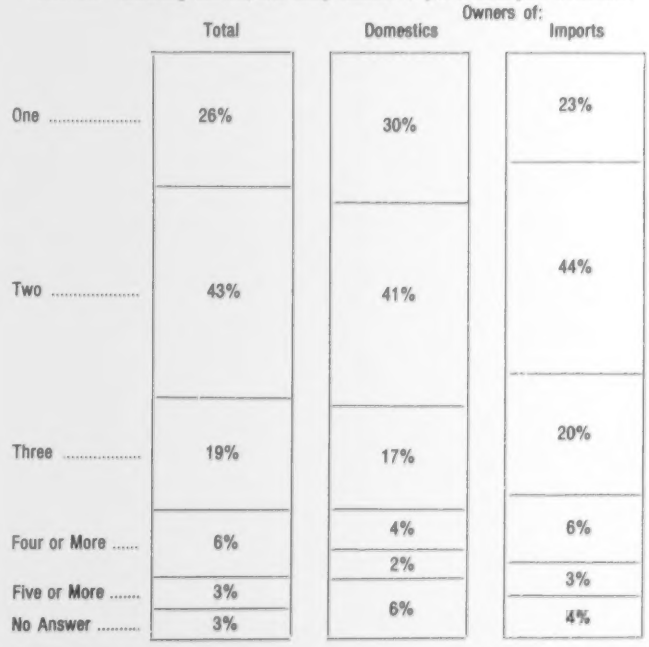
EDUCATION AND INCOME

	Total	Owners of: Domestics	Imports
Education			
Attended Grade School	1%	2%	*
Graduated Grade School	1	2	1%
Attended High School	5	7	3
Graduated High School	21	26	17
Attended College	25	24	25
Graduated College	27	21	31
Masters	10	7	13
Doctorate	4	2	5
No Answer	6	9	5
	100%	100%	100%
Income			
Under $10,000	3%	4%	2%
$10,000 - $14,999	6	7	6
$15,000 - $19,999	10	12	8
$20,000 - $24,999	13	14	12
$25,000 - $29,999	12	12	12
$30,000 - $39,999	17	14	19
$40,000 - $49,999	11	8	12
$50,000 - $59,999	7	5	8
$60,000 - $74,999	3	3	4
$75,000 or More	5	4	6
No Answer	13	17	11
	100%	100%	100%
Median Income	$29,860	$26,830	$32,410
Sample Size:	(3,867)	(1,526)	(2,341)

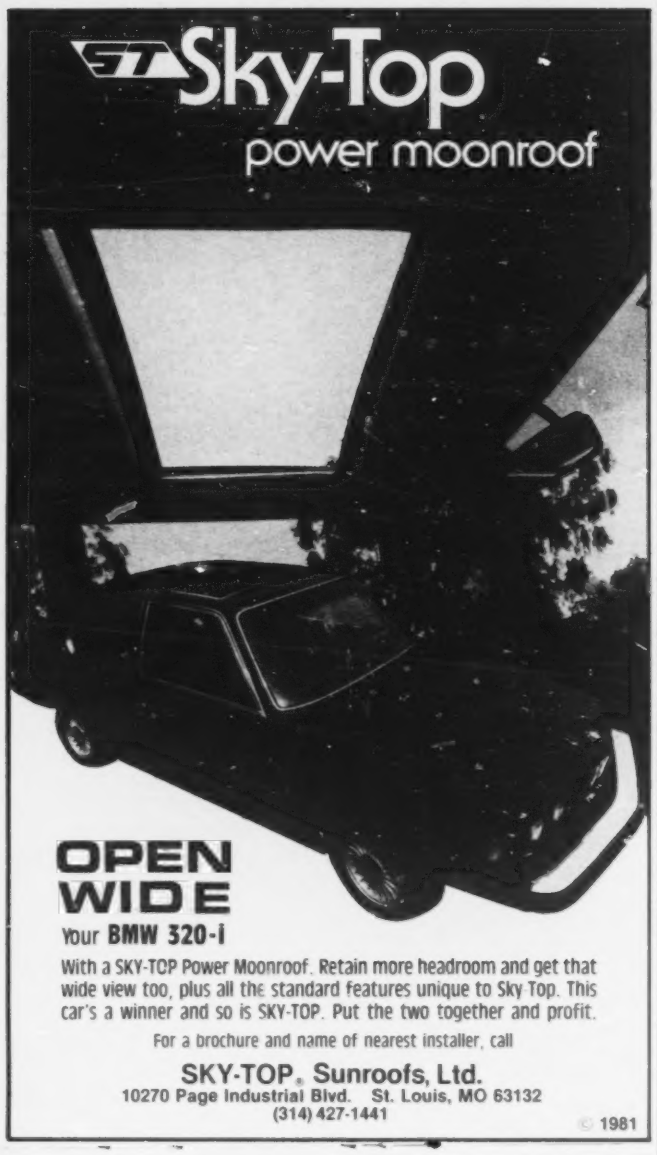
* Less than 0.5%

NUMBER OF VEHICLES IN HOUSEHOLD

Question: Including this car, how many vehicles do you have in your household?



	Total	Domestics	Imports
Median Number of Vehicles:	2.5	2.4	2.6
Sample size:	(3,867)	(1,526)	(2,341)


ST Sky-Top
power moonroof
OPEN WIDE
Your BMW 320-i
With a SKY-TOP Power Moonroof. Retain more headroom and get that wide view too, plus all the standard features unique to Sky Top. This car's a winner and so is SKY-TOP. Put the two together and profit.
For a brochure and name of nearest installer, call
SKY-TOP, Sunroofs, Ltd.
10270 Page Industrial Blvd. St. Louis, MO 63132
(314) 427-1441
© 1981

THIS ANNOUNCEMENT APPEARS AS A MATTER OF RECORD ONLY

Citicorp Announces the formation of

CITICORP ACCEPTANCE COMPANY, INC.

Effective January 1, 1982

The new sales finance organization headquartered in ***ST. LOUIS MISSOURI*** *services the national dealer network formerly served by*

CITICORP PERSON-TO-PERSON, INC.
SALES FINANCE DIVISION
and
CITICORP HOMEOWNERS, INC.
MANUFACTURED HOUSING DIVISION

CITICORP

Renault Fuego arrives

By John Russell
New York Staff Writer

PARIS. — American Motors Corp. and Renault are introducing the French auto maker's Fuego sports coupe in the U. S. this month.

And American car buyers, in one way, will enjoy a first over their overseas counterparts. The turbocharged version of the car will make its debut in the U. S. before becoming available in Europe next year.

Ken Nelson, director of car planning for AMC, in an AUTOMOTIVE NEWS interview here, called Fuego "another link in the chain to build awareness of the Renault product line" prior to the time when the U. S.-built Renault R-9 (Alliance) rolls off the lines at Kenosha, Wis., this summer.

With a $5 million budget to launch the Fuego, AMC and Renault are taking aim at several makes in the field including the Japanese-made Datsun 200SX, Honda Prelude and Toyota Celica, and German-built Volkswagen Scirocco.

But the price of the Fuego lineup makes it one of the lower priced sports coupes with a base sticker of $8,495 for the normally aspirated 1.6-liter version to a base turbo price of $10,700.

Nelson said the company expects to sell 7,000 Fuegos during the remainder of 1982 and "should increase that to 15,000 in 1983."

AMC anticipates that 40 percent of U. S. sales will be the turbocharged version.

The decision to introduce a coupe in the U. S. was based on the expansion of the market segment over the past several years. The company said the segment hit 950,000 units in the U. S. during 1981.

The joint French/American effort, Nelson said, was sparked by several factors. Fuego is intended to create brand awareness for Renault in the U. S. and enhance the high-technology image the company is trying to develop.

It is believed the turbocharged Fuego, in combination with publicity of Renault racing efforts, will accomplish this.

In addition, Nelson and Fuego provides AMC dealers with a traffic builder in showrooms prior to the launch of the American built R-9 (Alliance).

Once that model is introduced next fall, Nelson said, there will be a whole family of Renault cars in the U. S. from the subcompact LeCar to the R-18i sedan and wagon.

The decision to send Fuego to the U. S. was also encouraged by success of the car in Europe.

Hubert Seznec, director of product development for Renault, said here that Fuego is the largest selling sports coupe in Europe in its price range.

Last year, 53,000 were sold, with its chief competition coming from Capri (30,000) and Scirocco (29,000).

Seznec noted that of 8.3 million cars sold in Europe last year, 4 percent (330,000) were sports coupes. In the U. S. the share was 9 percent.

He added that in his opinion "the success of the car in Europe was due to its styling."

Renault executives here stress that one of the goals of the Fuego design was to create a true four-seater sports coupe.

Robert Opron, director of styling for Renault, said all surveys showed that a sports coupe is a "selfish" product, but the approach Renault took was to design a coupe with roominess.

Rear seating had to be "more than just tolerable," he said.

Fuego has rear head room of 35.8 and leg room of 30.2 inches.

Styling and aerodynamics combine to give the U. S. version of the Fuego a drag coefficient of .35. The European version is .33.

Opron said the aerodynamic approach was extremely important from the start, and Fuego has the best drag coefficient of any Renault model.

Nelson said AMC intends to import 44,000 Renaults of all types in 1982 and 45,000 in 1983.

AMC is planning first-year production run of 75,000 R-9 versions in the '83 model year.

Blue collar

Continued from Page E4

early Honda Civics and Volkswagen Beetles that were priced in their range. However, price increases and a shift by import manufacturers to more upscale models have virtually eliminated the under $5,000 economy car favored by this group.

"These prospective import buyers — younger people and students — are knocked out of the market," Power says. He adds that this is where a new class of cars, the micro-minis, fits in.

"Micro-minis can fill that void," he says, "if they come in at sub-$5,000 prices in today's market. Micro-minis would augment rather than cannibalize the market."

TYPE OF ENGINE

Question: What type of engine does your vehicle have?

	Total	Owners of: Domestics	Imports
Gasoline	89%	93%	87%
Diesel	6%	2%	8%
Other	1%	1%	1%
No Answer	4%	5%	4%
Sample Size:	(3,867)	(1,526)	(2,341)

TYPE OF TRANSMISSION

Question: What type of transmission does your car have?

	Total	Owners of: Domestics	Imports
Automatic	41%	73%	19% / 34%
4-Speed Manual	27%		
5-Speed Manual	25%	18%	41%
Other	1%	1%	1%
No Answer	6%	8%	5%
Sample Size:	(3,867)	(1,526)	(2,341)

Four operating units created

Eaton reorganizes automotive component group

CLEVELAND.—Eaton Corp.'s Automotive Components Group has been reorganized into four operating units, it was announced by Group President William E. Butler.

The new Engine and Appliance Components Operations includes Engine Components Division's facilities in North America, Europe, Brazil and Mexico, and the Controls Division's facilities in North America and Europe.

John W. Hanna will serve as operations vice president as well as general manager of the Engine Components Division, North America. Former Engine Components General Manager James J. Davis has left the company.

In the Engine Components Division, Richard Weaver, formerly plant manager at Saginaw, Mich., has been named operations manager.

The new General Products Operations includes the Marshall Division, the Air Controls Division, the Suspension Division, the Foundry Division and the Climate Control Divisions. All divisions report to Arthur Warburton, vice president.

The newly named Hydraulic Components Operations includes the plants in Minneapolis; Shawnee, Okla., and Spencer, Ia. General Manager LeMoyne G. Loseke is responsible for the operation's U. S. and worldwide activities which include a license in Denmark and a joint venture company, Sumitomo Heavy Industries, in Japan.

The Engineered Fasteners Operations are a new addition to the Automotive Components Group. They include the facilities in Cleveland and Massillon, O.; Troy, N. J. , and Hamilton, Ont. Jack P. Martin is general manager.

Butler also announced the retirements of Laurence G. Feiler and Frank H. Byrne. Feiler, former vice president—Fluid Power Operations, had a 30-year career with Eaton. Byrne, former vice president — Control Operations, has served for more than 40 years.

Model breakdown
Auction Averages

	MARCH TO DATE	FEB.	JAN.
1982	$8,389	$7,719	$7,432
1981	6,682	5,422	6,435
1980	5,456	5,282	5,144
1979	4,769	4,487	5,184
1978	4,026	3,658	3,633
1977	3,104	2,783	2,857
1976	2,396	2,189	2,343
1975	1,838	1,798	1,854
Overall Average	$4,858	$4,687	$4,904

Used car sales
Auction Averages

March to date	$4,858
Month ago	$4,923
Year ago	$4,263

factories list auction dates

American Motors

March 16—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

March 18 — Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

March 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 24—Central States Auto Auction, Mason City, Ia.; Southern Auto Sales, Warehouse Point, Conn.

March 25—Atlanta Auto Auction, Red Oak, Ga.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

OHIO

Spring Festival Sale!

ohio auto auction inc.
COLUMBUS, OHIO
"the tuesday sale"

FREE BARBEQUE

TUES., MARCH 23, 1982

AMERICAN MOTORS FACTORY SALE
11:30 — OPEN TO ALL DEALERS.
2 DR. & 4 DR. CONCORDS & WAGONS.

ADJUSTERS AUTO RENTAL SALE
11:00 — 35 UNITS
'81 GRANADAS — '81 LeBARONS — '81 HORIZONS

REGULAR SALE AT 12:00 NOON
• Expecting 1,000 cars •
• 250 Lease & As Is after Reg. Sale •

$3,000 IN CASH
TO BE GIVEN AWAY!

Save your tickets for each car bought or sold February 16 thru March 23 for the drawing after the sale.
YOU MUST BE PRESENT TO WIN.

CALL (614) 871-2771 FOR RESERVED NUMBERS, MOTEL RESERVATIONS OR AIRPORT PICKUP.
3905 JACKSON PIKE
P. O. BOX 220 GROVE CITY, OHIO 43123
Another great sale at OHIO AUTO AUCTION!

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MARCH 23, 1982
10 A.M.
CHRYSLER PLYMOUTH DODGE SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
• Our 29th Year
• Buy and Sell with Complete confidence
• New Expanded Facilities
• Guaranteed Titles
• Auction Checks
• Cab fare paid from Airport
• Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
190 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Alex Pate, Gen. Manager
Every Thursday, 10:30 A.M.

RHODE ISLAND

Pawtucket Auto Auction. Tues. eves, 7 P.M. 3 lanes. Guaranteed checks & titles. Member NAAA. 401-725-3900.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

120,753 built, highest total this year

Week's car output rises 49 pct.

By Patricia Hoffman
Staff Writer

With all but five assembly plants operating and two Ford Motor facilities working overtime, last week's domestic auto production was the highest this year and was 49.50 percent above the previous week's output.

The auto makers scheduled 120,753 units last week, up from 80,772 the preivous week, but down 13.77 percent from 140,039 in the comparable 1981 week.

Breakdown for the week by company is: General Motors, 62.52 percent; Ford Motor, 21.85 percent; Chrysler Corp., 10.35 percent; Volkswagen of America, 2.95 percent, and American Motors, 1.33 percent.

So far this year, the makers have assembled 803,381 cars, down 34 percent from 1,217,326 at this time last year.

Checker Motors' Kalamazoo facility was idle for one week last week (March 8) to control inventory.

Also down for inventory adjustment last week was Chrysler's St. Louis point.

GM's Janesville and Oklahoma City facilities remained idle last week for model changeover.

Ford's Atlanta point was down for the second of two weeks to control inventories.

Two-hour daily overtime was scheduled last week at Ford's St. Louis and Wixom facilities. The St. Louis point also worked Saturday (March 13).

Thirteen assembly plants resumed operations last week, including seven at GM. They were Arlington, Baltimore, Flint, Framingham, Leeds, South Gate and Tarrytown.

Also back were Chrysler Belvidere; Ford Dearborn, Kansas City and Lorain; VWoA Westmoreland and AMC Kenosha.

AMC's Kenosha facility will be idle again March 22 for one week.

The GM Fremont plant closed March 12, putting 2,500 workers on indefinite layoff. Fremont had been assembling Chevrolet Celebrity and Oldsmobile Cutlass Ciera.

Appeals court rules for GM; says Toyota infringed patent

WASHINGTON. — The U. S. Court of Appeals for the Sixth Circuit has ruled that Toyota infringed on a patent General Motors holds on a catalytic converter it used until recently.

The decision reversed a lower court ruling which had held that because of prior development work by GM on the catalyst, the patent GM claims for it is obvious.

Patent law holds that the prior innovative work of an inventor cannot be used as evidence of the obviousness of a new twist on his invention, but this had never been tested when is comes to corporate research.

Senior Circuit Judge John W. Peck, writing for the court, said the same principle applies when dealing with corporate research.

Different people may be credited with developing major parts of the catalytic converter, but all of it was done under the aegis of the corporate body, Judge Peck said.

He said it is a reality of today's corporate world that companies underwrite and control research and thus they are entitled to retain patents even though individual employes invented different parts of a design.

Such employes, and those who later combine the whole of the work into one device, are all part of the same team and any later discoveries stemming from this work cannot be invalidated because of the former work, the judge ruled.

Judge Peck remanded the case for trial of the question of infringement. A Toyota spokesman said the company has appealed the decision.

O'Neill suggests a moratorium on imported cars

DETROIT. — Thomas P. (Tip) O'Neill, Speaker of the House and Massachusetts Democrat, has an answer to the import problem that is plaguing this country's auto industry.

It's a temporary solution, but it's one that would be sure to dismay the foreign manufacturers that ship their cars to the U. S.—especially the Japanese.

"If I were president," O'Neill told a Detroit group last week, "I would impose a two-month moratorium on imported cars.

"The Japanese have been unfair and harsh toward America . . . I've never been one for protectionism, but you've got to give a little tickle to the greedy."

Truck production highest of year; 44,832 assembled

Operations at all truck assembly plants, and overtime at Chrysler Corp.'s Warren facility brought last week's domestic truck production up substantially from the previous week's output, and the total was the highest for any week so far this year.

The truck makers planned 44,832 units last week, a 30.17 percent gain from 34,440 the previous week, and up 36.44 percent from 32,858 in the comparable 1981 period.

So far this year, the truck manufacturers have finished 351,388 units, up 2 percent from 344,484 in the same period last year.

Chrysler's Belvidere truck facility resumed operations last week (March 8) after being idle one week for inventory control.

Also back was American Motors' Toledo point, also down because of high inventory.

Volkswagen of America's Westmoreland facility returned last week after a two-week shutdown due to poor sales. The plant is scheduled to be down again the week of March 22.

Daily overtime was scheduled last week at Chrysler's Warren truck facility. The plant worked daily nine-hour shifts.

Week's car output rises in Canada as Ford returns

There was a substantial upswing in Canadian auto production last week as operations resumed at Ford Motors' Oakville and St. Thomas assembly points. Year-to-date output continued to be above that of the comparable 1981 period.

Despite downtime at General Motors' Oshawa (No. One) facility, last week's estimated output of 17,725 cars rose 24.98 percent above the 14,182 in the previous week due to the return of the two Ford plants. The total, however, was 2.87 percent below 18,248 in the comparable week last year.

So far this year, the auto makers have built 143,266 units, a 7.27 percent gain from 133,551 in the comparable 1981 period.

Last week's truck production was targeted at 11,374 units, just a fraction below the 11,431 built the previous week, but down 3.32 percent from 11,765 in the comparable 1981 week.

Year-to-date, the truck makers have built 87,343 units, down 22.10 percent from 112,126 in the same 1981 period.

Ford's Oakville and St. Thomas points returned last week (March 8) after being idle one week for inventory control.

Also back last week was the second shift at GM's Ste. Therese facility.

GM's Oshawa (No. One) facility was idle last week due to overstocked inventory. Operations are slated to resume today (March 15).

All truck points were reported working last week.

U. S. CAR PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
AMERICAN MOTORS	1,600*	1,500*	.....	1,600*	18,354*	9,734*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,500	19,200	10,490	22,990	143,122	99,603
Plymouth Total	5,600	10,100	4,041	9,641	72,191	42,394
Horizon	2,200	4,000	.....	2,200	25,896	12,680
Reliant	3,400	5,000	4,041	7,441	40,835	29,714
Caravelle	.....	150	.....	.....	728	.....
Gran Fury	.....	950	.....	.....	4,732	.....
Chrysler Total	2,300	1,650	2,739	5,039	11,590	17,839
LeBaron	2,300	1,100	2,739	5,039	8,061	17,839
Chrysler	.....	550	.....	.....	3,529	.....
Dodge Total	4,600	7,450	3,710	8,310	59,341	39,370
Omni	2,100	2,500	.....	2,100	18,192	11,566
Aries	2,400	3,700	3,105	5,505	33,263	22,492
Diplomat	.....	900	.....	.....	5,846	.....
Dodge 400	100	.....	605	705	.....	5,312
St. Regis	.....	350	.....	.....	2,040	.....
FORD MOTOR	26,387	32,787	15,562	41,949	250,365	151,560
Ford Division	16,924	23,128	8,637	25,561	173,325	90,083
Escort	7,267	8,192	7,251	14,518	81,801	41,420
Fairmont	3,008	4,285	.....	3,008	32,662	13,043
Must./Must. II	3,976	3,884	.....	3,976	21,509	17,261
Granada	1,358	1,594	1,308	2,666	11,095	12,741
T-Bird	1,157	3,483	.....	1,157	9,264	4,861
Ford	.....	1,690	.....	.....	16,994	.....
EXP	158	.....	78	236	.....	757
L-M Division	9,463	9,659	6,925	16,388	77,040	61,477
Mercury Total	7,400	8,325	4,844	12,244	66,526	42,344
Lynx	2,235	2,824	2,225	4,460	27,350	11,936
Capri	1,303	1,192	.....	1,303	6,325	4,245
Zephyr	848	1,066	.....	848	9,754	4,622
Cougar	646	887	708	1,354	5,197	7,059
XR-7	456	1,063	.....	456	4,590	1,650
Mercury	1,873	1,293	1,902	3,775	13,310	12,644
LN7	39	.....	9	48	.....	188
Lincoln Total	2,063	1,334	2,081	4,144	10,514	19,133
Continental ('82)	413	.....	416	829	.....	4,356
Lincoln	824	567	833	1,657	4,908	7,659
Mark VI	826	767	832	1,658	5,606	7,118
GENERAL MOTORS	76,701	82,332	54,620	131,321	767,318	520,957
Buick Division	17,600	19,993	10,052	27,652	184,055	127,121
Skylark	3,570	5,585	3,530	7,100	52,497	21,055
Skyhawk J	2,575	.....	.....	2,575	.....	14,455
Century	2,665	3,990	2,621	5,286	36,193	24,520
Regal	4,885	5,950	.....	4,885	49,178	30,464
Buick	3,170	3,360	3,196	6,366	34,337	31,780
Riviera	735	1,108	705	1,440	11,850	4,847
Cadillac Division	5,900	6,549	4,371	10,271	62,702	46,041
Cimarron	280	.....	.....	280	.....	773
Seville	665	810	644	1,309	6,806	4,253
Eldorado	1,355	1,475	1,374	2,729	13,370	11,583
Cadillac	3,600	4,264	2,353	5,953	42,526	29,432
Chevrolet Division	27,180	30,665	17,180	44,360	272,773	132,887
Chevette	6,880	8,060	6,477	13,357	58,243	20,052
Cavalier	3,870	.....	1,717	5,587	.....	19,056
Celebrity	2,205	.....	432	2,637	.....	8,761
Camaro	5,200	3,045	4,352	9,552	24,988	37,655
Citation	3,310	8,955	3,090	6,400	68,810	17,544
Malibu	3,140	6,615	.....	3,140	48,811	12,093
Monte Carlo	1,575	3,190	.....	1,575	26,050	8,009
Chevrolet	400	.....	506	906	38,121	3,871
Corvette	600	800	606	1,206	7,750	5,846
Oldsmobile Division	17,100	17,074	15,159	32,259	180,676	151,729
Omega	1,665	3,550	1,582	3,247	30,439	13,642
Firenza	2,225	.....	.....	2,225	.....	20,344
Cutlass	4,800	7,525	4,719	9,519	86,052	36,669
Cutlass/Ciera	2,135	.....	2,751	4,886	.....	20,407
Oldsmobile	5,430	4,970	5,252	10,682	54,639	53,277
Toronado	845	1,029	855	1,700	9,546	7,390
Pontiac Division	8,921	8,051	7,858	16,779	67,112	63,179
Acadiant †	305	685	307	612	3,896	612
J2000	560	.....	318	878	.....	2,716
T1000	237	.....	564	801	.....	1,383
Firebird	2,639	952	2,432	5,071	10,421	20,574
Phoenix	505	2,354	927	1,432	23,816	4,941
Grand Prix	1,640	2,400	1,656	3,296	16,472	15,797
Bonneville ('82)	1,640	.....	1,654	3,294	.....	15,761
A6000	1,395	.....	.....	1,395	.....	1,395
LeMans	.....	1,460	.....	.....	9,480	.....
Pontiac	.....	200	.....	.....	3,027	.....
VOLKSWAGEN	3,565	4,160	.....	3,565	37,704	20,827
CHECKER	.....	60*	100*	100*	463	700*
Total Cars, U. S.	120,753	140,039	80,772	201,525	1,217,326	803,381

TRUCK PRODUCTION IN U. S.†

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
CHEVROLET	13,455	8,215	13,149	26,604	118,207	125,356
DODGE	3,500	1,700	2,280	5,780	13,516	22,747
FORD	17,677	13,152	12,088	29,765	113,614	116,467
GMC	4,412	4,225	4,343	8,755	44,469	43,479
INTERNATIONAL	1,150*	1,690	1,130*	2,280*	15,199	10,218*
VOLKSWAGEN	715	1,040	.....	715	9,143	4,062
JEEP	2,473*	1,550*	.....	2,473*	18,586*	14,659*
AM GENERAL	50*	85*	50*	100*	850*	400*
MISCELLANEOUS	1,400*	1,200*	1,400*	2,800*	10,900*	14,000
Total Trucks, U. S.	44,832	32,858	34,440	79,272	344,484	351,388

CANADIAN TRUCK PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
CHRYSLER CORP.	2,000	1,600	2,016	4,016	11,200	17,484
FORD MOTOR	3,218	3,520	3,326	6,544	34,715	20,519
GENERAL MOTORS	5,896	6,400	5,827	11,723	63,611	46,973
INTERNATIONAL	260	245	262	522	2,600	2,367
Total Trucks, Canada	11,374	11,765	11,431	22,805	112,126	87,343
N. American Trucks	56,206	44,623	45,871	102,077	456,610	438,731

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
AMERICAN MOTORS	600	720	610	1,210	5,664	4,970
CHRYSLER CORP.	3,440	.....	3,513	6,953	3,538	33,108
FORD MOTOR	8,060	4,792	496	8,556	18,350	36,302
GENERAL MOTORS	5,400	12,512	9,338	14,738	103,850	66,637
VOLVO	225	225	225	450	2,149	2,249
Total Cars, Canada	17,725	18,248	14,182	31,907	133,551	143,266
N. American Cars	138,478	158,288	94,954	233,432	1,350,877	946,647
N. American Trucks	56,206	44,623	45,871	102,077	456,610	438,731
North American Cars and Trucks	194,684	202,911	140,825	335,509	1,807,487	1,385,378

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2.700-1
3/22/82

Automotive News

March 22, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Mitsubishi acts to keep its identity pure

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Mitsubishi Motor Sales of America has begun filing formal complaints against a number of Chrysler dealers in several states who identify themselves either through signs or advertising as Mitsubishi dealers.

An MMSA spokesman confirmed that such action is underway, but declined to elaborate.

However, a knowledgeable source indicated that MMSA is keenly aware of the need to establish its own identity in the U. S. and is seeking to eliminate any confusion in the public's mind as to what constitutes a Mitsubishi dealership. MMSA will begin selling cars in the U. S. through its own dealer network next fall.

The source also reported that Chrysler Corp. has recognized the problem and sent a letter to certain dealers last month requesting that they remove from their premises and eliminate from their advertising any material that gives the appearance that the dealer is a "Mitsubishi" dealer.

This request also extends to the use of the Mitsubishi three-

Continued on Page 43, Col. 1

breaking news

'84 Mercedes 190-E

STUTTGART. — Sources here say Mercedes-Benz is readying its new W-201 "baby" car for a 1984-model launch in the U. S. The small four-door reportedly will be called the 190-E in this country. Power will be supplied by an injected 1,945cc four-cylinder. The car bows late this year in Europe.

Detroit's mini 4x4s

DETROIT. — American Motors' new Jeep XJ series, which resembles the British Range Rover, will compete against the new Ford Bronco II and Chevrolet T-10 compact utility vehicles when all three are launched next spring. ■

See BREAKING NEWS, Page 8, Col. 1

The long way

K-car limousines

Phillips Motor Car Corp., Pompano Beach, Fla., has stretched Chrysler K-cars 28 inches to produce limousines with inside dividers, television, bar, rear radio and hide-away jump seat available. Under the hood is a 2.6-liter engine with automatic transmission.

Import stockpile sliced to 51 days; some cars scarce

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to melt away during February to a 51-day supply March 1, down from 56 days Feb. 1 and 60½ days Jan. 1.

The 51-day supply of new imported cars — which included shortages in some of the top-selling nameplates — compared with a 70-day stockpile of new U. S.-built cars on March 1.

Importers and dealers had 371,553 new cars in stock March 1, down slightly from 375,784 a month earlier.

The stockpile of new imported pickup trucks increased slightly during February to 158,972 March 1, compared with 156,574 a month earlier. A pepped-up selling rate, however, resulted in an 118-day supply March 1 compared with a 132-day stockpile a month earlier.

The combined car and truck total was 530,525, a 61-day supply, compared with 532,358 units Feb. 1, a 68-day supply.

• Some shortages persisted, particularly in the top-selling Toyota and third-place Honda lines. Toyota had a meager 24-day supply of new cars, while Honda had an even more emaciated 20-day stockpile. Subaru's inventory was also lean at 34 days, down from 44 days a month earlier.

In stronger shape for the hoped-for spring selling upturn were Mazda, with a 57-day supply of new cars, and Nissan, with a 65-day stock.

Chrysler Corp. had a 78-day supply of Mitsubishi-built Colt, Champ, Challenger and Sapporo cars, down from 123 days a month earlier, and Isuzu had an 84-day stockpile of cars, down from 100 days.

The continued inventory of Japanese-built new cars in the U. S. March 1 totaled 252,095, a 42-day supply, down from 268,131, a 49-day stock, a month earlier.

The stockpile of West German-built cars totaled 70,984 on March 1, a 93-day supply, up from 59,233 units, a 91½-day supply on Feb. 1.

• The March 1 West German inventory included a 52-day supply of BMW, a 62-day stock of Mercedes-Benz and a 68-day supply of Porsche. In heavier inventory were Audi, at 116 days, and Volkswagen, with a 143-

Continued on Page 43, Col. 1

12.9-pct. APR rate rings cash registers

Ohio promo hikes sales 240 pct.

By Jim Plegue
Staff Writer

While most of the nation's new-car dealers faced another dreary sales period last week, a group of northeastern Ohio dealers staged a promotion that bagged them a sales increase—a 240 percent sales increase.

Their secret? The dealers persuaded local bankers to offer 12.9-percent (APR) 36-month financing terms on all purchases of new domestic and imported cars and trucks.

"The activity has been just spectacular," said Bud Greenwood, Greenwood Chevrolet, Youngstown. Greenwood helped organize the promotion for the Auto Dealers Assn. of Eastern Ohio.

"In fact, one of the problems — if you call it a problem — is that we've had trouble taking care of all the customers," he said.

The program ran from March 1 to March 20 in the counties of Mahoning and Trumbull, on the eastern Ohio border. There are about 60 association dealers in those counties. Another 25 association dealers in Ashtabula County — just north of there — joined the program March 14. It continues in Ashtabula County through the end of the month.

During the first 10 days of March, dealers in Mahoning and Trumbull Counties sold 1,159 vehicles, up from 344 units during the equivalent period in February, according to Jerry Thorpe, vice president of the Auto Dealers Assn. of Eastern Ohio.

Thorpe said other dealer associations—inside and outside of Ohio — have called to find out more about the financing program.

Greenwood had a double bonus for his customers — the local financing program coupled with the GM rebate. His dealership's planning potential is 1,370. He sold only 26 new vehicles in January, only 65 in February.

"We've already sold 70 (as of mid-March) and we'll probably sell a total of 130 during March," he said.

"The GM rebates have helped to close a deal when people needed additional cash, but the people we're seeing now don't need the extra cash. They're very qualified. They could easily afford 17 or 18-percent financing. Some of them are qualified to buy the entire dealership.

"I only hope we haven't created a false high for ourselves. Right now we think the recession is over. We just sit back and handle the customers. We hope we can keep the momentum going.

"One of the really good things about the program is that ordered vehicles also apply; so, we're going to have some carryover into April."

• Despite the low interest rate, bankers — a total of 12 banks participated—were quite receptive to the program, Greenwood said. Dealers agreed to forfeit the two-percent finance reserve (finder's fee) that most collect from the banks in exchange for the 12.9-percent loan program.

The program was promoted

Continued on Page 43, Col. 3

Automotive News World Outlook reflects deteriorating economic situation

New-car sales forecast is sliced to 8.7 million

By Edward Lapham
Financial Editor

A worsening U. S. economic situation has reduced the 1982 U. S. new-car sales forecast to 8.7 million units, according to the AUTOMOTIVE NEWS WORLD OUTLOOK.

Just three months ago, the quarterly forecast, a joint undertaking by AUTOMOTIVE NEWS and Data Resources, Inc., projected 1982 new-car sales at 9.1 million units. Total 1981 sales were 8.6 million units.

The reduction in the car-sales forecast coincides with a revised general economic outlook. In the most recent forecast, gross national product was projected to decline at a real annual rate of 4.0 percent in the first quarter and a 0.4 percent annual rate in the second quarter.

The earlier forecast projected a real decline at an annual rate of 2.0 percent in the first quarter with real growth at an annual rate of 0.6 percent in the April-June period.

Otto Eckstein, DRI chairman and a Harvard University professor, said that while there are not yet "significant signs of a pickup in the economy," the outlook has improved in certain respects.

Eckstein said the federal budget with its burgeoning deficits is "the biggest cloud over the recovery" and is responsible for the lowering of the economic forecast.

"The deficits will crowd out housing, reduce consumer spending for durable goods (like autos) and weaken the trade balance," Eckstein said.

The economist cited several indicators, currently at or near alltime lows, which point to a recovery.

"Extraordinarily low levels of consumer credit reflect dramatically improved liquidity of the household sector," he said. Household liquidity is generally considered an essential factor for any period of prolonged car-sales recovery.

John Hammond, director of DRI's Automotive Service, told AUTOMOTIVE NEWS he believes there is still potential for a recovery and that there is indeed

Continued on Page 41, Col. 2

NEWSPAPER
AN JANU
MD20814CNGLIAG GE IN095 82001Э
ACQ COITOP
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Reduction could reach 50 pct.

New inventory system to cut GM suppliers

By Kathleen Hamilton
News Editor

ANN ARBOR, Mich.—General Motors has begun a shift to a Japanese-style inventory system that could cut the number of its suppliers in half during the next three to five years, GM Vice President Robert Stone revealed.

Ford Motor Co. and Chrysler Corp. have also begun the switch to the just-in-time (kanban) inventory system, although there is no indication of how extensive the changeover will be.

Although GM has no set schedule for reducing suppliers, its shift to long-term contracts, single sourcing and a kanban inventory system especially in the Midwest is likely to trim the number of suppliers by perhaps half, according to Stone, vice president for materials management.

GM currently has $9 billion tied up in components inventory at any given time, Stone said. He said that is more than the entire Japanese auto industry.

Stone's comments came during a two-day conference here on the U.S. and Japanese auto industries, sponsored by the University of Michigan.

GM is concentrating its inventory-reduction efforts in Michigan, where proximity to internal and outside suppliers facilitates the kanban inventory system, Stone said.

Under it, plants receive precisely the number of components they need at the last possible moment, eliminating the costs associated with the usual 10-day parts inventory at assembly plants.

GM's Michigan assembly plants already receive engines, axles, frames and transmissions according to orders placed every morning, instead from weekly production schedules.

Three Michigan engine plants have begun operating under the kanban system: Flint Engine (Chevette, truck V-8), Pontiac (4-cylinder X-car, F-car and A-car) and Flint Motor (4-cylinder J-car and 6 cylinder truck).

• Outside Michigan, the Linden (N.J.) and Tarrytown (N.Y.) assembly plants are testing the kanban system and including outside suppliers in the pilot. Stone predicted the plants outside Michigan should ultimately save $100 million over the five years by using kanban to varying degrees.

The five-year GM plan calls for a total inventory reduction of about 25 percent, Stone said.

During the last two years, GM has begun signing multiyear contracts with suppliers — again, patterned after the Japanese fashion of close cooperation between suppliers and auto makers. Suppliers thus are able to amortize their costs over contract periods of up to five years in GM's case, Stone said.

GM will be negotiating with some of its suppliers to relocate close to the plants they supply, Stone said.

There will be fewer instances in which several firms supply a single part, he said. There also will be more direct suppliers and more negotiations with suppliers. He predicted mergers among supplier firms as a result of the GM move.

Although the vast majority of GM's suppliers still have single-year contracts, quite a few multi-year contracts have been signed in the last two years, he said. Producers of multi-part components are most suited to this kind of contract, he said.

All the tire makers, the large supplier firms like Budd and "lots of small companies" are equipped to supply GM under the kanban system, Stone said.

Although they may have to upgrade operations, small suppliers will remain important to GM, he said. About half the components of GM cars are supplied from outside firms, and this percentage is expected to increase, he said.

Ride 'em, cowgirl!

Bobbie Newman, Miss Rodeo USA, will represent the International Rodeo Assn. and Carl Burger Dodge, La Mesa, Calif., in style as she travels around the country in a new Dodge Rampage pickup. Here, she receives the keys from Neil Fendly, dealership general manager.

Bill encourages Japanese-style worker bonuses

WASHINGTON. — A bill to encourage greater productivity among U. S. workers through wage and salary reforms has been introduced in the House by Rep. John Seiberling, Ohio Democrat.

The Productivity Incentive Act of 1982, Seiberling said, "would encourage U. S. employers to restructure their wage and salary systems in order to give employes a bigger stake in the company's performance as well as greater security against layoffs."

The bill takes its cue largely from Japanese wage and salary systems, in which workers receive a base wage plus a semi-annual or annual bonus which, if profits are high, can equal as much as six months' pay.

If passed, the bill would encourage a similar bonus system based on company profits or cost savings, in amounts up to four months' pay.

Seiberling said employers would receive a tax credit equal to 5 percent of the bonuses paid out in a calendar year. This system would have to be approved by the affected union, in accordance with federal labor laws.

Seiberling said this system would give workers incentive to be more cost-conscious and more profit-conscious, since their pay would depend to a considerable degree on the earnings of the company.

Two-part format is modified

Q & A set for GM annual meeting

DETROIT. — General Motors has moved up the starting time for its annual meeting May 21 to 9 a.m., so that a regular board meeting and a separate regional stockholder forum can be held in the afternoon.

John W. McNulty, vice-president in charge of public relations, said that Chairman Roger B. Smith will preside at the annual meeting in the Fisher Building.

It will include the election of directors, consideration of stockholder and management proposals and a period for questions and comments on the business.

Earlier reports had indicated that GM intended to limit the annual meeting to items mandated by law, such as election of directors and consideration of management and stockholder proposals, and defer the general discussion and questions until the afternoon meeting.

Critics of this plan had complained that since the directors would be meeting at the same time as the afternoon session at the GM Technical Center, stockholders would not be able to ask questions of and make comments to high officials of the company. However, GM has announced that President F. James McDonald will be at the afternoon meeting, as will a panel of GM experts, to answer questions informally.

• The afternoon meeting will be another in a series of informal regional stockholder forums GM has been holding since 1978. To date, more than 25 percent of GM's 1.1 million stockholders have been invited to 52 forums. More than 32,000 GM stockholders and guests have attended in 43 cities in the U. S. and Canada — more than have attended the last 18 annual meetings, McNulty said.

"One of the things that appeals most to stockholders about the forums is that every question is answered," McNulty said. "The questions are written, and if we don't get to one at the meeting, we send a reply by mail. So far, we have answered, at the forums or by mail, about 4,200 questions."

The forum will be held at 2 p.m. at the Design Dome at the Technical Center in suburban Warren, Mich.

"At every forum, we have a member of the Executive Committee, who is also on the board, to speak and answer questions," McNulty said. "For this forum, we're fortunate to have F. James McDonald, president, as our main speaker."

In addition to McDonald, GM's chief operating officer, a panel of GM officers will be on hand to help respond to shareholders.

By starting the Annual Meeting at 9 a.m. instead of the usual 1 p.m., adjournment can be expected before lunchtime, and the board of directors will be able to hold a regular monthly meeting the same afternoon.

McNulty added that five other regional forums will be held early this spring—in Oklahoma City, April 8; Chicago, April 13; Cincinnati, April 23; Cleveland, May 4, and Boston, May 12.

A break-even year is seen for Chrysler

WASHINGTON. — The outlook for Chrysler Corp. given by Michael A. Driggs, head of the Treasury Department's Office of Chrysler Finance, is more optimistic than the ones given in the latest Chrysler report to Congress for the period ended last September.

Driggs resigned his job as chief administrator of the Chrysler loan guarantee program shortly after his Congressional testimony and was named head of the new Office of Auto Industry Affairs in the Commerce Department.

He indicated he expected Chrysler to "break even" this year and perhaps even to make a profit.

Credit for the improvement in cash position, according to Driggs, should go primarily to the sale of Chrysler Defense to General Dynamics for almost $350 million and agreement with the union to defer pension payments worth $220 million. This should help cash flow until well into 1983, Driggs said.

Chrysler still has available $300 million in federal loan guarantees after its earlier drawdowns of $1.2 billion, but Chrysler Chairman Lee Iacocca has said the company will not come back again since the trouble and the publicity involved causes it to lose more in sales than the loans it can negotiate.

For example, the sale of the defense subsidiary was an apparent substitute for asking the government for more help. Each time Chrysler asks for money, the three-member Loan Guarantee Board must find the company "viable" and rule that eventual repayment is expected. The last report stopped short of making this finding.

• Driggs asked for $1.211 million for fiscal 1983 for administrative expenses to run the temporary Chrysler program.

The expenses include: "Negotiations relating to the guaranteed and unguaranteed portions of Chrysler's four-year financing plan; the continuing analysis of Chrysler's four-year operating plan; financing plans, and other plans necessary for the board

Continued on Page 44, Col. 5

Three wheels on my wagon

The Rialto, latest in a series of three-wheeler sedans from UK's Reliant Motor, has a fiberglass body, powered (front engine/rear drive) by the company's own 52-CID overhead-valve unit. Reliant says there are 100,000 three-wheelers on UK roads and that it built 61,000 of the car's predecessor, the Robin.

index

Auction reports	32
Automotive World News	14
Classified advertising	34
Editorial page	10
Engineering	25
Obituaries	44
Production by makes	46
Registrations, car, truck	4, 42
Truck highlights	20

57th year — No. 4907

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Peck seeking makers' help on air bags

WASHINGTON. — NHTSA Chief Raymond Peck thinks Senator John Danforth, Missouri Republican, may be putting the cart before the horse when it comes to air bags.

Danforth is the sponsor of legislation that would grant auto makers a $300 refundable tax credit for each car they equip with an air bag and impose a $300 excise tax on any car not equipped with an air bag beginning in the 1984 model year.

Peck thinks there are still some things to prove with air bags before they are foisted wholesale on the American public as would be the case if the Danforth legislation were passed, and he also thinks it rather unfair to punish those who do not buy air-bag equipped cars, particularly if they are conscientious about using seat belts.

Rather than a financial incentive approach, Peck said he would prefer to see a large-scale demonstration of air-bag technology to the American car buyer first and thereafter let the market work its will. He is currently trying to work out such an air-bag demonstration program with several manufacturers.

These would include General Motors, Ford Motor Co., Mercedes-Benz, BMW, Volvo, some of the Japanese makers. To date only Ford has given positive indication. GM has told the agency that for the time being it is not interested in such a program. The others, though experienced with air-bag technology, have not as yet responded to Peck's request.

• Peck said his demonstration program, similar to that first proposed by Transportation Secretary William Coleman in 1976, would hopefully put about 500,000 air-bag-equipped cars on the road. Before getting started, however, he said there were still some issues to be resolved.

First there is the problem of air bags in smaller cars, he said. Based on work done by certain Japanese makers, Peck said, it would appear that current systems would exceed the noise level for permanent ear damage when actuated. This results from having to deploy very quickly in a limited amount of space, he said.

Peck said NHTSA is also looking at whether there would in fact be meaningful insurance premium discounts available to consumers who purchase air-bag-equipped cars and whether a sharing of air-bag technology might not be possible without running into antitrust problems.

Peck also said that the agency was considering using only driver side air bags in the demonstration program and that it was also investigating the possibility of getting the government, both military and civilian, and other major vehicle customers in the private sector, to commit to buying such air-bag-equipped cars.

Peck said he could give no definite date for commencing the demonstration program.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES, INC.

		1982					1983				
U. S. Macroeconomic Outlook	Year 1981	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1982	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1983
% change gross national product—1972 dollars	1.98	-4.00	-0.35	4.89	4.72	-1.02	3.83	4.38	4.23	3.50	4.00
Index of production workers wages	2.74	2.87	2.92	2.97	3.02	2.95	3.08	3.13	3.19	3.25	3.16
Consumer price index (all urban)—all items	2.72	2.84	2.88	2.92	2.97	2.90	3.03	3.08	3.13	3.18	3.10
Unemployment rate—all civilian workers	7.63	8.76	9.22	9.34	9.17	9.13	8.98	8.70	8.41	8.16	8.56
Index of consumer sentiment	0.71	0.65	0.64	0.71	0.73	0.68	0.74	0.76	0.78	0.77	0.76
Housing starts, private including farm-total	1.10	0.92	1.04	1.20	1.32	1.12	1.39	1.49	1.55	1.57	1.50
Index of real gasoline prices (1981:4=1)	0.99	0.97	0.94	0.94	0.96	0.95	0.97	0.99	1.01	1.03	1.00
U. S. Financial Outlook											
Prime rate on short-term business loans	16.87	16.26	13.99	14.27	15.91	15.11	16.32	15.44	14.86	15.54	15.54
Finance rate on consumer auto loans	16.54	17.01	16.65	16.45	16.67	16.69	16.85	16.95	16.97	17.07	16.96
Real new-issue rate	6.30	6.76	5.58	4.99	5.93	5.81	6.71	5.99	4.93	5.20	5.71
Real short-term interest rate	8.03	6.08	3.85	5.17	7.12	5.56	7.63	6.51	6.17	7.55	6.96
Personal savings as % disposable income	10.31	11.46	12.05	14.06	14.23	12.95	14.26	13.99	17.24	17.32	15.70
Ratio of corporate profits to GNP	7.89	6.12	6.06	6.37	6.64	6.30	6.90	7.08	7.24	7.32	7.13
Ratio of fixed investment to GNP	11.22	11.12	10.97	10.85	10.76	10.93	10.81	10.93	11.06	11.16	10.99
U. S. Automotive Outlook											
Total new passenger car retail sales-units	8.60	8.45	7.94	9.04	9.39	8.70	9.53	9.65	9.81	10.10	9.78
Domestic share %	72.71	74.45	73.87	74.38	76.84	74.89	75.68	75.72	75.78	76.17	75.84
Fuel Efficient units	3.59	—	—	—	—	3.69	—	—	—	—	4.62
Full Size & Intermediate units	5.01	—	—	—	—	5.01	—	—	—	—	5.15
Import share %	27.32	25.55	26.13	25.62	23.16	25.11	24.32	24.28	24.22	23.83	24.16
Dealer deliveries-light trucks-units	2.04	2.11	1.98	2.40	2.46	2.24	2.43	2.39	2.35	2.48	2.41
Dealer deliveries-Class 6-8 trucks-units	0.23	0.20	0.21	0.25	0.29	0.24	0.27	0.27	0.29	0.30	0.28

WORLD AUTOMOTIVE OUTLOOK	1979	1980	1981	1982	1983	1984	1985	1986
Total Western Europe Car Production	11.316	10.343	9.818	10.720	11.259	11.221	10.565	11.160
Small-Car Production	5.715	5.716	5.792	6.218	6.418	6.396	6.022	6.361
Large-Car Production	5.601	4.626	4.025	4.502	4.841	4.825	4.543	4.799

Western Europe New Truck Registrations	1980	1981	1982	1983	1984	1985
Germany	0.222	0.193	0.176	0.193	0.213	0.199
France	0.315	0.324	0.310	0.324	0.330	0.305
United Kingdom	0.256	0.202	0.207	0.236	0.255	0.247
Italy	0.158	0.154	0.148	0.155	0.170	0.167
Spain	0.086	0.080	0.087	0.090	0.092	0.092
The Netherlands	0.046	0.039	0.040	0.045	0.045	0.042
Belgium	0.030	0.027	0.027	0.031	0.030	0.030

Major Producer National Car Outlook	1980	1981	1982	1983	1984	1985	1986
United Kingdom							
Total New Car Registrations	1.51	1.48	1.57	1.67	1.61	1.54	1.63
Exports	0.36	0.34	0.29	0.33	0.36	0.38	0.41
Total Car Production	0.92	0.95	1.05	1.14	1.13	1.07	1.65
France							
Total New Car Registrations	1.87	1.84	1.20	2.03	1.97	1.89	1.86
Exports	1.53	1.39	1.51	1.34	1.34	1.35	1.45
Total Car Production	2.94	2.61	2.82	2.67	2.58	2.53	2.61
West Germany							
Total New Car Registrations	2.43	2.33	2.47	2.69	2.63	2.58	2.39
Exports	1.87	1.95	2.02	1.92	1.91	1.94	1.95
Total Car Production	3.52	3.58	3.72	3.75	3.61	3.58	3.41
Italy							
Total New Car Registrations	1.72	1.80	1.70	1.53	1.61	1.49	1.31
Exports	0.51	0.43	0.52	0.51	0.54	0.53	0.55
Total Car Production	1.45	1.26	1.42	1.35	1.39	1.25	1.46
Japan							
Total New Car Registrations	2.85	2.87	3.08	3.48	3.21	3.22	3.21
Exports	3.95	3.95	4.01	4.39	4.59	4.87	5.05
Total Car Production	7.04	6.97	7.10	7.88	7.82	8.10	8.28

NOTE: Units stated in millions. Totals may not add due to rounding.

Automotive News World Outlook reflects deteriorating economic situation

New-car sales forecast is sliced to 8.7 million

Continued from Page 1

pent-up demand for new cars.

"The rebate programs have brought people into the market although they haven't made the decision to purchase yet," Hammond said. "The limited response to the rebates is just a further reflection of the limited control the auto makers have over their own environment. There is little they can do until we have a stable economy."

Hammond did say, however, that the limited response to the rebates has caused some reevaluation of price elasticity and price sensitivity.

"Let's put it this way," he said. "Sensitivity to price is something less than it was before we went into the current recessed economy but it is still keener than it has been historically."

Hammond also said he believes the falling price of gasoline will affect sales and consumer choices.

"There's been a bubble effect on consumer awareness because prices have fallen so quickly," he said. "The consumer is very aware.

"A portion of the decline is expected to be structural in nature; that means it will lower vehicle operating costs over the long-term.

"It also means that it will support a bigger, longer large-car recovery while having a null effect on small cars."

Hammond believes that the falling gasoline prices will increase the sales of large cars while not impacting small-car sales because lower operating costs are not as important a purchase motivational factor as price.

Notching 25

Gwynn G. Bacon, right, of Allen Gwynn Chevrolet, Glendale, Calif., is congratulated on his 25th anniversary as a dealer by Robert D. Canedella, Chevrolet's Los Angeles zone manager.

This means it is likely the current relative strength in larger-car sales will continue to escalate and lead the industry in the coming recovery, according to the AUTOMOTIVE NEWS WORLD OUTLOOK/DRI projections.

• The quarterly forecast said that light-duty truck deliveries in 1982 should total 2.24 million units compared with 2.04 million deliveries in 1981. By 1983, the forecast said light-truck deliveries will reach 2.41 million units.

Heavy-duty truck (Classes 6, 7 and 8) deliveries are expected to increase only slightly this year to 240,000 units from 230,000 units last year. In 1983, however, heavy-duty-truck deliveries should total 280,000 units.

The automotive situation outside North America will improve more dramatically in 1982, according to the forecast.

For example, total car production in Western Europe is expected to recover to 10.72 million units this year compared with 9.81 million units in 1981 and 10.34 million units in 1980.

New-truck registrations in Western Europe this year are expected to decline slightly, but recover in 1983.

Among the major car-producing nations, Japan is expected to continue to expand its output at a rapid pace.

Japan, which built less than seven million cars last year and exported just under four million units, will build more than seven million units this year and export in excess of four million units.

By 1986, Japan will have increased its annual car production to about 8.1 million units, AUTOMOTIVE NEWS WORLD OUTLOOK said, and will export more than five million units.

Total car production in France, West Germany and Italy is expected to remain fairly stable through 1986, as are the respective levels of exports from those nations.

Third-generation Lee signs with Chevrolet

MONROEVILLE, Ala. — John T. Lee III has signed a Chevrolet franchise and will do business as Lee Motor Co., Inc.

He is a third-generation Chevrolet dealer here. His grandfather signed the original franchise in 1933.

Domestic total is 156,532 cars

Early-March sales 23 pct. below '81

By Jenny L. King
Staff Writer

"Unremarkable" best describes the March 1-10 selling period for the domestic auto makers this year. Sales were down substantially from 1981, but they were not as weak as they had been in January nor as healthy as they were by the end of February.

Sales by five major U. S. builders numbered 156,532 in early March, down 23.36 percent from 204,231 a year ago. It was the seventh straight drop this year, calculated on a daily rate basis.

In fact, on that basis there have been no periods surpassing 1981 levels thus far this year, which explains why there is a 19.40-percent gap between year-to-date sales. For 1982 the total is 981,612, compared with 1,217,848 in 1981.

The early-March daily selling rate averaged 17,392, based on nine days. That was down 31.87 percent from 25,529 for eight days a year ago.

DOMESTIC SALES

	March 1-10, 1982	March 1-10, 1981
AMERICAN MOTORS	2,400†	4,700†
Chrysler	4,104	3,104
Imperial	110	195
Plymouth	8,060	12,055
Dodge	7,166	10,546
CHRYSLER CORP.	19,440	25,900
Ford	25,500	32,233
Mercury	9,468	9,858
Lincoln	2,403	2,136
FORD MOTOR	37,371	44,227
Buick	15,028	21,608
Cadillac	5,731	5,544
Chevrolet	37,902	54,619
Oldsmobile	22,468	26,397
Pontiac	13,629	17,381
GENERAL MTRS.	94,758	125,549
VOLKSWAGEN	2,563	3,855
INDUSTRY TOTAL	156,532	204,231

†—Estimate.

All five auto makers were down during the period. General Motors dropped 24.53 percent, to 94,758 from 125,549 last year (down 32.91 percent daily rate). Ford Motor Co. sales of 37,371 were down 15.50 percent from 44,227 (down 24.90 daily rate).

Chrysler Corp. dropped 24.94 percent (33.28 percent daily rate), to 19,440 from 25,900. Volkswagen of America dealers retailed 2,563 new Rabbits, down 33.51 percent from 3,855 (down 40.85 percent daily rate), while estimated sales for American Motors were 2,400, down 48.94 percent from 4,700 (down 54.51 percent daily rate).

• GM slipped to 60.54 percent of the market from its year-ago 61.47 percent. Ford earned 23.87 percent, up from 21.66 percent. Chrysler was squeezed back to 12.42 percent from 12.68 percent. VWoA had 1.64 percent, down from 1.89 percent, and AMC sales accounted for 1.53 percent, down from 2.30 percent.

Chrysyer, Lincoln and Cadillac were the only makes to improve their lot based on year-to -year sales. Chrysler was up 32.22 percent, Lincoln was up 12.50 percent and Cadillac was up 3.37 percent.

Imperial was the loss leader in early March, its sales down 43.59 percent. Plymouth was down 33.14 percent and Dodge was down 32.05 percent.

Ford sales dropped 20.89 percent, Mercury was down 3.96 percent. Buick dropped 30.45 percent, Chevrolet was down 30.61 percent, Pontiac was down 21.59 percent and Oldsmobile was down 14.88 percent.

ATAM selects leaders

The 104-member Automotive Trade Assn. Managers recently elected officers to serve during 1982. From left, they are: Richard D. Meek, executive vice president, Connecticut Automotive Trades Assn., Hartford, president; Keith W. Howard, executive vice president, Automobile Dealers Assn. of North Dakota, Fargo, vice president, and, as secretary-treasurer, William F. Morie, executive vice president, Georgia Automobile Dealers Assn., Atlanta.

GM rebates now include cars ordered by March 31

By Marjorie Sorge

General Motors has extended its "Let's Get Moving" rebate program to include certain 1982 cars and trucks ordered during the bonus period but delivered after it ends.

Phase II of the promotion will allow customers to order certain cars and trucks between March 15 and March 31 under the bonus program. Phase I pays rebates to customers whose cars and trucks were delivered between Feb. 1 and March 31. It was announced Jan. 29, the day after GM's contract talks with the UAW broke down.

Under the new program customers will get the following bonuses from General Motors on ordered vehicles:

1. $2,000 on Cadillac Seville.

2. $750 on Chevrolet Cavalier, Pontiac J2000, Oldsmobile Firenza, Buick Skyhawk, Cadillac Cimarron, Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega, Buick Skyhawk and Chevrolet C/K 10, 20, 30 and GMC C/K 1500, 2500 and 3500 regular cab pickup trucks.

3. $500 on Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera, Buick Century, Chevrolet Chevette and Pontiac T1000.

GM will pay 75 percent of the rebate while participating dealers will contribute 25 percent,

Continued on Page 8, Col. 3

1981 new-car market slips 3.6 pct. to 8,443,919

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in 1981 dropped 3.62 percent from the 1980 total. Both domestics and imports were down, but the U. S. makes suffered the greater decline.

New-car registrations in the U. S. during 1981 totaled 8,443,919, according to figures compiled by R. L. Polk & Co., down 3.62 percent from 8,760,937 in

Table on Page 42.

1980, and a whopping 18.47 below the 1979 count of 10,356,695.

Domestic-only registrations of 6,012,239 were down 4.44 percent from 6,291,757 in 1980 and were the lowest since 1961 when only 5,476,125 new U. S. - built cars were registered.

Registrations of new imported cars remained comparatively high, but missed the year-earlier record by 37,500 units. Their share of the total market continued to climb, to 28.80 percent from 28.18 percent in 1980.

The 1981 import total was 2,431,680, second best year for the foreign makers and down only 1.52 percent from the record 2,469,180 set in 1980.

December registrations numbered 611,520, down 0.36 percent from 613,740 in November, and down 13.97 percent from the preceding December's 710,821. It was the lowest for the month since 1974 when 586,081 new cars were recorded. Record for December is 989,114, set in 1972.

Chrysler Corp. was the only corporate maker to increase its share of the diminishing automotive pie. In 1981, Chrysler climbed to 8.76 percent from 7.14 percent the year before.

Imports edged up to 28.80 percent of the total from 28.18 percent in 1980.

General Motors products accounted for 44.50 percent, down from 46.41 percent. Ford Motor Co. slipped to 16.32 percent from 16.51 percent. American Motors was squeezed back to 1.58 percent from 1.72 percent.

Miscellaneous domestic nameplates accounted for 0.04 per-

Continued on Page 42, Col. 1

TOP CARS

U. S. new-car registrations for the full year of 1981. Registrations not available for Oklahoma.

Pos. 1981		Make		Pos. 1980
1—	1,437,091	Chevrolet	1,725.874—	1
2—	975,312	Ford	1,046,887—	2
3—	830,892	Oldsmobile	807,000—	3
4—	718,304	Buick	707,544—	4
5—	566,042	Toyota	560,090—	6
6—	546,936	Pontiac	612,794—	5
7—	452,153	Datsun	506,075—	7
8—	365,638	Honda	351,342—	8
9—	340,868	Mercury	326,361—	9
10—	335,691	Plymouth	236,522—12	
11—	311,824	Dodge	250,556—11	
12—	231,713	Volkswagen	255,232—10	
13—	224,458	Cadillac	212,557—13	
14—	172,315	Mazda	159,788—14	
15—	143,674	Subaru	125,887—17	
16—	133,455	AMC	150,878—15	
17—	92,105	Chrysler	138,385—16	
18—	64,698	Volvo	54,484—21	
19—	61,775	Lincoln	72,740—18	
20—	59,239	Mercedes	51,538—22	
21—	48,476	Audi	.....	
22—	43,522	Colt	.....	
	.....	Fiesta	67,929—19	
	.....	Champ	54,741—20	
	284,210	Other Imports	282,074	
	3,528	Misc. Dom.	3,659	
	8,443,919	Total	8,760,937	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1982, Automotive News.

U. S. drops antitrust suit on Mercedes parts sales

WASHINGTON. — The Justice Department has dismissed a civil antitrust suit filed against Mercedes-Benz of North America in August, 1979, in federal court in San Francisco.

Antitrust Chief William F. Baxter decided that the "tying" arrangement involved does not have anti-competitive effects in the luxury-car market.

The case alleged conspiracy to restrain competition in the sale of replacement parts for Mercedes-Benz cars to its dealer body. It named dealers and others as co-conspirators.

Starting sometime in 1974 and continuing until the suit was filed, the suit charges that MBNA conditioned franchises on dealers' buying parts solely from Mercedes and, therefore, sales of these parts by independent makers had been restrained.

In 1978, the Justice Department said, M-B dealers sold more than $130 million worth of replacement parts, only 30 percent of which came from the independents. The suit asked for permanent enjoinder.

MBMA gets its replacement parts from Daimler-Benz and from firms that make them to D-B specifications. MBNA sells them only to dealers except in emergencies.

Independent distributors get parts from OEMs, either directly or indirectly through brokers or exporters, and from other sources in Europe, the U. S. or elsewhere. They, in turn, resell to jobbers, independent garage owners, service stations and M-B dealers.

The suit charged that MBNA and its dealers agree to adhere to a franchise provision which requires buying "virtually all" replacement parts from MBNA and that MBNA has enforced the provision by, among other things, monitoring dealer purchasing.

• Baxter said the tying arrangements alleged in the MBNA case "do not harm competition by creating market power."

Baxter also noted that pretrial rulings left the government in the position of having to prove that Mercedes has enough market power in the car business to restrain competition in Mercedes replacement parts.

A question also not settled was whether MBNA has business justification — i.e., quality control — for the tying arrangement.

Baxter concluded that litigation could use up resources that could be shifted to other areas more likely to yield competitive benefits to consumers.

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec., 1981	Percent Share of Market	Regis., Dec., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 12 mos., 1981	Percent Share of Market	Regis., 12 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	97,957	16.02	129,525	18.22	— 2.20	1,437,091	17.02	1,725,874	19.70	— 2.68
Ford	62,543	10.22	85,188	11.99	— 1.77	975,312	11.55	1,046,887	11.95	— 0.40
Oldsmobile	61,306	10.03	67,631	9.52	+ 0.51	830,892	9.84	807,000	9.21	+ 0.63
Buick	54,642	8.94	59,555	8.38	+ 0.56	718,304	8.51	707,544	8.08	+ 0.43
Pontiac	34,939	5.71	48,274	6.79	— 1.08	546,936	6.47	612,794	6.99	— 0.52
Mercury	23,222	3.80	31,409	4.42	— 0.62	340,868	4.04	326,361	3.73	+ 0.31
Dodge	22,968	3.75	25,745	3.62	+ 0.13	311,824	3.69	250,556	2.86	+ 0.83
Plymouth	21,869	3.58	25,784	3.63	— 0.05	335,691	3.98	236,522	2.70	+ 1.28
Cadillac	21,789	3.56	19,063	2.68	+ 0.88	224,458	2.66	212,557	2.43	+ 0.23
Chrysler	10,339	1.69	12,109	1.70	— 0.01	92,105	1.09	138,385	1.58	— 0.49
AMC	9,636	1.57	12,102	1.70	— 0.13	133,455	1.58	150,878	1.72	— 0.14
Lincoln	5,747	0.94	6,477	0.91	+ 0.03	61,775	0.73	72,740	0.83	— 0.10
GENERAL MOTORS	270,633	44.26	324,048	45.59	— 1.33	3,757,681	44.50	4,065,769	46.41	— 1.91
FORD MOTOR CO.	91,512	14.96	123,074	17.32	— 2.36	1,377,955	16.32	1,445,988	16.51	— 0.19
CHRYSLER CORP.	55,176	9.02	63,638	8.95	+ 0.07	739,620	8.76	625,463	7.14	+ 1.62
AMERICAN MOTORS	9,636	1.57	12,102	1.70	— 0.13	133,455	1.58	150,878	1.72	— 0.14
IMPORTS	184,282	30.14	187,745	26.41	+ 3.73	2,431,680	28.80	2,469,180	28.18	+ 0.62
MISCELLANEOUS	281	0.05	214	0.03	+ 0.02	3,528	0.04	3,659	0.04	.....
TOTAL	611,520		710,821			8,443,919		8,760,937		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

New-car registrations wind up at 8,443,919

'81 market tally shows 3.6-pct. drop

Continued from Page 4

cent of the 1981 total, the same share they had in 1980.

Domestic-only registrations in 1981 were divided this way: GM, 62.50 percent; Ford Motor Co., 22.92 percent; Chrysler Corp., 12.30 percent; AMC, 2.22 percent, and miscellaneous, 0.06 percent.

A year earlier, domestic-only shares were: GM, 64.62 percent; Ford Motor Co., 22.98 percent; Chrysler Corp, 9.94 percent; AMC, 2.40 percent, and miscellaneous, 0.06 percent.

By size segments, subcompacts, luxury models and imports increased their market shares in 1981 compared with 1980. Subcompacts gained the most while standard-size cars sacrificed the greatest share.

In 1961, subcompacts accounted for 15.42 percent of the registrations total, up more than two percentage points from 13.37 percent in 1980. Imports climbed to 28.80 percent from 28.18 percent, and luxury models went to 4.80 percent from 4.59 percent.

Standard-size cars fell back to 9.99 percent of the total 1981 market, down from 11.20 percent. Intermediates accounted for 20.46 percent, down from 21.54 percent, and compacts dipped 0.59 percentage points, to 20.53 percent from 21.12 percent.

• In December, every major U. S. maker was down in new registrations, as were the imports as a group. Chrysler Corp., though off in numbers, increased its share of a smaller total slightly while imports were up 3.73 percentage points.

Chrysler edged up to 9.02 percent from 8.95 percent the preceding year. Imports advanced to 30.14 percent from 26.41 percent. General Motors earned 44.26 percent, down from 45.59 percent. Ford dropped 2.36 percentage points, to 14.96 percent from 17.32 percent, and AMC's 1.57 percent was down 0.13 percentage points from 1.70 percent. Miscellaneous domestics had 0.05 percent in 1981 and 0.03 percent in 1980.

Domestic-only registrations in December were divided this way: GM, 63.34 percent; Ford Motor, 21.42 percent; Chrysler Corp., 12.91 percent; AMC, 2.26 percent, and miscellaneous domestics, 0.07 percent.

A year earlier, domestic-only market shares in December were as follows: GM, 61.95 percent; Ford Motor, 23.53 percent; Chrysler Corp., 12.17 percent; AMC, 2.31 percent, and miscellaneous domestics, 0.04 percent.

By size segments, U. S. subcompacts and luxury cars gained slightly compared with their December, 1980, shares, and imports leaped almost four percentage points to 30.14 percent from 26.41 percent of the market.

Subcompacts accounted for 14.08 percent, up from 13.79 percent; luxury models represented 6.00 percent, up from 5.16 percent; compacts skidded 3.38 percentage points, to 18.56 percent from 21.94 percent; intermediates slipped to 20.44 percent from 21.69 percent, and standard-size models stood at 10.78 percent, down from 11.01 percent.

Buick leader

Morton C. Mallory, right, Mallory Buick Co., is presented with a plaque, citing him as the largest sales volume Buick dealer in Missouri for 1981, by Paul Britton, St. Louis zone manager for Buick.

EPA reconsiders rules governing lead in gasoline

WASHINGTON. — In a reexamination of the need for phase-down of lead in gasoline, EPA is asking the public to comment on a "wide range of alternatives."

The phase-down was initiated when emission controls on vehicles went to catalyst technology, since catalysts are poisoned by lead. Last year, the Vice President's Task Force on Regulatory Reform asked EPA to see whether the phase-down was needed, since the turnover of the vehicle fleet creates a demand for unleaded gasoline—now estimated at 53 percent of production.

EPA estimates that with or without the current restriction of 0.5 grams per gallon, in five years the average gasoline lead content would reach that level under normal market conditions.

Proposals being considered include retaining the current 0.5 grams per gallon for all refiners or imposing that level only in selected urban areas. Different ways of averaging are also being considered.

Large refiners are now meeting the standards, but small ones (those not owned by larger refiners and with capacity of less than 50,000 barrels a day) have been permitted to meet a less stringent standard until Oct. 1, 1982.

EPA has proposed suspension of that deadline pending outcome of its review. EPA says small refiners produce only 5 to 7 percent of the nation's gasoline.

GMAD names Harper

WARREN, Mich. — Earl E. Harper has been appointed manager of the GM Assembly Division plant constructed in Detroit/Hamtramck. He formerly was manager of the division's Corvette assembly plant at Bowling Green, Ky.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

December '81 vs. December '80

	1981		1980	
	December	Yr.	December	Yr.
AMC Spirit	1,357	33,842	2,899	50,257
Concord	2,852	43,198	3,376	50,666
Concord SW	1,173	15,005	1,377	17,170
Eagle 4WD	634	6,650	1,000	12,548
Eagle 4WD SW	2,365	17,225	1,629	16,224
Eagle SX4 4WD	1,255	17,535	1,821	4,013
TOTAL AMC	9,636	133,455	12,102	150,878
Chrysler LeBaron '81	612	32,598	4,660	55,045
LeBaron '81 SW	45	5,232	956	8,661
LeBaron '82 FWD	5,106	9,129		
LeBaron '82 SW FWD		1		
Cordoba	1,573	25,114	3,417	43,817
Newport	26	4,131	988	12,803
New Yorker '81	58	5,659	1,360	16,449
New Yorker '82	2,619	5,301		
Imperial	300	4,940	728	1,610
Total	10,339	92,105	12,109	138,385
Plymouth Horizon FWD	7,669	130,106	9,365	128,225
Reliant FWD	10,143	137,031	9,661	17,454
Reliant SW FWD	3,357	52,353	3,827	6,301
Volare	45	6,734	2,029	58,873
Volare SW	12	1,398	517	14,044
Gran Fury '81	29	6,721	385	11,625
Gran Fury '82	614	1,348		
Total	21,869	335,691	25,784	236,522
Omni FWD	7,924	110,209	7,814	103,425
Aries FWD	8,323	106,146	7,365	12,896
Aries SW FWD	2,706	39,409	2,890	4,693
Dodge 400 FWD	1,613	2,843		
Aspen	53	5,713	1,746	45,648
Aspen SW	7	1,295	486	10,754
Diplomat	1,350	23,799	2,322	26,630
Diplomat SW	43	2,631	482	4,531
Mirada	828	14,695	1,951	26,402
St. Regis	121	5,084	689	15,577
Total	22,968	311,824	25,745	250,556
Total Chrysler Corp.	55,176	739,620	63,638	625,463
Escort FWD	12,671	175,798	13,257	28,529
Escort SW FWD	5,568	110,174	7,686	16,843
EXP FWD	4,166	51,685	1	2
Pinto	39	9,368	3,544	112,112
Pinto SW	16	2,770	1,258	32,133
Fairmont	10,443	144,683	16,000	206,322
Fairmont SW	840	44,647	4,530	71,099
Granada	5,693	97,899	8,113	84,585
Granada SW	2,632	6,853		
LTD II			45	3,200
LTD	3,124	50,256	4,675	87,090
LTD Crn Victoria	3,448	39,648	3,499	29,085
Ford SW	1,491	19,237	1,668	24,435
Mustang	8,432	153,211	13,498	222,549
Thunderbird	3,980	69,083	7,414	128,903
Total	62,543	975,312	85,188	1,046,887
Lincoln Town Car	2,249	28,695	2,940	31,267
Mark VI	1,838	29,265	3,447	36,901
Versailles			90	4,572
Continental	1,660	3,815		
Total	5,747	61,775	6,477	72,740
Mercury Lynx FWD	4,350	61,769	4,588	9,106
Lynx SW FWD	1,489	31,983	2,319	4,219
LN7 FWD	1,580	17,210		1
Bobcat	8	2,122	839	23,022
Bobcat SW	3	487	196	4,839
Zephyr	2,536	42,489	6,361	65,614
Zephyr SW	253	11,189	1,442	18,683
Cougar	2,902	42,597	3,260	30,758
Cougar SW	1,169	3,284		
Marquis	557	7,686	757	13,570
Marquis Brougham	1,212	12,575	1,107	12,536
Grand Marquis	2,583	24,303	1,938	19,124
Marquis SW	703	7,124	686	7,260
XR7	1,478	28,497	3,341	54,655
Capri	2,399	47,553	4,575	62,974
Total	23,222	340,868	31,409	326,361
Linc Merc Div. Total	28,969	402,643	37,886	399,101
Total Ford Motor Co.	91,512	1,377,955	123,074	1,445,988
Buick Skyhawk			61	5,856
Skylark FWD	14,974	200,350	15,422	174,150
Centnry '82 FWD	1,754	1,812		
Regal/Century	20,085	316,998	26,760	320,622
Regal/Century SW	1,021	15,060	1,161	16,561
Le Sabre	1,984	22,782	2,063	30,035
Le Sabre Limited	4,287	46,962	3,900	49,260
Electra	5,173	56,264	5,263	59,722
Buick SW	1,157	10,855	763	9,240
Riviera FWD	4,207	47,221	4,162	42,098
Total	54,642	718,304	59,555	707,544
Cadillac de Ville	9,057	99,179	7,993	97,496
Cimarron FWD	1,869	13,406		
Fleetwood & Chas.	3,794	35,586	3,071	28,649
Eldorado FWD	5,084	53,233	4,859	51,065
Seville FWD	1,985	23,054	3,140	35,347
Total	21,789	224,458	19,063	212,557
Chevrolet Chevette	20,270	347,488	24,793	369,180
Camaro	2,664	93,706	7,470	117,164
Monza	41	16,088	9,667	148,867
Cavalier FWD	6,851	55,107		
Cavalier SW FWD	1,999	17,031		
Citation FWD	23,477	302,301	28,585	370,605
Malibu	9,082	153,396	17,112	200,790
Malibu SW	3,689	56,126	4,899	61,815
Celebrity FWD	933	935		
Monte Carlo	9,952	159,863	14,299	163,097
Impala	4,446	61,165	5,948	84,601
Caprice	9,004	99,230	9,615	118,407
Chevrolet SW	3,948	45,018	4,189	54,940
Corvette	1,601	29,637	2,948	36,408
Total	97,957	1,437,091	129,525	1,725,874
Oldsmobile Starfire			52	5,614
Omega FWD	6,779	109,189	7,331	86,504
Cutlass Ciera FWD	1,904	2,007		
Cutlass Salon '81	10,497	155,088	13,989	172,087
Cut Sup/Calais '81	16,774	263,425	20,125	258,134
Cut Sup/Calais '82	13	22		
Cutlass SW	2,149	30,598	2,588	31,008
Delta 88	815	11,759	1,340	19,369
Delta Royale	9,527	124,690	9,780	111,107
98	8,163	79,932	7,627	70,398
Oldsmobile SW	1,619	17,319	1,504	16,533
Toronado FWD	3,066	36,863	3,295	36,246
Total	61,306	830,892	67,631	807,000
Pontiac T1000	4,854	53,365		
Firebird	1,678	51,576	4,673	83,832
Sunbird	47	28,203	9,659	129,312
J2000 FWD	4,575	40,479		
J2000 SW FWD	654	6,971		
Phoenix FWD	6,107	83,299	8,345	99,542
LeMans/Bonn. '82	4,841	51,499	4,745	54,307
LeMans/Bonn. '82 SW	1,394	22,691	1,851	24,115
6000 FWD	842	864		
Grand Prix	7,799	126,714	10,719	117,225
Catalina	184	6,053	939	13,331
Bonneville '81	973	37,944	3,575	47,394
Bonne. Brougham	766	29,441	2,917	32,479
Pontiac SW	225	7,837	851	11,257
Total	34,939	546,936	48,274	612,794
TOTAL GM CORP.	270,633	3,757,681	324,048	4,065,769
(Checker)	234	2,939	187	3,346
Misc. Domestic	281	3,528	214	3,659
Domestic Station Wagon Total	41,727	601,803	49,764	487,797
Domestic Grand Total	427,238	6,012,239	523,076	6,291,757
Import Total	184,282	2,431,680	187,745	2,469,180
Grand Total All Registrations	611,520	8,443,919	710,821	8,760,937

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Signs point to second-half recovery

A recovery in major markets of Western Europe and North America can be expected in the second half of this year, according to a world auto forecast by DRI Europe (formerly Economic Models).

Particularly strong demand is expected in France as a result of a boost to personal incomes created by policies of the Mitterand administration.

The pace of the recovery in the U. S. is uncertain, since the Reagan Administration's personal tax cuts have yet to affect the market. Very tight monetary conditions continue to hold back new car sales in the U. S., but as interest rates fall there could be a rapid rebound as early as the first half of this year, the report says.

DRI believes established producers in Europe and North America wil continue to benefit from import restrictions on Japanese cars. But these will begin to ease in 1983.

It also points to the number of new model introductions scheduled for this year, which will give impetus to the flat markets.

However, market recovery, import controls and new products cannot hide the fact that the European industry is still fragmented, has generally much higher levels of costs than Japanese competition and, in many cases, requires large state subsidies to survive.

The DRI forecasts are moderately optimistic for 1982 and next year, but even in periods of growth the expected production volumes of each of the major European manufacturers will inevitably remain below 2 million cars annually. The consequences will be that the industry will continue to register losses until 1983 at the earliest.

In a separate report, DRI forecasts that competition in Europe's commercial vehicle industry will tighten as manufacturers face very slow rates of growth in European truck demand, rising import penetration and a temporary slowdown in world markets.

Although the worst is said to be over, last year's total market for trucks over 3.5 tons in the six main EEC countries — Belgium, France, Holland, Italy, UK and West Germany — was expected to amount to 195,000 units, down 17 percent from 1980.

A more gradual recovery of European economies from the aftermath of OPEC 1 and OPEC 2, continued high interest rates which depress business investments, and the cushion of vehicles temporarily laid up during the recession, says DRI, will ensure that the European market grows only modestly this year. It is expected to rise by seven percent to 209,000.

As the economic recovery gathers pace, some rebuilding of fleets is anticipated next year and in 1984. However, truck markets offer little overall medium term growth, with average growth rates from 1978 to 1986 of less than one percent.

European manufacturers softened the blow of depressed domestic markets by shifting production for exports beyond Europe. A boom in OPEC markets helped compensate, and the decline in European currencies against the dollar in 1981 dominated world markets.

Exports to countries beyond Europe increased to over 40 percent of truck production in 1981. Whether this degree of export-orientation can be maintained will be vital to the future of European production, DRI maintains.

Short term problems will be created as the recent OPEC boom runs out of steam this year, although DRI believes the German—and to lesser extents the French and Italian—producers will continue to be successful on world markets until the mid-1980s.

Light commercial-vehical manufacturers face a more difficult future, as Japanese producers have developed an outstanding comparative advantage in this area.

NEW CAR REGISTRATIONS

(Millions of units)

	1980	1981	1986*
United Kingdom	1.51	1.39	1.61
France	1.87	1.87	2.28
West Germany	2.43	2.22	2.68
Italy	1.72	1.62	1.67
Spain	0.53	0.54	0.75
Western Europe (1)	9.97	9.5	11.37
United States	8.7	9.55	10.48
Latin America (2)	1.34	1.42	2.49
Japan	2.85	2.78	3.03
World (3)	27.97	28.67	34.19

CAR PRODUCTION

(Millions of units)

	1980	1981	1986*
United Kingdom (4)	0.92	0.94	0.99
France	2.94	2.76	3.37
West Germany	3.52	3.14	3.41
Italy	1.45	1.43	1.66
Spain	1.03	0.88	1.2
Western Europe (1)	10.39	9.76	11.46
United States	6.37	7.27	8.41
Latin America (2)	1.36	1.48	2.56
Japan	7.04	6.63	7.43
World (3)	28.69	29.23	35.24

(1) Includes 15 major European countries. (2) Includes Mexico, Brazil and Argentina. (3) Includes 31 countries plus "rest of world" forecast. (4) Does not include assembly. *Projection.

Source: DRI Europe

Japanese market: Mature and static

Although Japan's car population has expanded rapidly since 1970 (autos in use have risen at a compound annual rate of 10.5 percent), passenger car demand over the 10-year period has been sluggish. Sales have risen at a mere 1.8 percent annually, with peak-to-peak (1973-1979) growth at a paltry 0.6 percent.

The lethargy is partly due to a moderate shift in truck demand — especially the high-MPG mini-vehicles. Nevertheless, even including truck demand, vehicle sales have grown only at a 2.1 percent annual pace. "As we see it," says Sanford C. Bernstein & Co., Inc., auto analyst David Eisenberg, "the market has simply matured under the influence of several factors: the high cost of motoring, crowded driving conditions, inadequate parking facilities and an excellent mass transit system." Consequently, replacement demand now makes up 65 to 70 percent of new car sales — similar to the replacement demand relationships in the U. S.

"Moreover," says Eisenberg, "but for the rapid rise in drivers licenses issued to women since 1975 (70 percent growth versus 20 percent for men), net new demand probably would have risen much less than the average of 1.4 million units per year."

In the past year, static sales trends have reflected Japan's general economic malaise, as suggested by sluggish personal spending figures and restrictive fiscal and monetary policies. The government has been attempting to stimulate sales (and offset a weakening export trend) by reducing the official discount rate.

"Given the likelihood of a cyclical economic recovery in Japan later this year, and in view of the significant new-product launches scheduled by virtually all the Japanese auto makers," says Eisenberg, "we expect a moderate recovery in vehicle sales commencing by year-end; combined car and truck deliveries in 1984 are expected to rise about 11 percent from the 1979 level, to 5.7 million units."

Against the backdrop of a mature marketplace, Japan's auto makers are expected to continue the intense struggle to gain competitive position. The high level of new-product activity, and attempts by Honda and Toyo Kogyo to penetrate the low-end markets, are expected to ensure continuation of pricing pressures.

REGISTRATIONS OVERSEAS

AUSTRIA

	12 mos., 1981	12 mos., 1980
Cars		
Alfa Romeo	2,147	3,201
BL	954	1,279
BMW	6,866	7,550
Daihatsu	363	455
Datsun	11,212	10,637
Fiat Auto	12,134	14,819
Ford	17,528	15,468
General Motors	23,116	29,644
Honda	1,835	2,027
Lada	2,678	2,955
Mazda	17,389	12,605
Mercedes-Benz	5,369	6,464
Mitsubishi	5,169	7,096
Peugeot SA	17,005	24,855
Citroen	6,381	8,173
Peugeot/Talbot	10,624	16,682
Porsche	426	503
Renault	9,715	12,696
Saab	666	841
Skoda	432	658
Subaru	3,209	1,728
Suzuki	1,403	669
Toyota	8,321	11,186
VAG	41,613	49,736
Volvo	3,409	4,488
Others	212	499
TOTAL	193,173	222,059

HOLLAND

	12 mos., 1981	12 mos., 1980
Cars		
Alfa Romeo	4,006	4,791
American Motors	74	131
BL	6,834	8,516
BMW	11,435	10,712
Chrysler	105	76
Dacia	5	17
Daihatsu	1,961	2,191
Datsun	17,506	23,790
Fiat Auto	16,489	18,584
FSO (Polonez)	141	221
Ford	40,159	41,155
General Motors	55,434	69,246
Honda	16,879	25,001
Hyundai	1,969	1,159
Lada	6,638	5,790
Mazda	17,368	17,495
Mercedes-Benz	8,173	9,384
Mitsubishi	18,282	21,544
Peugeot SA	51,963	59,420
Citroen	21,994	22,072
Peugeot	16,528	22,447
Talbot	13,441	14,901
Polski-Fiat	50	179
Porsche	176	265
Renault	31,818	39,427
Saab	3,216	2,800
Skoda	381	597
Subaru	1,143	792
Suzuki	3,565	1,284
Toyota	18,394	27,182
VAG	38,541	39,621
Volvo	15,783	19,285
Zastava	694	603
TOTAL	389,312	451,587

JAPAN

	11 mos., 1981	11 mos., 1980
Cars		
Daihatsu	73,502	83,172
Fuji	61,320	69,222
Honda	159,518	150,404
Isuzu	59,551	58,251
Mitsubishi	215,348	226,631
Nissan	745,887	761,625
Suzuki	57,378	64,570
Toyo	199,579	178,894
Toyota	1,004,393	971,016
Imports	34,740	40,653
TOTAL	2,611,216	2,604,438
Trucks, buses		
Daihatsu	216,053	178,298
Fuji	140,077	100,767
Hino	36,677	44,755
Honda	131,586	92,310
Isuzu	116,284	124,633
Mitsubishi	256,936	255,871
Nissan	307,767	313,652
Nissan Diesel	19,703	24,104
Suzuki	335,949	272,754
Toyo	153,338	182,836
Toyota	368,310	401,668
TOTAL	2,082,680	1,991,648
Total vehicles	4,693,896	4,596,086

PRODUCTION OVERSEAS

WEST GERMANY

	12 mos., 1981	12 mos., 1980
Cars		
BMW	337,757	330,087
Daimler-Benz	440,778	429,078
Ford*	688,326	592,812
Opel	810,158	786,663
Porsche	31,734	28,622
Audi	321,717	346,235
Volkswagen	1,058,094	1,073,932
VAG	1,379,811	1,420,167
TOTAL	3,668,564	3,587,428
Trucks, buses		
Auwarter	944	903
Daimler-Benz	191,502	198,143
Faun	578	485
Ford*	45,973	51,605
Kassbohrer	1,941	2,037
Magirus-Deutz	18,246	20,619
MAN	25,473	24,455
Opel	6,490	6,137
Volkswagen	164,678	211,640
TOTAL	455,775	516,024
Total vehicles	4,144,339	4,103,452

*—Includes Genk (Belgium) production

UNITED KINGDOM

	12 mos., 1981	12 mos., 1980
Cars		
BL	413,440	395,820
DeLorean	7,409	.....
Ford	342,171	342,767
Lotus	345	384
Reliant	89	582
Rolls-Royce	3,087	3,108
Talbot	117,439	125,314
TVR	164	144
Vauxhall	69,932	55,002
Others	574	623
TOTAL	954,650	923,744
Trucks, buses		
Bedford	48,311	96,424
BL	83,308	129,632
Dodge	8,457	16,334
ERF	1,093	1,982
Foden	613	1,340
Ford	85,324	138,373
Hestair-Dennis	835	721
MCW	641	618
Seddon Atkinson	1,353	2,943
Others	713	974
TOTAL	229,555	389,170
Total vehicles	1,184,205	1,312,914

SPAIN

	11 mos., 1981	11 mos., 1980
Cars		
Citroen	90,766	121,255
Ford	235,511	247,623
Renault	274,778	318,709
Seat	194,222	274,919
Talbot	55,699	62,090
TOTAL	850,976	1,024,596
Trucks, buses		
CAF	1,282	2,193
Dodge	2,832	2,923
Enasa	11,152	14,038
Mercedes-Benz	13,138	9,081
Motor Iberica	17,663	25,301
Santana	13,660	16,259
TOTAL	59,727	69,795
Total vehicles	910,703	1,094,391

JAPAN

	11 mos., 1981	11 mos., 1980
Cars		
Daihatsu	137,353	142,160
Fuji	172,491	184,998
Honda	775,721	765,318
Isuzu	119,089	95,801
Mitsubishi	562,970	600,316
Nissan	1,703,181	1,778,335
Suzuki	86,585	79,893
Toyo	771,825	670,781
Toyota	2,065,377	2,130,101
TOTAL	6,394,592	6,447,703
Trucks, buses		
Daihatsu	301,609	254,274
Fuji	254,117	200,143
Hino	63,787	68,926
Honda	146,027	99,711
Isuzu	303,298	335,706
Mitsubishi	443,210	404,341
Nissan	663,175	647,787
Nissan Diesel	41,013	43,698
Suzuki	442,252	345,809
Toyo	311,571	353,901
Toyota	901,168	916,522
Others	556	732
TOTAL	3,871,783	3,671,550
Total vehicles	10,266,375	10,119,253

ARGENTINA

	10 mos., 1981	10 mos., 1980
Cars		
Ford	43,976	60,242
Renault	38,249	51,154
Sevel	22,465	53,354
Volkswagen	14,393	23,369
TOTAL	119,083	188,119
Trucks, buses		
Deutz	58	114
Fiat	184	722
Ford	16,760	33,986
IME	.....	2,041
Mercedes-Benz	5,081	8,192
Renault	85	108
Scania	318	724
Sevel	1,749	3,640
Volkswagen	1,121	3,409
TOTAL	25,356	52,936
Total vehicles	144,439	241,055

Court rules state procedure unconstitutional

GM upheld in bid to open Tenn. deal

WASHINGTON. — Procedures set up under a 1977 Tennessee law that give auto dealers the right to prevent the opening of new dealerships breach the state constitution, according to the state's chancery court.

Under the law, the court ruled, auto makers are denied due process because they do not have a fair and impartial tribunal. The law also violates the state constitution's anti-monopoly clause, the court ruled.

The case, General Motors versus Capitol Chevrolet Co., started when GM wanted to set up a new dealership in Nashville. GM was overruled by the Tennessee Motor Vehicle Commission, which has 11 members, nine of them auto industry members. During the entire 26 years of the commission, the industry members have always been dealers.

The court criticized the paucity of criteria to guide the commission. Except for determining the "relevant market area," it considers only the adequacy of existing service and the "propriety" of granting a new franchise.

In assessing the membership of the commission, the court said:

"Although the section covering the establishment of new dealerships purports to protect the public, it is obvious the entities which benefit from it are existing dealers. Moreover, it is significant that a statute purportedly designed to protect the public's interest does not allow the public the opportunity to protest new dealerships."

The proposed new franchise was in Davidson County. Three of the four Nashville Chevrolet dealers were among the seven protesting the new franchise. The court noted that the unconstitutionality resulted because those making the decision had a monetary interest in the outcome.

The commissioners are members of the auto trade association. The commission chairman runs a dealership within the market area in question, and two other dealers operate on the fringes of that area.

The court said it was not necessary to show that members had a "direct and positive financial stake," but it was enough to show the "situation offers a possible temptation to the commissioners to decide the case based upon their own pecuniary interest as automobile dealers."

While a state may legitimately limit a manufacturer's right to set up new outlets, it cannot do it with inadequate procedures or through parties that have a vested interest in the outcome, the court ruled.

And now, the Golf turbo diesel

Volkswagen's new Golf turbo diesel—unveiled at Geneva along with an Audi 80 turbo diesel and a more powerful version of the Audi Coupe—shares the look and trim of the sporty GTI gasoline model. Power in European versions is up from 54 to 70 HP.

factories list auction dates

American Motors

March 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 24—Central States Auto Auction, Mason City, Ia.; Southern Auto Sales, Warehouse Point, Conn.

March 25—Atlanta Auto Auction, Red Oak, Ga.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

March 24 — Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

March 30—Harrisonburg Auto Auction, Harrisonburg, Va.

Chrysler Corp.

March 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

March 25—St. Pete Auto Auction, St. Petersburg, Fla.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 30—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 31—Sand Mountain Auto Auction, Boaz, Ala.; Southwest Auto Auction, Phoenix.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales
Auction Averages

March to date	$4,823
Month ago	$4,788
Year ago	$4,141

Model breakdown
Auction Averages

	MARCH TO DATE	FEB.	JAN.
1982	$9,456	$7,719	$7,432
1981	6,838	6,422	6,435
1980	5,420	5,282	5,144
1979	4,814	4,487	5,184
1978	3,859	3,658	3,633
1977	3,015	2,783	2,857
1976	2,286	2,189	2,343
1975	1,627	1,798	1,854
Overall Average	$4,823	$4,687	$4,904

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MARCH 30, 1982
10:45 A.M.

AMC FACTORY SALE
CENTRAL OFFICE UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A
CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E 10th, Amarillo, TX 79104. (806) 372-2206

AUCTION SCHOOL

Meadenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1185.

TEXAS

ANNOUNCING
DALLAS AUTO AUCTION'S
TWO DAY SALE-A-RAMA
TUESDAY, MAY 4th, 11:00 A.M.
—1st ANNUAL CORVETTE AND SPECIAL INTEREST SALE—
(MERCEDES, ROLLS ROYCE, etc.)
(We are now reserving numbers)
We expect over 400 Corvettes & other unique automobiles
WEDNESDAY, MAY 5th, 11:00 A.M. SHARP!
GIGANTIC CONSIGNMENT SALE
OVER 1500 CARS AND TRUCKS
EXPECTED FOR THIS SALE
THIS WILL BE THE LARGEST TWO DAY SALE EVER!
A Giant Texas Bar-Be-Que and Country Dance
will conclude these two great days
MAKE YOUR PLANS "TODAY" TO ATTEND THIS SALE OF SALES
CALL OR WRITE
DALLAS AUTO AUCTION
(214) 264-2344
BOX 210488 DALLAS, TEXAS 75211

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix. 602-894-2211. Since 1971.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Alex Pate, Gen. *Manager*
Every Thursday, 10:30 A.M.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

SOUTH CAROLINA

Brace Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

Want Quick Action and Good Results? Use Automotive News Want Ads!

Domestic makers schedule 116,938 autos

Car production declines for week

By Patricia Hoffman
Staff Writer

Domestic auto output last week dropped slightly from the previous week's total because of production cuts at two assembly points and downtime at General Motors' Detroit (Cadillac) facility.

Volkswagen of America cut Rabbit production at Westmoreland. Output dropped from 3,449 cars the previous week to 715 as the plant prepared for downtime starting today (March 22) due to sagging sales.

Output was also reduced last week at GM's Lansing facility. The plant dropped to one-shift operations at a rate of 60 units an hour. It formerly built 60 an hour on two shifts.

Last week's auto production was targeted at 116,938 units, down slightly from 118,004 the previous week, and a 19.59 percent drop from 145,422 in the comparable 1981 week.

Breakdown for the week by company is: GM, 60.75 percent; Ford Motor, 24.36 percent; Chrysler Corp., 12.83 percent; American Motors, 1.36 percent; VWoA, 0.61 percent and Checker Motors, 0.09 percent.

Year-to-date, the makers have built 917,570 cars, down 32.77 percent from 1,364,821 at this time last year.

GM's Detroit plant was idle last week for inventory control.

Still down at GM are Janesville and Oklahoma City. Both plants have been idle since Jan. 18 for model changeover and are scheduled to return sometime next month.

Chrysler's St. Louis facility returned last week after being idle one week for inventory control. Also back last week from an inventory-adjustment shutdown was Ford's Atlanta point. The plant had been down since the first of this month.

Checker Motors' Kalamazoo point resumed operations last week. The plant was idle one week.

Ford's St. Louis plant worked overtime last Saturday (March 20).

Court orders dealer to pay service customer $500,000

WASHINGTON. — In what is believed to be one of the largest judgments ever filed in a case involving an auto dealer, Palmer Ford, of Hyattsville, Md., has been ordered to pay $500,000 to a customer for "malicious prosecution" after a dispute over a repair bill.

The order, handed down by a Prince Georges County Circuit Court jury in Maryland, followed an earlier dismissal of the suit by the same court.

A spokesman for Palmer Ford said the dealership has filed an appeal of the $500,000 judgment.

The complex case began in 1977 when Franklin Wood took his 1970 Mustang to the dealership for repairs. He received an estimate of $400 but was presented a bill for $952 when he came to pick up the car. Unable to pay, he left the car and returned home.

Later that night, Wood said, he received an anonymous phone call from someone claiming he was a Palmer Ford employe, telling him that very little more than $400 worth of work had been done on his car and that if he dropped off $400 in the men's room of the dealership he would find a receipt marked "paid"—along with the car keys.

The 20-year-old Wood did that and drove off with his car. Later, however, he noticed the radiator leaking and took the car back to the dealership where the service manager tried to discourage him from leaving the car. Wood insisted, and he left.

• The dealer's treasurer wanted to know how he had managed to pick up his car without paying his repair bill. When Wood told him, the treasurer said the service manager had quit and that Wood would have to pay the full amount if he wanted his car back.

Wood paid the full bill after borrowing money from his mother. But only days after doing so, he was arrested on embezzlement charges involving the repair incident.

When Wood called to ask the treasurer why this had been done, the treasurer replied that the president of Palmer Ford had a strict policy of prosecuting all people who dealt fraudulently with the company, and that it was out of his hands.

When the case came up in court, all charges against Wood were dismissed. Wood sued for "malicious prosecution."

The Prince Georges County Circuit Court dismissed the suit but Wood appealed to the Maryland Court of Special Appeals which ruled he was entitled to a jury trial. The jury took less than one hour to decide in his favor.

Washington office

WASHINGTON. — General Warranty Corp. has opened an office at 1750 Pennsylvania Ave., N.W.

Overtime boosts truck output to 45,209 for week

Overtime at General Motors' St. Louis point and Chrysler Corp.'s Warren plant helped boost last week's domestic truck production despite a partial shutdown at International Harvester's Ft. Wayne and Springfield facilities.

Last week, the makers scheduled 45,209 units, up 9.72 percent from 41,203 the previous week and up 14.04 percent from 39,643 the comparable 1981 week.

Year-to-date, the manufacturers have completed 392,968 trucks, up 2.18 percent from 384,578 at this time last year.

Last week, GM's St. Louis plant and Chrysler's Warren point both worked Saturday. Chrysler Warren also operated daily 9-hour shifts last week.

International Harvester idled one line at both the Ft. Wayne and Springfield facilities last week. The partial shutdown was to do heavy inventories.

Volkswagen of America's Westmoreland facility will be idle one week starting today (March 22) due to poor sales.

Car output rises 28 pct. in Canada; 22,485 for week

The return of General Motors' Oshawa (No. One) car assembly point helped boost last week's Canadian auto production 28.79 percent from the previous week's total. Output was also up from the comparable 1981 period.

The auto makers planned 22,485 units last week, a gain from 17,541 the previous week, and up 4.95 percent from 21,425 in the year-ago week.

The truck manufacturers held steady last week, targeting output at 11,434 units compared with 11,401 the previous week, but the total fell 4.13 percent from 11,927 in the same 1981 week.

So far this year, the auto makers have assembled 165,567 cars, up 6.42 percent from 155,582 in last year's comparable period.

Year-to-date, the truck manufacturers have completed 98,804 units, a 20.28 percent decline from 123,942 in the corresponding 1981 period.

GM's Oshawa (No. One) car facility returned March 15 after being idle one week to adjust inventory.

GM's Ste. Therese point continued on one-shift operations last week. The second shift has been idle since Feb. 4.

Also at GM, the Oshawa (No. Two) facility will be down one week starting today (March 22) to adjust inventory.

U. S. CAR PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
AMERICAN MOTORS	1,600*	2,500*	1,600*	3,200*	21,354*	11,334*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,000	19,220	13,104	38,594	163,019	115,207
Plymouth Total	6,600	9,420	5,450	16,091	81,511	48,844
Horizon	2,100	3,400	2,310	4,410	29,159	14,890
Reliant	4,500	5,000	3,140	11,681	45,911	33,954
Caravelle	.....	120	.....	.....	885	.....
Gran Fury	.....	900	.....	.....	5,556	.....
Chrysler Total	2,500	1,600	2,989	8,228	13,097	21,028
LeBaron	2,500	1,100	2,989	8,228	9,032	21,028
Chrysler	.....	500	.....	.....	4,065	.....
Dodge Total	5,900	8,200	4,665	14,275	68,411	45,335
Omni	2,300	2,700	2,075	4,375	21,442	13,841
Aries	3,000	3,900	2,343	8,448	37,255	25,435
Diplomat	.....	1,200	.....	.....	7,152	.....
Dodge 400	600	.....	247	1,452	.....	6,059
St. Regis	.....	400	.....	.....	2,562	.....
FORD MOTOR	28,482	33,534	26,685	70,729	283,565	180,340
Ford Division	17,834	23,843	17,113	43,584	196,636	108,106
Escort	7,132	8,208	7,319	21,702	89,862	48,604
Fairmont	3,481	4,355	3,004	6,485	36,864	16,520
Must./Must. II	3,685	4,401	4,080	7,765	25,691	21,050
Granada	2,147	1,578	1,374	4,829	12,615	14,904
T-Bird	1,186	3,605	1,153	2,339	12,892	6,043
Ford	.....	1,696	.....	.....	18,712	.....
EXP	203	.....	183	464	.....	985
L-M Division	10,648	9,691	9,572	27,145	86,929	72,234
Mercury Total	8,582	8,357	7,489	20,915	75,060	51,015
Lynx	2,214	2,872	2,215	6,654	30,264	14,130
Capri	1,783	1,330	1,351	3,134	7,487	6,076
Zephyr	1,129	1,009	876	2,005	10,934	5,779
Cougar	1,119	852	643	2,470	6,129	8,175
XR-7	427	999	480	907	5,621	2,101
Mercury	1,871	1,295	1,905	5,678	14,625	14,547
LN7	39	.....	19	67	.....	207
Lincoln Total	2,066	1,334	2,083	6,230	11,869	21,219
Continental ('82)	413	.....	417	1,246	.....	4,773
Lincoln	827	566	832	2,492	5,482	8,494
Mark VI	826	768	834	2,492	6,387	7,952
GENERAL MOTORS	71,041	85,948	73,166	198,827	854,848	588,463
Buick Division	17,520	20,332	16,970	44,542	204,382	144,011
Skylark	3,575	5,877	3,515	10,620	58,262	24,575
Skyhawk J	2,575	.....	2,486	5,061	.....	16,941
Century	2,550	3,995	2,613	7,784	40,146	27,018
Regal	4,885	5,946	4,727	9,612	55,217	35,191
Buick	3,170	3,360	2,861	9,227	37,702	34,641
Riviera	765	1,154	768	2,238	13,055	5,645
Cadillac Division	2,600	6,659	5,483	12,454	69,040	48,224
Cimarron	500	.....	278	778	.....	1,271
Seville	600	630	690	1,934	7,279	4,878
Eldorado	1,500	1,758	1,355	4,229	15,052	13,083
Cadillac	.....	4,271	3,160	5,513	46,709	28,992
Chevrolet Division	27,200	28,230	24,856	69,236	300,917	157,763
Chevette	6,770	6,160	6,709	19,956	64,432	26,651
Cavalier	3,695	.....	3,436	8,848	.....	22,317
Celebrity	2,410	.....	1,655	4,497	.....	10,621
Camaro	5,300	3,045	4,467	14,119	28,005	42,222
Citation	3,310	8,885	3,187	9,587	77,799	20,731
Malibu	3,420	6,935	3,009	6,429	55,731	15,382
Monte Carlo	1,295	2,405	1,404	2,699	28,279	9,133
Chevrolet	400	.....	387	1,293	38,121	4,258
Corvette	600	800	602	1,808	8,550	6,448
Oldsmobile Division	14,705	20,024	17,265	47,129	202,097	166,599
Omega	1,665	3,550	1,785	5,032	33,938	15,427
Firenza	2,205	.....	2,198	4,423	.....	22,542
Cutlass	2,400	7,980	4,828	11,947	94,161	39,097
Cutlass/Ciera	2,250	.....	2,092	7,093	.....	22,614
Oldsmobile	5,430	7,060	5,516	16,198	62,976	58,793
Toronado	735	1,434	846	2,436	11,022	8,126
Pontiac Division	9,016	10,703	8,592	25,466	78,412	71,866
Acadiant †	465	695	465	1,237	4,605	1,237
J2000	560	.....	464	1,342	.....	3,180
T1000	199	.....	333	1,096	.....	1,678
Firebird	2,817	1,035	2,416	7,665	11,540	23,168
Phoenix	505	2,389	537	1,969	26,044	5,478
Grand Prix	1,640	2,400	1,634	4,930	18,867	17,431
Bonneville ('82)	1,640	.....	1,671	4,965	.....	17,432
A6000	1,190	.....	1,072	2,262	.....	2,262
LeMans	.....	1,560	.....	.....	11,139	.....
Pontiac	.....	200	.....	.....	3,213	.....
VOLKSWAGEN	715	4,160	3,449	4,164	41,512	21,426
CHECKER	100*	60*	.....	200*	523*	800*
Total Cars, U. S.	116,938	145,422	118,004	315,714	1,364,821	917,570

TRUCK PRODUCTION IN U. S.†

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
CHEVROLET	11,115	13,475	12,689	36,953	131,866	135,705
DODGE	3,100	1,900	3,562	8,942	15,423	25,909
FORD	18,510	14,779	14,965	45,563	128,605	132,265
GMC	5,119	3,924	4,892	14,354	48,519	49,078
INTERNATIONAL	550	1,690	1,162	2,842	16,911	10,780
VOLKSWAGEN	3,565	1,040	683	4,248	10,083	7,595
JEEP	1,800*	1,550*	1,800*	3,600*	20,136*	15,786*
AM GENERAL	50*	85*	50*	150*	935*	450*
MISCELLANEOUS	1,400*	1,200*	1,400*	4,200*	12,100*	15,400*
Total Trucks, U. S.	45,209	39,643	41,203	120,852	384,578	392,968

CANADIAN TRUCK PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
CHRYSLER CORP.	2,000	1,600	2,035	6,051	12,764	19,519
FORD MOTOR	3,170	3,490	3,160	9,656	38,045	23,631
GENERAL MOTORS	6,004	6,592	5,936	17,767	70,290	53,017
INTERNATIONAL	260	245	270	792	2,843	2,637
Total Trucks, Canada	11,434	11,927	11,401	34,266	123,942	98,804
N. American Trucks	56,643	51,570	52,604	155,118	508,520	491,772

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended March 20, 1982	Week Ended March 21, 1981	Week Ended March 13, 1982	March to Date	Jan. 1 to March 21, 1981	Jan. 1 to March 20, 1982
AMERICAN MOTORS	600	720	609	1,819	6,386	5,579
CHRYSLER CORP.	3,440	1,800	3,464	10,417	5,338	36,572
FORD MOTOR	8,420	5,976	8,351	17,267	24,850	45,013
GENERAL MOTORS	9,800	12,704	4,892	24,030	116,657	75,929
VOLVO	225	225	225	675	2,351	2,474
Total Cars, Canada	22,485	21,425	17,541	54,208	155,582	165,567
N. American Cars	139,423	166,847	135,545	369,922	1,520,403	1,083,137
N. American Trucks	56,643	51,570	52,604	155,118	508,520	491,772
North American Cars and Trucks	196,066	218,417	188,149	525,040	2,028,923	1,574,909

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 3/29/82

Automotive News

March 29, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

12 to go

A super shooter from Sbarro

Sbarro, the "car magician" from Grandson, Switzerland, has launched a new zinger, the Sbarro Super Twelve. It is a small 2+2 of about Rabbit size, and it is powered by "the only in-line 12 in the world." In fact, there are two transversely mounted, air-cooled, Kawasaki six-cylinder motorcycle engines of 1.2 liters each. Combined output is 240 horsepower.

46 added since last fall; total is highest in 7 years

Model count rises to 307

By John K. Teahen Jr.
Managing Editor

It took a while, but it appears that the domestic manufacturers have finally finished introducing their 1982 cars.

It's been a long season. It started last September, and it wound up this month.

The latest AUTOMOTIVE NEWS tabulation finds the domestic makers now have announced and priced 307 models, compared with 278 at the end of the 1981 season. It is the highest total since 325 in 1975.

Last fall, at the traditional introduction time, the U. S. firms announced 261 models, so there have been 46 additions in the ensuing months.

General Motors has been responsible for most of the late bloomers. GM had 99 models last fall, and it has 137 today, a gain of 38. In other words, more than one-fourth of GM's current fleet missed the regular starting time.

Since the first of the year, GM has announced and priced eight of its 32 lines of cars. Camaro and Firebird arrived in January, and so did the front-wheel-drive A-cars — Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

Official intro date for the Buick and Oldsmobile J-cars (Skyhawk and Firenza) was March 4, although they were included in customer rebates that GM announced Jan. 29.

• GM also has put forth stripped versions of the Chevrolet Citation and the Chevrolet and Pontiac J-cars (Cavalier and J2000).

The final GM newcomer is definitely not a stripped model. It's the $23,994 Buick Riviera convertible, which is expected to be in the showrooms in mid-April.

Convertibles also figured in the additions at Chrysler Corp. There are two of them for Chrysler LeBaron and one for Dodge 400.

Chrysler also has beefed up its lineup with a Town & Country wagon for LeBaron and a pair of Dodge 400 four-door sedans for a total of six new offerings since last fall.

Ford Motor's adidtions have been modest — base four-door hatchbacks in the Ford Escort and Mercury Lynx families.

American Motors and Volkswagen of America haven't added any choices since the '82 season began. AMC, in fact, has halted production of five models, but they're counted in this tabulation because they are still on sale.

The return of the convertible is perhaps the most interesting development of this "second season" in the domestic industry. The major U. S. firms hadn't offered a ragtop since the 1976 Cadillac Eldorado.

The '82 convertibles are co-op ventures. Cars and Concepts does the conversion for Chrysler, and American Sunroof does it for Buick.

There's another convertible in the wings. Ford is planning a Mustang softtop. It may appear this summer, and it may be called an '82 model.

• The current total of 307 models consists of 137 for GM, 93 for Ford Motor, 48 for Chrysler Corp., 23 for AMC and 6 for VWoA. The VWoA figure includes only U. S.-built Rabbits.

Table on Page 34.

At the end of the '81 model year, the totals were 127 for GM, 74 for Ford, 48 for Chrysler, 23 for AMC and 6 for VWoA.

At present, there are 113 four-door sedans, 150 two-doors, 40 four-door wagons and 4 convertibles.

Dividing the 307 selections into market classes shows that subcompacts are most numerous with 90 choices. There are 74 compacts, 74 intermediates, 40 standard-size cars and 29 luxury cars.

Ford has the most models with 41, followed by Mercury, 39; Chevrolet, 34; Buick, 33; Pontiac, 31, and Oldsmobile, 30.

Totals for the other domestics are AMC, 23; Dodge, 22; Plymouth, 15; Lincoln, 13; Chrysler,

Continued on Page 8, Col. 3

House group approves easing of vehicle emission standards

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A House subcommittee voted last week to approve an industry and Reagan Administration - backed revision of the landmark Clean Air Act.

It would roll back auto-emission standards to 1980 levels, delay and ease new truck emission standards, lessen emission equipment warranties, and make it more difficult for EPA to force the recall of polluting cars.

The auto industry has said the rollbacks could let makers cut the price of the average automobile on the order of $100 but the real savings lie in how the whole of the measure makes the building, certifying and tuning of the average car or truck easier.

The subcommittee vote was not unexpected nor was the margin, 12 to 8. Sponsors Thomas Luken, Ohio Democrat, John Dingell, Michigan Democrat, and James Broyhill, North Carolina Republican, held together a coalition that proved to be unbeatable as the committee drafted the legislation over the course of several months.

Without exception, they beat back, by consistent 3-to-4-vote margins, attempts by Health and Environmental Subcommittee Chairman Henry Waxman, California Democrat, and his allies to toughen the industry-backed bill. The Reagan Administration had labeled, the latter a reasonable approach to the betterment of industry and the environment.

• Last week was no exception, as with monotonous regularity they beat back amendments that would: Cut the measure's lead-time requirements for new-truck standards; demand that CO and NOx auto standards be eased to 7.0 grams per mile and 2.0 grams per mile, respectively; substitute a two-year delay of the 1981 standards in return for passing savings on to customers; extend the 1985 diesel requirements for NOx and particulate emissions to 1986; limit

Continued on Page 38, Col. 1

29-month concessions package sent to rank and file for vote

UAW Council approves GM pact

By Marjorie Sorge
Labor Editor

CHICAGO. — The UAW/General Motors Council last week approved a new 29-month contract with GM that gives the workers a share in company profits, a prepaid legal services plan and ties absenteeism into the workers' wallets.

The 300-member council recommended the contract be submitted to the rank and file for approval. That voting process normally takes about 10 days.

The tentative UAW-GM agreement was reached March 21 after 37 hours of non-stop bargaining and is almost a carbon copy of the Ford contract which went into effect March 1. There are some differences in the profit-sharing plan, cost-of-living adjustments (COLA) and plant closings.

The new 29-month agreement covers some 340,000 active UAW workers and 150,000 laid-off employes. It replaces the current pact which would have expired Sept. 14, 1982.

"We've succeeded in achieving a series of breakthroughs on job security that will stop the hemorrhaging of GM workers' jobs," said UAW President Douglas A. Fraser.

Alfred S. Warren, GM industrial relations vice president, said the company is "very pleased" with the new pact and said it "responds to the new industrial revolution taking place in today's automobile industry."

While it is estimated that the new contract could save GM between $2.5 billion and $3 billion before it expires Sept. 14, 1984, none of the savings will be directly passed on to the consumer in the form of lower car and truck prices.

That plan had been part of the UAW-GM talks which fell

Continued on Page 36, Col. 1

NEWSPAPER
MD20814CNGLIAO OE 1N09S 92001E
AN JAN83
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

MODELS: 1942-1982

Number of models offered by U. S. auto makers, 1942 to 1982:

1942	276	1964	336
1946	160	1965	348
1947	182	1966	368
1948	201	1967	370
1949	205	1968	368
1950	243	1969	365
1951	243	1970	375
1952	224	1971	341
1953	210	1972	297
1954	240	1973	304
1955	216	1974	302
1956	232	1975	325
1957	245	1976	294
1958	263	1977	275
1959	239	1978	259
1960	244	1979	268
1961	260	1980	252
1962	296	1981	278
1963	336	1982	307

Copyright, 1982, Automotive News

breaking news

Riv ragtop: $23,994

DETROIT. — The Buick Riviera convertible will carry a sticker price of $23,994 when it goes on sale in mid-April. Buick's latest count showed 1,400 orders for the car for a retail value of $33.6 million.

More incentives

DETROIT.—More rebates from Ford Motor and Chrysler Corp. and an interest subvention program from General Motors are reported to be in the works for April. Current Big Three rebates end this month. The companies are generally disappointed by the low annualized car sales rate for March, in view of their widespread rebates and promotional activities.

VWoA settles

TROY, Mich.—Volkswagen of America has agreed to pay $25 million over the next 3½ years to settle charges by the U. S. Customs Service that it had incorrectly com-

See BREAKING NEWS, Page 8, Col. 1

Volvo to hike ad budget for launch of 760

By Kathleen Hamilton
News Editor

MONTE CARLO, Monaco. — Volvo will launch its new flagship, the 760 GLE, in the U. S. this November with an extra $2 million added to its usual ad budget of some $12 million.

Bjorn Ahlstrom, president of Volvo North America, said at a new-model preview here that the new 760 GLE is expected to comprise about the same portion of Volvo's model mix here as the current GLE takes.

Last year, Volvo sold 3,765 GLEs, or nearly 6 percent of its total U. S. sales of 64,477 autos. Only a handful of the new model will appear in calendar 1982. Ahlstrom said the firm hopes to introduce the all-new car at a price below $20,000.

Volvo is projecting annual increases in U. S. sales to average 10 percent for the near future. Ahlstrom's projection for 1982 sales in the U. S. is 68,000 to 70,000 cars and a "modest" increase the following year, when production of the 760 GLE will be in full swing.

The firm expects to maintain a U. S. dealer network of 400 to 425 dealers, Ahlstrom said. New points will be added chiefly when service needs dictate them.

The launch of the 760 GLE marks the first time Volvo is offering a turbocharged diesel engine. Ahlstrom said diesels now account for about 10 percent of Volvo's U. S. sales.

The percentage of diesels is expected to climb slowly in the next seven years. Right now, Volvo expects diesels will comprise 30 percent of its engine mix in the mid-1980s, but that figure may have to be scaled down depending on the energy market, Ahlstrom said.

Skeddle to head division of L-O-F

TOLEDO. — Ronald W. Skeddle, 40, has been appointed president of the L-O-F Glass Division of Libbey-Owens-Ford Co.

Group executives reporting to Skeddle include the president of L-O-F Automotive Glass and the vice presidents of glass operations, the Construction, Industrial and Distribution Group, administration and the research & development and support activities.

Skeddle had been with PPG Industries since 1965.

Sugg signs with Chevy

BOYERSTOWN, Pa. — Robert A. Sugg III has been appointed a Chevrolet dealer here.

index

Auction reports	26
Classified advertising	27
Editorial page	10
Production by makes	39
Truck highlights	14

57th year — No. 4908

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Remember two-tones?

This Ford Fiesta has been painted by Armin Sigrist, a Swiss artist, who plans to turn out 10 a year. The result is called the Armin-Fiesta and the artist's tab is about $6,000.

As car-quota time nears

Japan works to dull U.S. protection fervor

By Miles Moore
Washington Staff Writer

WASHINGTON. — Japan will work "with a sense of urgency" to open domestic markets to foreign goods, Japanese Foreign Minister Yoshio Sakurauchi promised at a press conference here.

Sakurauchi, visiting Washington to meet with various cabinet and Congressional leaders, did not say what Japan would do or when it would do it, but said his country's new policies would be taken "on a step-by-step basis."

Japan is remaking its policies to ward off the growing protectionist fervor in the U. S. and Western Europe. Senator John Glenn, Ohio Democrat, meeting with Sakurauchi as part of the Senate Foreign Relations Committee, told him Japan must open its markets to U. S. cigarettes, computers, paper and other products if it wished to avert restrictive tariff legislation in Congress.

According to the New York Times, Japanese Foreign Ministry official Taizo Watanabe said at the conference that Japan would agree to Reagan Administration requests to keep auto exports to the U. S. at the 1.68-million level.

Although a precise export level had not been announced, Watanabe said, it would be "fair to assume" that the quota for the next fiscal year, beginning April 1, would not exceed that of the fiscal year now ending.

When Foreign Minister Sakurauchi was asked specifically about auto exports at the conference, he said that "nothing concrete" had been determined.

Watanabe, however, reportedly had a private session with the New York Times reporter.

U. S. Special Trade Representative William Brock has been urging Japan to consider the 1.68-million level "an absolute ceiling" for the coming fiscal year.

Besides Glenn and Brock, Sakurauchi also met with President Reagan, Secretary of State Alexander Haig, Commerce Secretary Malcolm Baldrige and Agriculture Secretary John R. Block.

In a meeting at the White House, President Reagan reportedly told Sakurauchi that the international free market system would be very favorably affected if Japan instituted new trade policies by June, when a seven-nation economic summit meeting is scheduled in Versailles.

Sakurauchi, according to the Washington Post, made no commitments but said Japan would do its best.

"We will continue to work steadfastly to this end, no matter how painful the process may be," he said.

Warranty data added to computer files

Ford expands CARES program

By Francis J. Gawronski
Service Editor

DEARBORN.—In a move calculated to improve customer relations, Ford Motor Co. has expanded its Computer Assisted Recall System (CARES) to take "a little more of the hassle" out of relations between its dealers and service customers.

Called CARES II, the system has been expanded by Ford Parts and Service Division (FPSD) to provide dealers, in addition to recall status information, the warranty start date and other information about Ford's Extended Service Plan (ESP) coverage on Ford vehicles.

Effective today (March 29), Ford and Lincoln-Mercury dealership personnel will be able to phone a toll-free number using the terminal for the division's DOES parts ordering system, a touch-tone telephone, or a touch-tone converted dial phone and, by entering a vehicle identification number, receive a voice response from a master computer headquartered in Dearborn.

Henry A. Zanardelli, divisional system manager for FPSD, said the computer verbally responds almost instantly with information identifying recalls not completed, warranty start date, special warranty limitation and extension messages, other service coverage messages for the VIN that has been entered in the computer and ESP data-type of contract, contract termination and date and mileage.

Under the initial CARES program, information was limited to recalls outstanding on the vehicle.

CARES II is available to dealers Monday through Friday, from 6 a.m. to 9 p.m. Eastern time, Zanardelli said. The system is provided to dealers at no charge.

• The overall CARES and CARES II systems include data for warranties on the previous seven-model years, and safety and emission recalls since the 1968 model year on all Ford-built vehicles sold in the U. S. market. ESP information relates to contracts in force and on file.

"We have computerized records on more than 30 million vehicles," Zanardelli said. "We have been averaging about 8,000 CARES inquiries daily, based on 1,200 to 2,000 telephone calls and questions on four to six vehicles per call.

C. V. Barion, FPSD general manager, said the system will be of great assistance to both dealers and owners, especially owners visiting a dealership for the first time or those who are unaware of the recall and warranty status of their vehicles because of lost records.

"We got into this at the request of our dealers," Barion said. "At one time it was relatively simple to check out eligibility with the old six-month warranty. However, with the proliferation of warranties and their terms and coverage, it became an almost impossible task to determine the status of each one.

"Sometimes a customer would know his warranty was in force but the dealer wasn't too sure," Barion said. "This computerized system should take all the confusion out of the customer-dealer relationship. It should go a long way to improve dealership service satisfaction and customer relations."

The system, according to Barion, also can be used by the sales department to check the status of vehicles prior to delivery to customers, especially units that have been in stock for some time.

"The dealer may be able to prevent a problem before it has a chance to develop," he said. "He also could save the customer the inconvenience of having to return the car for the recall service."

Barion noted that CARES II also can be used by the used-car department to check out tradeins and used-car stock for outstanding recalls and ESP contract plans not transferred to the new owner.

"That is what the bottom line is all about," Barion said. "Providing better service to customers faster and without hassle."

Savings-leasing combo offered by N.Y. bank

By John A. Russell
New York Staff Writer

NEW YORK. — A deposit-auto lease program which will enable bank customers to purchase high-interest certificates of deposit and pay for the auto lease through accrued interest on the account was announced last week by the Dry Dock Savings Bank here.

Under this plan, the depositor takes out the certificate of deposit and authorizes the bank to use the interest to pay the cost of a 36-month closed-end car lease. The leasing arrangements have been made between the bank and Genway Corp.

After three years, the depositor will get the entire deposit back plus all interest earned over and above the lease payments.

The leasing is restricted to American-built cars and the deposits advertised by the bank last week require a minimum $17,500 deposit to lease a Chevrolet Chevette or Pontiac T-1000; $24,500 for a Buick Regal, Oldsmobile Cutlass or Pontiac Gran Prix; $25,500 for a Chevrolet Caprice, Oldsmobile Delta Royale or Buick Le Sabre; $31,900 for a Buick Electra, or Oldsmobile 98 Regency; $39,500 for a Cadillac Coupe De Ville, and $53,500 for a Cadillac Seville.

John F. Mullady, vice president of the bank in charge of the program, said the bank pays the highest interest allowable under the law under this program, which is currently 14.10 percent.

The deposit itself will run between 36 and 39 months, de-

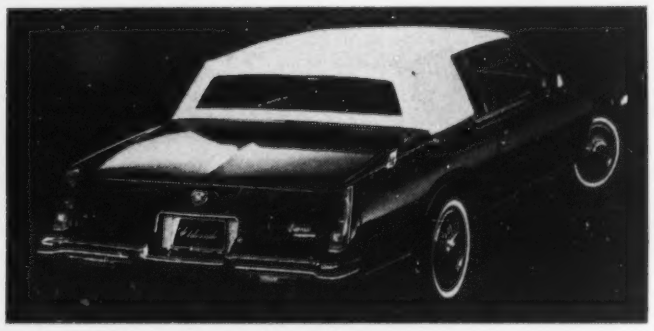
Continued on Page 7, Col. 1

Bitter goes topless with 4WD

Bitter-Automobile of Schwelm, West Germany, has put a convertible version of the Bitter SC into production. The car is based on the Opel Monza. Four-wheel-drive is available, using the British Ferguson system. It brings the price to about $50,000.

Spring Special for Reliant

Priced at $250 on the Plymouth Reliant coupe, the Spring Special package consists of a trunk-mounted luggage rack and a choice of three two-tone exterior color combinations with matching stripes and coordinated interiors. Colors are daystar blue upper body with pearl white lower with blue stripe and blue interior; natural suede tan with caramel stripe and cashmere interior, and charcoal gray and burnished silver with red stripe and either red or silver interior.



Cabriolet roofs for Cadillacs

A convertible look for less than a convertible price is provided by the new full cabriolet roof options for the Cadillac Eldorado coupe (above) and the Seville four-door sedan. Priced at $995 on both models, the cabriolet roof is offered in black, white and dark blue.

breaking news

Continued from Page 1

puted duties on vehicles imported from 1971 through 1974 model years. VWoA denied any wrongdoing.

GM plans joint venture in robotics

DETROIT.—General Motors and Fujitsu Fanuc, Ltd., of Japan, have agreed to form a U. S.-based joint venture to design, manufacture and market robotic systems. The new company will be headquartered in the Detroit area. Initially, robots will be manufactured in Fujitsu Fanuc's plant in Japan, except for a GM-developed numerically controlled painter system which will be assembled in the U. S.

Fours holding up well, fleet owners say

NORTHBROOK, Ill.—Four-cylinder vehicles are as durable as cars with larger engines, according to a survey by Runzheimer & Co. The survey found that 73 percent of business car fleets report no more mechanical problems with four-cylinder cars than with sixes and V-8s. In fact, Runzheimer Reports on Transportation reported, 82 percent of the fleets surveyed said they plan to purchase more fours when replacing sixes and V-8s.

Smith promises to sacrifice, too

CHICAGO.—In response to a UAW request, General Motors Chairman Roger B. Smith has sent a separate letter to the union, promising he will make sacrifices under the "equality of sacrifice" principle stated in the GM concession package. Another letter, from GM Vice President Al Warren, promised all other salaried workers will make sacrifices equal to those of UAW members.

But total plunges 44 pct. below last year

10-day car sales are highest of '82

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-March of 1981 were a tough act to follow. A year ago, generous rebates and incentive programs were in full swing, boosting sales for Chrysler Corp. and General Motors and culminating in a record total for the period.

This year, the combined efforts of the five major auto makers, even aided again by rebates on retail sales, fell far short of that magnificence. But in the context of sales thus far in 1982, they showed a continuing slow growth, notching the best 10-day total and second best daily selling rate for a period.

March 11-20 sales this year were 182,639, down a crashing 43.99 percent from the period record of 326,093 last year. With nine selling days both years, the 1982 rate of 20,293 was down 43.99 percent from 36,233, but was second best for 1982, following the 24,579 average of the final February period.

Year-to-date sales totaled 1,164,251, down 24.58 percent from 1,543,749.

Sales of all five auto makers were down in mid-March. It was more of a contest to determine which was off the least instead of calculating which made the greatest gain. In that vein, Ford Motor Co. was on top, with a drop of 29.65 percent, to 43,015 from 61,140 last year.

Chrysler Corp. sales were down 34.85 percent, to 21,252 from 32,618 in 1981. GM plunged 48.65 percent, to 112,700 from a record 219,467. It was GM's highest 10-day total so far this year. That also was true for Ford Motor Co.

Volkswagen of America dropped 46.50 percent, to 2,872 from 5,368. Estimated sales of American Motors passenger cars were 2,800, down 62.67 percent from the year-ago estimate of 7,500.

GM slipped back to 61.71 percent of the market from 67.30 percent in mid-March last year. Ford picked up the slack, climbing to 23.55 percent from 18.75 percent. Chrysler edged up to 11.64 percent from 10.00 percent. VWoA earned 1.57 percent compared with 1.65 percent a year earlier, and AMC had 1.53 percent, down from 2.30 percent.

Chrysler and Cadillac were the only U. S. makes to post gains in mid-March. Cadillac was up 6.60 percent, to 6,493 from 6,091 last year, while Chrysler sales of 4,280 were up 6.39 percent from 4,023.

The bad news for the remaining makes was as follows: Plymouth, down 44.30 percent; Imperial, down 65.40 percent, and Dodge, down 36.12 percent.

Ford was down 31.81 percent, Mercury was down 21.98 percent and Lincoln dropped 32.69 percent.

Buick was down 38.52 percent, Chevrolet was down 61.09 percent, Oldsmobile dropped 40.37 percent and Pontiac was down 45.67 percent.

DOMESTIC SALES

	March 11-20, 1982	March 11-20, 1981
AMERICAN MOTORS	2,800†	7,500†
Chrysler	4,280	4,023
Imperial	73	211
Plymouth	8,393	15,069
Dodge	8,506	13,315
CHRYSLER CORP.	21,252	32,618
Ford	29,824	43,752
Mercury	10,838	13,892
Lincoln	2,353	3,496
FORD MOTOR	43,015	61,140
Buick	25,878	42,091
Cadillac	6,493	6,091
Chevrolet	38,104	97,929
Oldsmobile	26,701	44,781
Pontiac	15,524	28,575
GENERAL MTRS.	112,700	219,467
VOLKSWAGEN	2,872	5,368
INDUSTRY TOTAL	182,639	326,093

†—Estimate.

U.S. model count highest since '75

Continued from Page 1

10; Cadillac, 9; Volkswagen, 6, and Imperial, 1.

There currently are 67 nameplates in the domestic field. Chevrolet, with nine, has the most lines, and Chevrolet is the only make that has a nameplate in each of the five market classes.

The Automotive News model tabulation includes all models the major domestic manufacturers are pricing and merchandising individually. It does not include engine options. For example, an Oldsmobile Delta 88 four-door sedan is one model, even though it is available with a V-6 gas, a V-8 gas or a V-8 diesel engine.

NHTSA boss Peck ridiculed at hostile House hearing

WASHINGTON.--NHTSA Administrator Raymond Peck last week joined the growing list of Reagan Administration agency heads getting a going over from Democratic-controlled House committees for allegedly not enforcing the laws they are directed to.

Doing the lambasting this time was Rep. Tim Wirth, Colorado Democrat and chairman of the Telecommunications, Consumer Protection and Finance Subcommittee. He accused Peck of "taking NHTSA back to the safety mentality of the 1950s and 1960s."

Wirth said that instead of implementing proven safety technologies like automatic crash protection and bumper standards, cracking down on odometer fraud and publishing understandable automobile ratings, Peck has instituted "a seat belt publicity campaign that — by all scientific analyses—will produce only marginal benefits at tremendous taxpayer expense, and a guide on how to pray for auto safety on 'Safety Sabbath'."

He ridiculed Peck's proposal to "put messages in fortune cookies encouraging people to wear safety belts," and he slapped what he called "the elimination of the automatic crash protection standard; a retreat from the auto rating program, and a phase-out of the research safety vehicle program, in favor of supposed voluntary efforts."

Peck said Wirth was misrepresenting the situation. He said that in writing the highway safety legislation Congress also required him to develop regulations that are reasonable, appropriate and lead to highway safety. "I have done that," Peck said.

But Wirth was not to be swayed, ridiculing NHTSA actions thus far as nothing more than mind control stuff.

"I hear what you're not doing," Wirth said. "Now I'd like to know, what you have done, one, two, three, four, five?"

Bristling, Peck tried to answer, arguing that the speedier turn-around procedures he had instituted to handle defect petitions would help a great deal in finding defects faster, that his Auto Safety Hotline would be more efficient, comprehensive and cheaper than publishing the controversial Car Book, and that his seat belt campaign would save more lives than automatic protection. But this was not to be his day.

Only Rep. James Collins, Texas Republican, defended Peck. "This industry is really hurting, and the last thing they need are more headaches out of Washington," Collins said.

AMC makes name official: New car is called Alliance

SOUTHFIELD, Mich.—American Motors has officially announced that Renault Alliance will be the name of a family of French-designed cars to be built in Kenosha, beginning this summer (Automotive News, Dec. 7, 1981).

The Alliance, scheduled for introduction in the U. S. as a 1983 model, is the American version of the Renault 9.

"Alliance combines the best of European car heritage and the high technology of Renault with American know-how in manufacturing, service and sales," said Joe Cappy, marketing group vice president for AMC.

"As a European car built in America, Alliance is the perfect name for the first offspring of our affiliation with Renault—a leader in the automotive world. The real benefits of the working 'alliance' between Renault and American Motors will soon be realized by consumers here."

The Renault Alliance, previously code named the "X-42," will begin rolling off the assembly lines at Kenosha in June and will go on sale in September at more than 1,300 Renault and American Motors dealerships.

Recipients of the 1981 AMC annual report can get the first view of the new front-wheel-drive Renault Alliance.

To do it they have to piece together a puzzle. The Alliance puzzle is made up of a series of paper squares. When cut out and properly reassembled, the squares present a view of the new car.

The Alliance also is featured on the annual report cover.

Renault's sporty Fuego, which entered the U. S. market this month after gaining widespread popularity in Europe, also is featured in the annual report.

No agency switch due, Lund says

GM goes shopping for advertising ideas

By Joseph Bohn
Marketing Editor

Robert D. Lund, General Motors vice president in charge of the Sales and Marketing staff, is shopping for ideas and said he plans some changes.

But he left observers to fill in the blanks on what he has in mind.

Speculation centers on GM's need, or desire, to improve its corporate advertising efforts, which have been termed "confusing" by ad sources.

Yet, Lund, named to his corporate position Feb. 1 after eight years as head of Chevrolet, emphatically denied he had a possible agency switch in mind when he asked all of General Motors' agencies to submit ideas to him.

D'Arcy-MacManus & Masius has been GM's corporate ad agency since 1965, while N. W. Ayer, which opened a Detroit office last year, handles a variety of corporate public relations ads.

Like other agencies contacted, D'Arcy declined to comment on the significance of Lund's request for ideas.

"I'm the new kid on the block, and I'm just looking for ideas," Lund said. "It's really something we do all the time," he added, downplaying the significance of his action.

He labeled published speculation about an agency switch as "misinterpretation" and involving suppositions that "have no basis in fact. I want to scotch it," he said.

Yet, he admitted some changes are in the offing.

• Some observers feel that GM's corporate campaigns have been disjointed and its policies confusing.

The last corporate effort was a four-page ad on technology, robotics and quality which was given high marks. Consumer perception of domestic car quality is considered one of the industry's major problems.

But the ad, which had more information than the average consumer could absorb at one sitting, was a one-shot effort.

"They ran it quick (in news weeklies and car buff books) like putting out a brushfire, instead of treating the subject like the time bomb that it is," said one observer.

There's a feeling that GM needs a consistent and prolonged campaign to tell its quality story. Something similar to the long-running "Quality is Job #1" Ford campaign.

Observers don't fault D'Arcy which, they feel, may have had trouble selling GM on some of its ideas.

GM's corporate policy and spending is, in fact, difficult to pin down.

Corporate money is sometimes pumped back to divisions, when management felt divisions could do a better job, or a special divisional problem existed, during cleanup or sometimes during a rebate.

The corporate effort has varied widely.

Waiting in the wings, observers feel, is N. W. Ayer, which scored a big success with its "GM rated best" ad, the only one featured in the company's annual report.

"If you read between the lines, the top brass loved it; the field people loved it, and Ayer winds up being a star," said one observer.

The N. W. Ayer corporate public relations account does not represent a great deal of money in terms of billings, but "they really worked hard, and probably treated that with more care than it was worth from a dollar standpoint," added an observer.

"Ayer opened up a Detroit office with the idea of picking up some additional business. They have a lot of office space to fill. If they want more automotive business, it's going to have to come from GM," sources concluded.

Electronically checking electronics

Quality control technician uses a computer-controlled inspection device at GTE's metal stamping plant in York, Pa., to check a cross-section of 40-lead integrated circuit frames to insure that an accuracy factor of plus or minus 0.0005-inch or less is maintained.

GM to buy through competitive bids

Steel-buying plan chills industry

By Roger Rowand
Engineering Editor

DETROIT. — Smaller cars, a smaller market and smaller profits continue to add up to big potential changes in General Motors' purchasing activities.

The No. 1 auto maker has chilled the steel industry with word it plans to buy steel through competitive bids rather than by paying discounted published prices as it does now.

The company earlier said it plans to cut the number of all its suppliers—perhaps by half—over the next few years.

GM's steel purchasing program change looms at a particularly bad time for the steel industry. Some of its members are on a huge capital spending spree. Others are in deep financial trouble, as evidenced by McLouth Steel Corp., in bankruptcy court.

Added to that mix of conflict and pressure is the fact that worldwide automotive steel technology is changing faster today than it ever has.

Hard, costly research and development is needed precisely at a time when it is most difficult to pay for. Any rocking of the boat in terms of automotive steel buying may bring mal de mer in the nation's steel centers.

Detroit uses about 15 percent of the domestic steel produced, with GM taking a share of about half that.

New, high-performance, high-strength steels are being developed and are replacing heavier, well-established steels. They are competing hard with aluminum and engineering plastics.

The high-strength steels moving into the auto industry are ticklish materials for car builders to use. That is because they have such undesirable characteristics as melt-to-melt, and even coil-to-coil unpredictability in spring-back rate and metallurgical consistency.

A steel's producer today is selling no commodity. His products are not the routine cold-rolled mild steels of the past.

Coated steels are another material that point up the growing complexity and sophistication of the steel business today. As car buyers pay higher and higher prices, their demands for corrosion protection rise in volume. In Canada, rust protection has become the law.

There are 12 North American steel firms in the coated-metal trade. They sell 11 general types of coatings and no single company sells them all. The one with the most diverse offerings sells only eight while two others offer only two each.

GM said it has notified its steel suppliers the changes will enable it to better meet its needs in a period of smaller cars and lower sales. It said it is streamlining buying practices.

One official, however, tempered things a bit by labelling announced changes as being "in more of an educational and philosophical vein" than cut-in-stone policy concepts.

Chrysler Canada prepares to build 7-passenger van

WINDSOR.—Chrysler Canada has begun construction of a 150,000-square-foot addition to the Windsor Assembly Plant, in preparation for a late-1983 launch of the front-wheel-drive T-115 van-wagon.

The Windsor Assembly Plant is the last Chrysler plant in the U. S. or Canada still assembling rear-wheel-drive cars. It builds seven models, at a rate of 680 a day now, but maximum capacity is 940 a day.

It will continue to build the cars through the 1983 model year, probably shutting down in late June or early July, 1983, for an autumn launch of the vehicle, codenamed the S-truck.

Production capacity for the van-wagon will be 1,040 units a day, a Chrysler Canada spokesman said.

That translates to more than 200,000 units a year on two shifts. Chrysler expects the van will appeal to those who now purchase station wagons, full-size cars and conventional vans because of their seating capacity. It will be fitted with 2.5 and 2.6-liter engines.

The T-115 will be a seven-passenger van, small enough to fit in a standard family garage.

The changeover of the Windsor Assembly Plant will leave only the Pillette Road plant, in Windsor, assembling rear-wheel-drive Chrysler vehicles. It is expected to continue building vans through the '84 model year, when it will change its production to FWD cars.

Pillette Road is expected to build the L (Omni-Horizon) or K-cars and possibly the G-24—codenamed for the new small sports car still in the planning stages.

Meanwhile, Chrysler continues negotiations with the Canadian government in an attempt to reopen the mothballed engine plant in Windsor.

1982 U. S. MODELS BY MAKE

	4-door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1982 Totals	(Final 1981 Totals)**
AMERICAN MOTORS	5	13	0	5	23	(23)
Concord	3	3	0	3	9	(9)
Eagle	2	2	0	2	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(4)
Spirit	0	4	0	0	4	(4)
CHRYSLER CORP.	20	20	3	5	48	(48)
Chrysler (Std.)***	0	0	0	0	0	(2)
New Yorker (Int.)***	1	0	0	0	1	(0)
Cordoba	0	2	0	0	2	(2)
LeBaron	2	2	2	1	7	(8)
Dodge (Std.)	0	0	0	0	0	(1)
Aries	3	3	0	2	8	(8)
Diplomat	2	0	0	0	2	(8)
Dodge 400	2	2	1	0	5	(0)
Mirada	0	1	0	0	1	(1)
Omni	3	0	0	0	3	(2)
024	0	3	0	0	3	(2)
Imperial	0	1	0	0	1	(1)
Plymouth (Std.)***	0	0	0	0	0	(1)
Gran Fury (Int.)***	1	0	0	0	1	(0)
Horizon	3	0	0	0	3	(2)
Reliant	3	3	0	2	8	(8)
TC3	0	3	0	0	3	(2)
FORD MOTOR CO.	32	46	0	15	93	(74)
Ford (Std.)	3	2	0	3	8	(8)
Escort	4	5	0	3	12	(10)
EXP	0	1	0	0	1	(1)
Fairmont Futura	1	2	0	0	3	(7)
Granada	3	3	0	2	8	(6)
Mustang	0	6	0	0	6	(5)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	3	0	0	0	3	(2)
Continental	3	0	0	0	3	(0)
Mark VI	3	4	0	0	7	(4)
Mercury (Std.)	3	2	0	2	7	(7)
Capri	0	5	0	0	5	(2)
Cougar	2	2	0	1	5	(2)
Cougar XR-7	0	2	0	0	2	(1)
Lynx	5	6	0	4	15	(10)
LN7	0	1	0	0	1	(1)
Zephyr	2	2	0	0	4	(5)
GENERAL MOTORS	54	67	1	15	137	(127)
Buick (Std.)	4	4	0	2	10	(10)
Century	2	2	0	0	4	(4)
Regal	2	3	0	1	6	(3)
Riviera	0	2	1	0	3	(2)
Skylark	3	3	0	0	6	(6)
Skyhawk	2	2	0	0	4	(0)
Cadillac (Std.)	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	1	0	3	6	(9)
Camaro	0	3	0	0	3	(3)
Cavalier	3	5	0	3	11	(8)
Celebrity	1	1	0	0	2	(0)
Chevette	2	2	0	0	4	(3)
Citation	1	2	0	0	3	(2)
Corvette	0	2	0	0	2	(1)
Malibu Classic	1	0	0	1	2	(7)
Monte Carlo	0	1	0	0	1	(2)
Oldsmobile (Std.)	5	3	0	1	9	(10)
Cutlass/Supreme	2	3	0	1	6	(8)
Cutlass Ciera	3	3	0	0	6	(0)
Firenza	2	2	0	0	4	(0)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac (Std.)	0	0	0	0	0	(8)
Bonneville G	2	0	0	1	3	(0)
Firebird	0	3	0	0	3	(4)
Grand Prix	0	3	0	0	3	(3)
J2000	3	5	0	2	10	(7)
LeMans	0	0	0	0	0	(7)
Phoenix	3	3	0	0	6	(4)
Pontiac 6000	2	2	0	0	4	(0)
T1000	1	1	0	0	2	(2)
VOLKSWAGEN †	2	4	0	0	6	(6)
Rabbit	2	4	0	0	6	(6)
1982 TOTALS	113	150	4	44	307	
1981 TOTALS (End of Model Year)	87	141	0	50		(278)

*—2-door total includes hatchbacks, which some makers list as 3-door models.
**—Revised 1981 totals.
***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.
†—Volkswagen of America total includes only U. S.-built models.

GM-UAW contract shifts burden away from management

Workers to bear absenteeism costs

By Marjorie Sorge
Labor Editor

Absenteeism is a major problem for the auto makers and now, with the new General Motors-UAW contract, it would be a major economic problem for workers who are chronically off the job.

The new agreement has provided an absenteeism deterrent tied directly to the wallets of the workers. Under the plan, workers' attendance records will be monitored for six months. Analysts say it could save GM $500 million over the 29-month contract.

If a worker misses 20 percent of the scheduled work he will be penalized 20 percent of his general benefits for the following six months. After the penalty period he will be re-evaluated and if the absenteeism rate declines below the 20 percent the fine is removed.

While 20 percent is the trigger, workers who miss more time than that will have their benefits cut accordingly. For example, a worker who misses 50 percent of his worktime will have his benefits cut 50 percent.

According to a UAW spokesman, the program is designed to hit the chronically absent workers but will not affect workers who are off for long periods because of a major illness or unforeseen circumstances.

While affected workers would not have their pay cut directly, benefit cuts because of chronic absenteeism could result in reduced profit-sharing payments, vacation pay, paid absence allowance days (current five a year) and cuts in paid days off. It could also reduce the workers' supplemental unemployment benefits and sickness and accident benefits.

A two-member committee, one company employe and one union worker, would decide the legitimacy of the absenteeism and any problems could be taken to a higher union/company level, according to a UAW spokesman.

Absenteeism due to alcoholism would be referred to that joint committee which would probably refer the worker to the committee on alcoholism. The GM-UAW contract states that alcoholism is a disease and should be treated as such.

• According to one company insider, the absenteeism program is a major step in UAW-GM cooperation.

GM's short-term unexcused absenteeism was 3.9 percent in 1981, down from 4.2 percent in 1980. Short-term absences are from one to five days.

The long-term absenteeism at GM was 7.4 percent in 1981, 8.1 percent in 1980 and 7.2 percent in 1979. Those are long-term disability problems but, according to GM insiders, they are often overplayed.

According to one source, a worker may ride an extended disability if he is in danger of layoff. That way, he can get the long term disability benefits and then collect SUB benefits when he exchanges the long-term disability for the layoff status.

The Ford Motor Co. contract negotiated in February does not have a specific absenteeism plan, but Peter J. Pestillo, Ford labor relations vice president, said there is a letter of understanding and a commitment from both Ford and the UAW to work on the problem. He said absenteeism is already down as much as 50 percent in some plants, which he attributes to the employe envolvement (EI) program.

Ford's AWOL rate was 4.3 percent in 1981, down from 4.8 percent in 1980.

While there is no direct absenteeism plan, several Ford locals have created their own program. At the Livonia (Mich.) transmission plant, there is a 12-member committee on absenteeism which orients new and returning workers on the attendance requirements.

According to Bill Grenham, Local 182 financial secretary, the union is hoping to reward workers with good attendance. While nothing is taken away economically, local work rules could reward the workers.

The Livonia plant made work-rule concessions to Ford last November to enable it to bid on the company's new automatic overdrive transaxle (AXOD).

There were similar programs introduced at the company's Rawsonville (Mich.) parts plant.

Chrysler Corp. has no specific absenteeism program but is working with the union voluntarily to reduce the rate. In 1981, its unexcused absenteeism rate was 5.6 percent, down from 6.0 percent in 1980.

American Motors does not have any absenteeism program but its rate was 5 percent in 1981, based on manufacturing operations only. AMC in the past five years has not given out its absenteeism rates.

Most insiders say much of the reduction in the absenteeism rates is because of the increasing seniority of the workforce as more layoffs continue. They said workers with low seniority often are less conscientious than those with a lot of time on the job.

BIG THREE ABSENTEEISM PERCENTAGES

	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981
Chrysler	6.1	6.6	8.1	7.7	6.8	7.4	8.0	7.8	7.4	6.0	5.6
Ford	5.2	5.2	5.7	5.5	5.1	5.0	6.0	5.9	5.8	4.8	4.3
General Motors*	5.9	5.8	6.4	6.4	6.0	6.4	7.9	9.8	5.7	4.2	3.9
American Motors**											5.0

*General Motors absenteeism rates for 1977 and 1978 reflect paid personal holidays, five for the period. 1979 and 1980 are unexcused absences only.
**—AMC's figures are approximate and cover only the manufacturing operations.
Comparisons among the companies is not valid since each uses a different method of computing absenteeism.
Volkswagen of America would not release its absenteeism figures.

GM contract lets workers buy cars near dealer cost

By Marjorie Sorge
Labor Editor

Under the new labor contract, General Motors employes represented by the UAW will get discounts of 12 to 20 percent off the sticker prices of GM cars and trucks and discounts of 18 to 20 percent on optional equipment.

The plan is similar to the one for salaried employes under which the employe orders the vehicle through the company and takes delivery through a dealer. Dealer profit on such vehicles is not as great as it would be for a retail sale. No reimbursement for the dealer is expected from GM.

The discount schedule indicates that the blue-collar workers will be able to purchase their vehicles at close to dealer cost.

GM had no comment on the employe discount plan.

GM insiders say the company hopes the program will stimulate sales.

The discounts are:

1. 12 percent on the car and 18 percent on options on the Chevette Scooter and the stripped versions of the Chevrolet Citation and Cavalier and Pontiac J2000.

2. 15 percent on the vehicle and 18 percent on options on F-cars and all other T, X and J-cars. They are: Chevrolet Chevette, Cavalier, Camaro and Citation; Pontiac T1000, J2000, Firebird and Phoenix, Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark, and Cadillac Cimarron. The same discounts apply to the Chevrolet and GMC S-trucks.

3. 19 percent on cars and options on Oldsmobile Toronado, Buick Riviera and Cadillac Eldorado and Seville.

4. 20 percent on cars and options on Chevrolet Corvette.

5. 18 percent on cars and options on all other cars and light trucks.

In the 1979 GM-UAW contract, hourly workers with one year's seniority and hourly retirees were eligible for rebates of $235 on subcompact, compact and intermediate models and $360 on standard-size and luxury cars and light trucks.

Retirees also are eligible for the new program.

Moore chosen

NORTH LITTLE ROCK, Ark. —Michael Moore, president of One Moore Ford, has been elected to the Ford Division National Dealer Council.

Grille shell

A grille shell, steel with chrome plating, designed to fit all General Motors A-body models is available from Moselle Coach Works, Inc., Canoga Park, Calif. Installation takes about five minutes, and prices begin at $345, based on quantity. Amber fog lights are included in the Concourse package.

Nose job for Volkswagen

Kamei is a leader among body accessory companies in Germany. With more and more customers of Volkswagen wanting to give their cars a different look, Kamei can oblige. Here a VW Golf (Rabbit) sports a Kamei front end.

DeLorean appears to be near a short-term cash solution

By Edward Lapham
Financial Editor

There was a ray of sunshine for the DeLorean sports car enterprise last week as the company appeared close to at least a short-term solution to its cash crunch.

Following lengthy negotiations with the Bank of America, which has a secured interest in 1,979 DeLorean vehicles as collateral for an $18 million loan on which DeLorean Motor Co. is in technical default, the company will be allowed to ship some of the cars to its dealers.

At presstime, DMC and Budget Rent-A-Car Corp. were still negotiating a sale-buyback arrangement. "It's not dead," a Budget spokesperson said.

Earlier in the week, John DeLorean and DMC vice president J. Bruce McWilliams held a dealer meeting, attended by about 70 dealers, to tell the dealer/investors the company's situation was improving.

At that time, the dealers were told the Budget deal was all but in place and that by Thursday (April 1) the company would be able to pay dealers for outstanding warranty and subsidized floorplan claims.

AUTOMOTIVE NEWS learned the Budget deal tentatively involves sale of 1,000 cars for about $13,500 per car, with an arrangement to sell back the cars to DMC in the autumn for $18,000 per car less $400 per month in depreciation.

The cars would then be sold by DMC to dealers "at residual value."

The arrangement tentatively stipulated the cars would be owned by Budget for no more than 12,000 miles. AUTOMOTIVE NEWS sources said Budget plans to rent the stainless steel sports cars for about $65 per day.

"John (DeLorean) told us that in the course of trying to save the company these last few weeks he has personally put about $1.8 million into the company," said one dealer who was at the meeting. "It was a very optimistic, positive meeting."

• Meanwhile, there was little change in the longer-term situation. AUTOMOTIVE NEWS learned that Hyundai Motor, division of the giant Korean Hyundai Group, had decided not to pursue negotiations with DMC following a lengthy internal feasibility study.

A joint venture and equity investment in DMC by Hyundai had been proposed to the two parties by a U. S. middle man.

In the UK, the DeLorean Belfast factory continued to produce at reduced levels while the receivers sought to find a buyer or investor.

Reports from London said the receivers held a meeting with representatives of the workers and told them only one potential investor was still considering purchase of the plant.

One source said the receivers are ready to "pull the plug" and liquidate the operation if a deal cannot be made soon.

Automatic slips; jury says Ford must pay $250,000

SEATTLE.—A jury here found Ford Motor Co. at fault for the injury to a 75-year-old man that resulted when his 1973 Ford van allegedly slipped from Park to Reverse and ran over him.

The jury, after three hours of deliberation, awarded the plaintiff, Melvin Lenhardt, $250,000 in damages.

The alleged Park to Reverse slippage accident is one of a number of such occurrences reported since the NHTSA reached an agreement with Ford late in 1980 whereby the company agreed to send dashboard warning notices to more than 10 million owners of Ford vehicles equipped with automatic transmissions in exchange for the government's agreement to forego a recall of the vehicles.

Ford has maintained throughout that no defect exists in its automatic transmissions and that the thousands of accidents and 154 fatalities attributed to alleged Park to Reverse slippage are the result of "operator error."

In response to the latest jury finding, Ford Vice President and General Counsel Henry R. Nolte Jr., said:

"We are disappointed with the jury decision. We are planning to file appropriate post-trial motions and, if necessary, appeal. Rulings by the court, we believe, were erroneous and prevented Ford from demonstrating to the jury that this accident could have been avoided if the plaintiff had latched his vehicle in Park or set the parking brake."

IH upgrades its premium conventionals

SAN FRANCISCO. — Improved exterior styling and upgraded driver-comfort features highlight advances International Harvester has incorporated into its line of Models 4200, 4300 and Eagle premium conventional trucks.

"The popularity of improvements such as these — already available in our CO-9670 series premium cabover trucks — spurred the change," said Neil A. Springer, vice president-general manager, North American Truck Operations. "Both series now offer consistent styling, ride and handling refinements."

He noted that the conventional models also are available with special "Fuel Fighter" options similar to those offered with the CO-9670.

These include Cummins Formula 300, 350 or NTC-400 engines, Fuller Roadranger transmissions, International RA-472 and RA-474 rear axles and Goodyear Unisteel II radial tires.

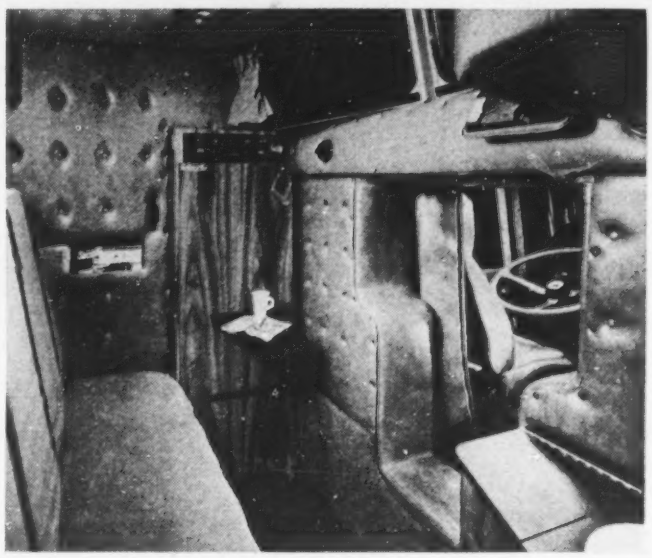
"An operator can save up to $12,000 per year in fuel costs by specifying these components," Springer said. "This is an example of International Trucks' commitment to our lowest-cost-of- ownership concept — im-

Continued on Page 16, Col. 3

Cummins cuts price of Twin Turbo 475

COLUMBUS, Ind.—Under a major price reduction, Cummins Engine Co. said purchasers of new trucks powered by the Cummins 475-HP Twin Turbo 475 diesel will save several thousand dollars compared with the previous price.

The Twin Turbo 475, available in most makes of heavy trucks, features two turbochargers mounted in series to boost intake-manifold pressure to almost twice the level produced by a single turbo, the company said.



Sleeper's a little like home

Walk-in sleepers of the upgraded International Class 8 conventional have many of the comforts of a motor home, features such as upper and lower bunks, wash basin, refrigerator and sound system.

New system puts heat on diesel-fuel waxing

By Roger Rowand
Engineering Editor

About this time of the year, owners and operators begin to breathe a little easier about at least one facet of the trucking business. Their vehicles' diesel fuel will flow more easily and parafin plugged filters fade into memory for another 10 months or so.

The problem of paraffin wax —solidifying and clogging filters is real and growing. And, it's becoming more acute as the quality of diesel fuel being used around the world declines.

Raychem Corp., Menlo Park, Calif., says it has developed a system for preventing jellied fuel and parafin plugging. It does the job by warming up the fuel with a novel heat-conducting plastic core running through the fuel line.

The Raychem Thermoline system includes a self-regulating conductive heating strip that has the ability to adjust heat as fuel temperature changes.

The strip contains two conducting wires separated by carbon particles. Cold, the particles are close to each other and carry more electricity (and cause heat) than they do as they warm and spread out — simultaneous with less need for heat to the fuel.

• "Tests have indicated a truck winterized and equipped with a diesel fuel-line heater can be started quickly at temperatures as low as 40 degrees Fahrenheit," said David C. Woodward, marketing director, Raychem's Thermal Products Group. "The

Continued on Page 16, Col. 4

Diesel-fuel woes eased

Raychem Corp. says its new Thermoline fuel-line heating system for diesel engines eliminates cold start and operating problems caused by waxed, jelled fuel, even in temperatures as low as minus 40 degrees.

Hayford resigns as IH president, no reason given

CHICAGO.—Warren J. Hayford resigned 11 days ago as president, chief operating officer and a director of financially troubled International Harvester. Neither Hayford nor the company gave any reason for his sudden departure.

Hayford joined Harvester almost three years ago, coming from the Continental Group where he was executive vice president.

In accepting the resignation "with regret," Archie R. McCardell, chairman, noted that Hayford's tenure "encompassed one of the most demanding periods in our history. During this time, (he) initiated many actions to place the company on the road to future financial health."

McCardell said he will serve as chairman and chief executive as well as president.

One analyst observed that Hayford's abrupt resignation could worsen Harvester's precarious financial position.

He said lenders might see Hayford's leaving as a signal that he feels the company will not survive, withdraw their support and force the firm into bankruptcy.

truck industry news

Light-truck surge slows decline

January registrations drop at a lower rate

Growing strength among light trucks, especially those in Groups 1 and 3, slowed the rate of decline in new-truck registrations in the U. S. dramatically in the first month of 1982.

In January, according to R. L. Polk & Co. statistics, 155,599 new trucks of all types were registered, down only 3.7 percent from the year-earlier 161,508. The count for the first month of 1981, on the other hand, was off 30.8 percent from the previous year's 233,277.

January registrations of new light trucks dropped only 1.6 percent from the 1981 count, with gains in both Groups 1 and 3 and a drastic reduction in the Group 2 rate of decline.

During the month, 142,779 light trucks were registered, compared with 145,073 in January, 1980.

Group 1 tallies were 2.7 percent higher than a year ago, with the non-captive imports providing the spark. The count was 77,818, compared with 75,805 in 1981. The non-captive import total was 22,437, a gain of 23.7 percent over the year-earlier 18,144 units.

• In Group 3, there were 1,299 registrations, eight units higher than the year-ago 1,291. The Group 2 count was off 6.3 percent, from 67,977 units in 1981 to 63,662. A year ago, however, the Group 2 total was down 40.5 percent from the previous year's 114,157 units.

Registrations of medium trucks continue to plunge, while the heavies' losses appear to be bottoming out.

In January, only 2,593 mediums were registered in the U. S., a decline of 45 percent from the year-earlier 4,715. The 1981 count was only 11.5 percent under the previous year's 5,327 units.

Group 6 tallies in January were down 44.8 percent, from

Continued on Page 24, Col. 3

Industry sales for two months rise 9.9 percent

Two-month retail sales of new trucks of all types by franchised dealers and factory outlets in the U. S. were up almost 10 percent over last year, with increases in two of the three market segments.

Through February, according to the Motor Vehicle Manufacturers Assn. and other independent sources, 386,014 trucks were retailed, an increase of 9.9 percent over last year's 351,401 units.

February sales were up over a year ago for the second consecutive month. The total of 207,832 units was 12.3 percent over the 184,822 vehicles retailed in the same month last year.

Sales of light trucks and

Continued on Page 24, Col. 5

U. S. TRUCK REGISTRATIONS

JANUARY, 1982 VS. 1981★

	Jan., 1982	Percent Share of '82 market	Jan., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	50,295	32.32	52,625	32.58	— 0.26
Ford	41,016	26.36	52,479	32.49	— 6.13
Dodge	15,391	9.89	11,329	7.02	+ 2.87
GMC	13,020	8.37	11,668	7.22	+ 1.15
Jeep	4,770	3.07	4,266	2.64	+ 0.43
International	3,238	2.08	5,417	3.35	— 1.27
Mack	1,496	0.96	1,500	0.93	+ 0.03
Plymouth*	933	0.60	1,351	0.84	— 0.24
Kenworth	672	0.43	805	0.50	— 0.07
Freightliner	622	0.40	516	0.32	+ 0.08
Peterbilt	621	0.40	384	0.24	+ 0.16
Mercedes-Benz	268	0.17	289	0.18	— 0.01
White	146	0.09	240	0.15	— 0.06
Autocar	58	0.04	94	0.06	— 0.02
Western Star	55	0.04	50	0.03	+ 0.01
Volvo	36	0.02	94	0.06	— 0.04
Misc.**	22,962	14.76	18,401	11.39	+ 3.37
TOTALS	155,599	100.00	161,508	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

JANUARY, 1982 VS. 1981★

	Jan., 1982	Percent Share of '82 market	Jan., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
International	2,287	22.36	3,046	25.99	— 3.63
Ford	2,158	21.10	2,507	21.39	— 0.29
GMC	1,978	19.34	1,543	13.16	+ 6.18
Mack	1,316	12.87	1,428	12.18	+ 0.69
Kenworth	672	6.57	805	6.87	— 0.30
Freightliner	622	6.08	516	4.40	+ 1.68
Peterbilt	621	6.07	384	3.28	+ 2.79
White	146	1.43	240	2.05	— 0.62
Mercedes-Benz	76	0.74	81	0.70	+ 0.04
Autocar	58	0.57	94	0.80	— 0.23
Chevrolet	56	0.55	811	6.92	— 6.37
Western Star	55	0.54	50	0.43	+ 0.11
Volvo	36	0.35	93	0.79	— 0.44
Misc.	146	1.43	122	1.04	+ 0.39
TOTALS	10,227	100.00	11,720	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, January, 1981.

NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

JANUARY, 1982 VS. 1981★

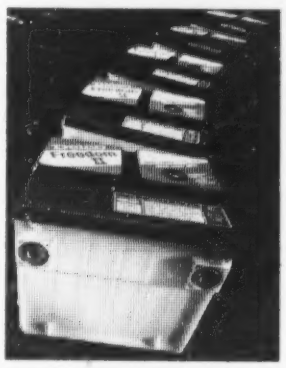
		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**58**	**58**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	94	94
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**58**	**58**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	94	94
BROCKWAY	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Jan. '82**	**26,549**	**22,408**	**1,166**	.....	**5**	**111**	**2**	**54**	**50,295**
	Jan. '81	26,871	22,824	1,257	.....	82	780	733	78	52,625
	Year to Date '82	**26,549**	**22,408**	**1,166**	.....	**5**	**111**	**2**	**54**	**50,295**
	Year to Date '81	26,871	22,824	1,257	.....	82	780	733	78	52,625
(Memo Units) #	**Jan. '82**	**14,923**	**6,646**	.....	.....	.....	.....	.....	.....	**21,569**
	Jan. '81	10,202	5,945	.....	.....	.....	.....	.....	.....	16,147
	Year to Date '82	**14,923**	**6,646**	.....	.....	.....	.....	.....	.....	**21,569**
	Year to Date '81	10,202	5,945	.....	.....	.....	.....	.....	.....	16,147
DODGE	**Jan. '82**	**10,061**	**5,323**	**7**	.....	.....	.....	.....	.....	**15,391**
	Jan. '81	6,578	4,717	34	.....	.....	.....	.....	.....	11,329
	Year to Date '82	**10,061**	**5,323**	**7**	.....	.....	.....	.....	.....	**15,391**
	Year to Date '81	6,578	4,717	34	.....	.....	.....	.....	.....	11,329
(Memo Units) #	**Jan. '82**	**6,311**	**3,476**	.....	.....	.....	.....	.....	.....	**9,787**
	Jan. '81	4,112	2,641	5	.....	.....	.....	.....	.....	6,758
	Year to Date '82	**6,311**	**3,476**	.....	.....	.....	.....	.....	.....	**9,787**
	Year to Date '81	4,112	2,641	5	.....	.....	.....	.....	.....	6,758
FORD	**Jan. '82**	**11,094**	**27,005**	.....	.....	.....	**759**	**1,443**	**715**	**41,016**
	Jan. '81	16,681	32,172	.....	.....	.....	1,119	1,879	628	52,479
	Year to Date '82	**11,094**	**27,005**	.....	.....	.....	**759**	**1,443**	**715**	**41,016**
	Year to Date '81	16,681	32,172	.....	.....	.....	1,119	1,879	628	52,479
(Memo Units) #	**Jan. '82**	**4,678**	**9,569**	.....	.....	.....	.....	.....	.....	**14,247**
	Jan. '81	6,231	9,586	.....	.....	.....	.....	.....	.....	15,817
	Year to Date '82	**4,678**	**9,569**	.....	.....	.....	.....	.....	.....	**14,247**
	Year to Date '81	6,231	9,586	.....	.....	.....	.....	.....	.....	15,817
FREIGHTLINER	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**622**	**622**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	516	516
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**622**	**622**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	516	516
GMC	**Jan. '82**	**4,748**	**5,775**	**126**	.....	**47**	**346**	**1,282**	**696**	**13,020**
	Jan. '81	4,266	5,316	.....	.....	28	515	821	722	11,668
	Year to Date '82	**4,748**	**5,775**	**126**	.....	**47**	**346**	**1,282**	**696**	**13,020**
	Year to Date '81	4,266	5,316	.....	.....	28	515	821	722	11,668
(Memo Units) #	**Jan. '82**	**2,081**	**1,543**	.....	.....	.....	.....	.....	.....	**3,624**
	Jan. '81	630	1,202	.....	.....	.....	.....	.....	.....	1,832
	Year to Date '82	**2,081**	**1,543**	.....	.....	.....	.....	.....	.....	**3,624**
	Year to Date '81	630	1,202	.....	.....	.....	.....	.....	.....	1,832
INTERNATIONAL	**Jan. '82**	.....	.....	.....	.....	.....	**951**	**1,006**	**1,281**	**3,238**
	Jan. '81	.....	490	.....	.....	.....	1,881	1,534	1,512	5,417
	Year to Date '82	.....	.....	.....	.....	.....	**951**	**1,006**	**1,281**	**3,238**
	Year to Date '81	.....	490	.....	.....	.....	1,881	1,534	1,512	5,417
(Memo Units) #	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Jan. '82**	**2,344**	**2,426**	.....	.....	.....	.....	.....	.....	**4,770**
	Jan. '81	2,299	1,967	.....	.....	.....	.....	.....	.....	4,266
	Year to Date '82	**2,344**	**2,426**	.....	.....	.....	.....	.....	.....	**4,770**
	Year to Date '81	2,299	1,967	.....	.....	.....	.....	.....	.....	4,266
(Memo Units) #	**Jan. '82**	**2,344**	**1,784**	.....	.....	.....	.....	.....	.....	**4,128**
	Jan. '81	2,299	1,461	.....	.....	.....	.....	.....	.....	3,760
	Year to Date '82	**2,344**	**1,784**	.....	.....	.....	.....	.....	.....	**4,128**
	Year to Date '81	2,299	1,461	.....	.....	.....	.....	.....	.....	3,760
KENWORTH	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**672**	**672**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	805	805
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**672**	**672**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	805	805
MACK	**Jan. '82**	.....	.....	.....	.....	.....	**180**	**44**	**1,272**	**1,496**
	Jan. '81	.....	.....	.....	.....	.....	72	9	1,419	1,500
	Year to Date '82	.....	.....	.....	.....	.....	**180**	**44**	**1,272**	**1,496**
	Year to Date '81	.....	.....	.....	.....	.....	72	9	1,419	1,500
MERCEDES-BENZ	**Jan. 82**	.....	.....	.....	.....	.....	**192**	**76**	.....	**268**
	Jan. '81	.....	.....	.....	.....	.....	208	81	.....	289
	Year to Date '82	.....	.....	.....	.....	.....	**192**	**76**	.....	**268**
	Year to Date '81	.....	.....	.....	.....	.....	208	81	.....	289
PETERBILT	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**621**	**621**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	384	384
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**621**	**621**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	384	384
PLYMOUTH	**Jan. '82**	**585**	**348**	.....	.....	.....	.....	.....	.....	**933**
	Jan. '81	966	385	.....	.....	.....	.....	.....	.....	1,351
	Year to Date '82	**585**	**348**	.....	.....	.....	.....	.....	.....	**933**
	Year to Date '81	966	385	.....	.....	.....	.....	.....	.....	1,351
VOLVO	**Jan. '82**	.....	.....	.....	.....	.....	.....	**23**	**13**	**36**
	Jan. '81	.....	.....	.....	.....	1	.....	46	57	94
	Year to Date '82	.....	.....	.....	.....	.....	.....	**23**	**13**	**36**
	Year to Date '81	.....	.....	.....	.....	1	.....	46	47	94
WESTERN STAR	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**55**	**55**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	50	50
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**55**	**55**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	50	50
WHITE	**Jan. '82**	.....	.....	.....	.....	.....	.....	.....	**146**	**146**
	Jan. '81	.....	.....	.....	.....	.....	.....	.....	240	240
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**146**	**146**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	240	240
MISCELLANEOUS*	**Jan. '82**	**22,437**	**377**	.....	**2**	.....	.....	**8**	**138**	**22,962**
	Jan. '81	18,144	106	.....	.....	1	236	114	86	18,687
	Year to Date '82	**22,437**	**377**	.....	**2**	.....	.....	**8**	**138**	**22,962**
	Year to Date '81	18,144	106	.....	.....	1	236	114	86	18,687
TOTALS	**Jan. '82**	**77,818**	**63,662**	**1,299**	**2**	**52**	**2,539**	**3,884**	**6,343**	**155,599**
	Jan. '81	75,805	67,977	1,291	.....	112	4,603	5,136	6,584	161,508
	Year to Date '82	**77,818**	**63,662**	**1,299**	**2**	**52**	**2,539**	**3,884**	**6,343**	**155,599**
	Year to Date '81	75,805	67,977	1,291	.....	112	4,603	5,136	6,584	161,508

★—No registrations for Oklahoma, 1982 and 1981; Maine, New Hampshire and Hawaii, January, 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

THE ARRIVAL OF THE FITTEST.



It's here. Delco Remy's toughest automotive battery ever—the Delco Freedom II Battery.

Freedom II is the new generation of Freedom Batteries—combining the best of our maintenance-free technology with the construction features proven in our heavy-duty truck batteries.

The Delco Freedom II Battery. Even tougher than the original Freedom—without increased size or weight.

Delco Remy

The leader under the hood

NEW J & X-CAR CONVERTIBLES
Built the way convertibles should be built

EXTRA DEALER PROFITS ON INVESTMENT

- Magnificent craftsmanship
- Full structural reinforcement
- Excellent visibility

Coach Builders Ltd. 305/485-6460
Creatively Engineered Convertibles
3130 N.W. 17th Street, Ft. Lauderdale, FL 33311
Additional Facilities: ARMBRUSTER STAGEWAY 501/783-3121
COMPLIMENT (Barrows Enterprises, Inc.) 319/259-8391

LONG-TERM
AUTO LEASING INSURANCE
We make sure you are covered by a high-quality carrier.

Allied with major admitted carriers, we have long experience with this difficult-to-place insurance. We make it easier for you with a special program of insurance designed specifically for the automobile leasing/rental industry.

- Lessors Excess Liability
- Lessors Contingent Liability
- Contingent Physical Damage
- Primary Physical Damage
- Primary Liability coverages
- Interim Car coverages

We invite your inquiry and your business.
Call or write Ron Ruane.

International Risks, Inc.
The Irwin Building
King of Prussia, PA 19406
(215) 265-4170

A subsidiary of IBCC

EXPERT RADIO REPAIR
Complete Repair Facility
"ONE DAY SERVICE"
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio (513) 222-1491
AM-7

New BRADFORD CONVERTIBLES

The Ultimate in Custom-Crafted Convertibles proudly introduces

The BMW 320i Convertible Conversion

A new delight for sports car enthusiasts • Manual or optional power operated top system • Unique streamlined header and boot design • Full structural reinforcement • Glass quarter and rear windows • Padded roof and color coordinated interior headliner • Full seating and trunk space • Brings a youthful jubilance to motoring.

BRADFORD COACHWORKS

1300 W. McNab Road
Ft. Lauderdale, FL 33309
305: 971-7310

2527 Boardwalk
San Antonio, TX 78217
512: 824-1099

WATS 800: 327-8969

Conversion by Coach Builders Ltd.

January decline curbed by light-truck showing

Slump slows in truck registrations

Continued from Page 14

4,603 units in 1981 to 2,539. Group 5 was off 53.6 percent to 52 units, compared with 112 a year ago. There were two Group 4 tallies this year and none in January, 1981.

Heavy-truck registrations in the first month totaled 10,227 units, a decline of 12.7 percent from the year-ago 11,720. The 1981 count, however, was 31.8 percent below the previous year's 17,180.

In January, 6,343 Group 8 heavies were tallied, down only 3.7 percent from the year-earlier 6,584 units. The Group 7 total dropped to 3,884 units during the month, a decline of 24.4 percent from the year-earlier 5,136.

• As it did in 1981, Chevrolet started the new year in the No. 1 spot with 50,295 truck registrations, more than 9,000 units higher than Ford's 41,016 units. It was the third straight month in which Chevrolet was the registrations leader.

Ford's share of total truck industry registrations in January dropped 6.13 percentage points. Its total for the month accounted for 26.36 percent of the total, compared with 32.49 percent last year on 52,479 tallies.

The biggest gains in penetration during the month were achieved by the miscellaneous group, with the non-captive imports leading the way, and Dodge, whose retail sales have risen substantially since the start of the 1982 model year.

In January, there were 22,962 tallies for the miscellaneous group, accounting for 14.76 percent of the total. A year ago, the group had 11.39 percent with 18,401 units. Its penetration increase was 3.37 points.

Dodge's share was up 2.87 points over the first month of 1981. In January, it accounted for 9.89 percent of the total with 15,391 tallies. A year ago, its 11,329 units were good for 7.02 percent.

International retained heavy-truck leadership in January, but its margin over No. 2 Ford was less than 200 units. International's penetration was down 3.63 points.

• There were 2,287 International registrations in January, good for 22.36 percent of the industry total. A year ago, International accounted for 25.99 percent of the count with 3,046 tallies.

GMC Truck & Coach scored the biggest advance in penetration during the month, while Chevrolet, which has been out of the Group 8 line-haul truck business since late in 1980, suffered the biggest loss.

GMC's share was up 6.18 points, while Chevrolet's was down 6.37 points. Among the Group 8 independents, Peterbilt's share was 2.79 points higher than a year ago, while Freightliner posted a gain of 1.68 points.

Truck-industry sales up 9.9 pct. for two months

Continued from Page 14

heavies were up in each of the first two months of the year, with the all-new domestic Big Three compacts the major contributor to the surge in light-truck volume.

Light-truck sales through February totaled 318,271 units, an increase of 15.5 percent over last year's 275,580. The February total of 172,259 sales was 18.4 percent higher than the 145,479 retailed in the second month of 1981.

• Dealers and factory outlets retailed 23,994 heavy trucks in the first two months, an increase of 2.6 percent over the year-ago 23,386 units, with gains in both weight groups.

In February, the total was 11,190 units, a decline of 1.3 percent from the year-earlier 11,343 units. The Group 7 count was 18.3 percent higher than a year ago, while the Group 8 total dropped 13.2 percent.

Sales of medium trucks were down in both February and the two-month period. The February total of 2,800 units was 49.2 percent lower than last year's 5,507. Through February, the count was 5,716, a decline of 53.7 percent from the year-ago 12,344 units.

Going into the final month of the first quarter, there were 519,705 new trucks of all types in retailers' stocks of unsold vehicles, a decrease of 10.4 percent from the year-earlier 579,842 units.

Inventories were down noticeably in the light and medium segments, while there was little change from a year ago in the supply of unsold heavies.

There were 462,752 light trucks on hand, down 9.7 percent from the year-earlier 512,525. Mediums were off 46.1 percent, from 21,981 in 1981 to 11,846. Heavies on March 1 totaled 45,107, compared with 45,336 units a year ago.

IN THIS CORNER, THE 1982 GRUMMAN OLSON TRUCKS.

Tougher, to go the distance. Lighter, to get you there for less. That's the Grumman Olson truck line for 1982.

And in the rough and tumble 1980s, with gas prices high and budgets tight, that's what the smart money looks for in a truck: lightness, toughness and endurance.

That's exactly the combination that Grumman Olson has championed in 30 years of making rugged aluminum truck bodies.

For 1982, we've put everything we've learned into making a truck body so tough it can outlast two, three, even four chassis. Close riveted construction. Aluminum extruded floors. Aluminum stepwells and rear bumpers. Strain hardened aluminum body panels that refuse to rust.

Kabmaster

Kurbette

Kargo King

The aluminum that makes our bodies tougher also gives them a 1,000-pound weight advantage over steel bodies of the same size. That saves on gas, tires, brakes, drive trains.

And when you carry 1,000 pounds less truck, you can carry a lot more cargo. Or buy a down-sized chassis and save on everything from gas to replacement parts.

Whatever business you're in, whatever size truck body you need, we can set you up with the perfect match.

So call the Grumman Olson representative nearest you today.

He'll show you how to make 1982 the year you start doing your roadwork with The Lightweight Champs.

GRUMMAN OLSON
The Lightweight Champs.
445 Broad Hollow Road, Melville, N.Y. 11747
A Division of Grumman Allied Industries, Inc.

New York (516) 454-8400/Pennsylvania (215) 887-5238/Boston (617) 235-6404/Mid Atlantic (301) 879-6826/North Central (815) 756-3426/Mid-South (713) 965-9553/Southern California (213) 802-2886/Pacific Northwest (206) 225-9420/Southeast (305) 753-2100/Mid-Central (614) 855-2251/Southwest (214) 231-7174/Central Pacific (415) 961-2592/Canada (416) 576-5422.
For replacement parts for Grumman Olson truck bodies, phone direct, outside Pennsylvania, 800-233-4823. In Pennsylvania, 800-982-4364.

factories list auction dates

American Motors

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

March 30—Harrisonburg Auto Auction, Harrisonburg, Va.

Chrysler Corp.

March 30—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

March 31—Sand Mountain Auto Auction, Boaz, Ala.; Southwest Auto Auction, Phoenix.

Chrysler sales are restricted to Chrysler Corp. dealers.

Model breakdown
Auction Averages

	MARCH	FEB.	JAN.
1982	$9,019	$7,719	$7,432
1981	6,839	6,422	6,435
1980	5,439	5,282	5,144
1979	4,759	4,487	5,184
1978	3,849	3,658	3,633
1977	2,953	2,783	2,857
1976	2,281	2,189	2,343
1975	1,695	1,798	1,854
Overall Average	$4,781	$4,687	$4,904

Stevinson plaque

Charles E. Stevinson, dealer-operator of Stevinson Chevrolet, Inc., Golden, Colo., is presented with his 25-year dealer award plaque by Charles J. Lopez, Denver zone manager for Chevrolet.

For role in setting standards

SAE honors Hodges

DETROIT. — The SAE's highly regarded Arch T. Colwell Cooperative Engineering Medal has been awarded to Lawrence H. Hodges, of Racine, Wis., for his work in standards.

Hodges, a consultant, is a former vice president of J. I. Case Co.

In presenting the 1982 award, SAE President N. John Beck, noted the wide scope of Hodges' work.

"He has been instrumental in promoting SAE's standards on the local, national and international levels," Beck said. "His participation in the development of voluntary standards spans three decades."

Hodges has played an important role in representing U. S. interests in activities of the International Standards Organization in Geneva.

Used car sales
Auction Averages

March to date	$4,781
Month ago	$4,687
Year ago	$4,076

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 488-6873

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

CALIFORNIA

"If you put this Ad in the wastebasket... Put the wastebasket in the safe!!!"

You are cordially invited to attend our weekly auto auction where over 1,300 rust-free, original mileage vehicles are offered each Wednesday at 11am.

Our modern 20 acre facility, located just 40 miles south of San Francisco, offers you the opportunity to obtain these fine vehicles on a weekly basis at reasonable prices. We will be happy to arrange for airport pick-up and hotel reservations. For information please call me personally at (415) 651-3800.

Now in our 13th year / See you here!!!
Arnie Addison's

BAY CITIES AUTO AUCTION
48531 WarmSprings Blvd. Fremont, CA 94539
"The Auto Auction of the 80's"

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Alex Pate, *Gen. Manager*
Every Thursday, 10:30 A.M.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, APRIL 6, 1982
10 A.M.
CHRYSLER CORPORATION AUCTION SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A BREAKFAST & LUNCH ON US.

APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- **Our 29th Year**
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

—Use Automotive News Want Ads for Quick Action—

Milestone unit is a month behind last year

Makers build millionth car of 1982

By Patricia Hoffman
Staff Writer

Domestic auto production for the year-to-date reached one million last Friday (March 26), exactly one month behind the 1981 pace.

So far this year, the auto manufacturers have built 1,010,613 units, down 33.11 percent from 1,510,796 in the same time last year.

Last week's output was targeted at 89,993 cars, down 25.0 percent from 119,988 the previous week and down 38.51 percent from 146,351 in the comparable 1981 week.

Breakdown for the week by company is: General Motors, 61.60 percent; Ford Motor, 19.51 percent; Chrysler Corp., 16.67 percent; American Motors, 2.11 percent, and Checker Motors, 0.11 percent.

Volkswagen of America's Westmoreland plant was idle last week due to poor sales. Production is scheduled to resume today (March 29).

GM's Arlington, Baltimore, Framingham and Leeds facilities were all idle last week for inventory control.

GM's South Gate point was mothballed last Tuesday (March 23), ending production of the Cadillac Cimarron and Chevrolet Cavalier. Approximately 2,550 workers have been put on indefinite layoff. The plant had been scheduled to close April 2.

GM's Janesville facility, currently idle for model changeover, will pick up Cimarron production when the plant resumes sometime this spring. Other car lines to be assembled there have not been announced.

Also still down for changeover is GM's Oklahoma City point. The facility (also scheduled to resume sometime this spring) will produce the midsize Chevrolet Celebrity and Buick Century.

Ford's Dearborn, Kansas City and Lorain plants were all idle last week for inventory control.

Daily and Saturday overtime was scheduled last week at Ford's St. Louis plant.

Chrysler offers physicians incentive to cut their bills

By Marjorie Sorge
Labor Editor

DETROIT. — Chrysler Corp. is tired of taking its medicine in the high cost of medical insurance and has gone to the doctors for a cure.

The company is asking physicians in Southeastern Michigan to reduce their fees by 10 percent for one year beginning May 1 in exchange for a certificate worth $500 to $2,500 on the purchase or lease of a new 1982 Chrysler product ordered and delivered by Sept. 30, 1982. The cash allowance will come directly from Chrysler without any dealer participation.

Chrysler's U. S. health care bill was $300 million in 1981, or about $350 a car, according to Gerald Greenwald, vice chairman. In Michigan alone, the bill was $200 million on health-care premiums and another $47 million for doctor bills.

According to Greenwald, Chrysler could have saved $20 million in 1981 if the average hospital stay of Chrysler workers had been reduced by one day.

"We intend to discuss the subject of health care benefits in our coming union negotiations," Greenwald said. "However, there are limits to what we and the union can do to reduce health-care costs."

The current contract expires Sept. 14, 1982. In a total of three bargaining sessions, that pact gave Chrysler over $1 billion in concessions.

Chrysler estimates it will spend about $2,873 per active employe in 1982 and about $1,745 per retiree in the same period. There are about 165,000 active and inactive Chrysler workers and retirees.

Rebates to doctors are as follows:

1. $500 on Gran Fury and Diplomat.

2. $800 on Rampage, Horizon, Omni (excluding Miser models), TC3, 024, Sapporo, Challenger, Champ, Colt, Reliant, Aries (excluding two-door lowline models), import trucks, Ram Miser pickup, LeBaron, Dodge 400 (excluding convertibles), Town & Country Wagon, New Yorker.

3. $1,000 on Ram pickups (except Ram Miser), Ram van, Cordoba, Mirada, Voyager, and Ram wagon.

4. $2,000 on Imperial and Ramcharger.

Chrysler currently has a rebate program ranging from $300 to $2,000 which is scheduled to end March 31. This is expected to be extended with some modifications.

Letters to area dentists were scheduled to go out this week.

Truck production slips on downtime at VW and IH

Downtime at Volkswagen of America's Westmoreland facility and a partial shutdown at International Harvester's Ft. Wayne and Springfield assembly plants pulled last week's domestic truck production down from the previous week, but the total was above that of the comparable 1981 period.

Last week, the makers targeted output at 43,183 units, down 1.29 percent from 43,747 the previous week, but up 7.60 percent from 40,132 in the comparable 1981 week.

Year-to-date, the makers have finished 437,571 trucks, a 2.92 percent gain from 425,173 in the same period last year.

VWoA's Westmoreland facility was idle last week. Operations are scheduled to resume today (March 29).

Also down last week was one line at International Harvester's Ft. Wayne and Springfield assembly points. The partial shutdown was due to overstocked inventory.

General Motors' Pontiac plant increased production of GMC heavy-duty trucks last week. Production was upped from 12 units a day on one shift, to 20 units a day. About 60 workers were recalled from indefinite layoff.

Chrysler Corp.'s Warren facility worked a nine-hour shift six days last week.

Trucks steady, but car output dips in Canada

Downtime at General Motors' Oshawa (No. Two) point dragged last week's Canadian auto production down 15.36 percent from the previous week's total, but truck output reached the highest point so far this year as the makers completed the fifth consecutive week with operations at all facilities.

Last week, the auto makers scheduled 18,913 units, down from 22,345 the previous week, and down 5.59 percent from 20,033 in the comparable 1981 week.

So far this year, the car manufacturers have finished 184,340 units, a gain of 5.03 percent from 175,505 completed in the comparable period last year.

The truck makers targeted 11,878 units last week, almost even with 11,866 the previous week. It was the highest weekly schedule so far this year, but it was 3.67 percent below the 12,331 assembled in the comparable 1981 week.

Year-to-date, the makers have built 111,114 trucks, down 18.61 percent from 136,517 completed in the same period last year.

GM's Oshawa (No. Two) car facility was idle last week for inventory control.

Chrysler Corp.'s Windsor car plant worked Saturday (March 27) to keep up with the increased demand for rear-drive midsize cars. The plant also worked the preceding Saturday (March 20).

U. S. CAR PRODUCTION

	Week Ended March 27, 1982	Week Ended March 28, 1981	Week Ended March 20, 1982	March to Date	Jan. 1 to March 28, 1981	Jan. 1 to March 27, 1982
AMERICAN MOTORS	1,900*	2,500*	1,900*	5,400*	23,854*	13,534*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,000	21,950	15,184	53,778	185,088	130,391
Plymouth Total	6,600	10,500	6,530	22,621	92,224	55,374
Horizon	2,100	4,000	2,058	6,468	33,150	16,948
Reliant	4,500	5,100	4,472	16,153	51,125	38,426
Caravelle	.....	200	.....	.....	1,114	.....
Gran Fury	.....	1,200	.....	.....	6,835	.....
Chrysler Total	2,700	1,800	2,619	11,047	14,788	23,847
LeBaron	2,700	1,300	2,619	11,047	10,228	23,847
Chrysler	.....	500	.....	.....	4,560	.....
Dodge Total	5,700	9,650	6,035	20,110	78,076	51,170
Omni	2,300	4,300	2,416	6,791	25,807	16,257
Aries	2,600	3,700	2,946	10,994	40,858	27,981
Diplomat	.....	1,400	.....	.....	8,520	.....
Dodge 400	800	.....	673	2,325	.....	6,932
St. Regis	.....	250	.....	.....	2,891	.....
FORD MOTOR	17,554	28,899	29,308	89,109	312,625	198,720
Ford Division	10,060	20,377	18,463	54,273	217,101	118,795
Escort	7,069	8,245	7,126	28,765	98,031	55,667
Fairmont	614	4,300	3,587	7,205	41,163	17,240
Must./Must. II	.....	4,531	4,151	8,231	30,297	21,516
Granada	2,180	1,611	2,160	7,022	14,273	17,097
Thunderbird	.....	.....	1,223	2,376	12,926	6,080
Ford	.....	1,690	.....	.....	20,411	.....
EXP	197	.....	216	674	.....	1,195
L-M Division	7,494	8,522	10,845	34,836	95,524	79,925
Mercury Total	5,431	7,313	8,759	26,523	82,425	56,623
Lynx	2,287	2,825	2,260	8,987	33,160	16,463
Capri	.....	1,260	1,379	2,730	8,717	5,672
Zephyr	141	1,058	1,654	2,671	11,976	6,445
Cougar	1,081	879	1,135	3,567	6,979	9,272
XR-7	.....	.....	409	889	5,653	2,083
Mercury	1,873	1,291	1,902	7,582	15,940	16,451
LN7	49	.....	20	97	.....	237
Lincoln Total	2,063	1,209	2,086	8,313	13,099	23,302
Continental ('82)	413	.....	417	1,663	.....	5,190
Lincoln	825	602	835	3,325	6,093	9,327
Mark VI	825	607	834	3,325	7,006	8,785
GENERAL MOTORS	55,439	88,757	69,940	253,165	942,595	642,801
Buick Division	13,660	20,292	17,616	58,298	224,597	157,767
Skylark	3,575	5,400	3,496	14,116	63,395	28,071
Skyhawk J	.....	.....	2,727	5,213	.....	17,093
Century	2,550	4,020	2,570	10,354	44,227	29,588
Regal	3,600	5,960	4,834	13,161	61,171	38,740
Buick	3,170	3,365	3,221	12,448	41,105	37,862
Riviera	765	1,547	768	3,006	14,699	6,413
Cadillac Division	5,828	6,636	2,584	18,266	75,202	54,036
Cimarron	128	.....	480	886	.....	1,379
Seville	600	622	602	2,536	7,782	5,480
Eldorado	1,500	1,744	1,502	5,731	16,469	14,585
Cadillac	3,600	4,270	.....	9,113	50,951	32,592
Chevrolet Division	19,110	31,135	26,339	87,485	332,250	176,012
Chevette	6,965	6,234	6,891	27,042	70,986	33,737
Cavalier	2,505	617	3,512	11,170	617	24,639
Celebrity	.....	.....	2,186	4,273	.....	10,397
Camaro	5,330	3,046	4,511	18,660	31,050	46,763
Citation	3,310	7,569	3,455	13,042	85,240	24,186
Malibu	.....	5,854	3,361	6,370	61,427	15,323
Monte Carlo	.....	2,215	1,421	2,825	30,661	9,259
Chevrolet	400	4,800	397	1,690	42,921	4,655
Corvette	600	800	605	2,413	9,348	7,053
Oldsmobile Division	12,476	20,292	14,773	59,673	222,287	179,143
Omega	1,661	3,550	1,692	6,720	37,381	17,115
Firenza	.....	.....	2,186	4,384	.....	22,503
Cutlass	2,400	9,331	2,404	14,351	103,617	41,501
Cutlass/Ciera	2,250	.....	2,267	9,360	.....	24,881
Oldsmobile	5,430	6,216	5,490	21,688	69,323	64,283
Toronado	735	1,195	734	3,170	11,966	8,860
Pontiac Division	4,365	10,402	8,628	29,443	88,259	75,843
Acadian†	270	695	272	1,314	5,040	1,314
J2000	556	.....	582	1,920	.....	3,758
T1000	204	2,492	229	1,330	5,486	1,912
Firebird	2,830	1,034	2,674	10,352	12,576	25,855
Phoenix	505	2,021	438	2,407	27,828	5,916
Grand Prix	.....	2,400	1,661	4,951	21,209	17,452
Bonneville ('82)	.....	.....	1,041	4,966	.....	17,433
A6000	.....	.....	1,131	2,203	.....	2,203
LeMans	.....	1,560	.....	.....	12,704	.....
Pontiac	.....	200	.....	.....	3,410	.....
VOLKSWAGEN	.....	4,160	3,556	7,005	46,026	24,267
CHECKER	100*	85*	100*	300*	608*	900*
Total Cars, U. S.	89,993	146,351	119,983	406,757	1,510,796	1,010,613

CANADIAN CAR PRODUCTION

	Week Ended March 27, 1982	Week Ended March 28, 1981	Week Ended March 20, 1982	March to Date	Jan. 1 to March 28, 1981	Jan. 1 to March 27, 1982
AMERICAN MOTORS	600	720	610	2,429	7,086	6,189
CHRYSLER CORP.	3,440	.....	3,482	13,899	5,356	40,054
FORD MOTOR	8,448	6,288	8,655	25,950	31,027	53,696
GENERAL MOTORS	6,200	12,800	9,373	29,803	129,460	81,702
VOLVO	225	225	225	900	2,576	2,699
Total Cars, Canada	18,913	20,033	22,345	72,981	175,505	184,340
N. American Cars	108,906	166,384	142,333	481,738	1,686,301	1,194,953
N. American Trucks	55,061	52,463	55,613	212,031	561,690	548,685
North American Cars and Trucks	163,967	218,847	197,946	693,769	2,247,991	1,743,638

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 27, 1982	Week Ended March 28, 1981	Week Ended March 20, 1982	March to Date	Jan. 1 to March 28, 1981	Jan. 1 to March 27, 1982
CHEVROLET	12,555	13,005	11,797	50,190	144,961	148,942
DODGE	3,400	2,300	3,121	12,363	17,741	29,330
FORD	18,623	14,898	18,838	64,514	143,791	151,216
GMC	4,880	4,364	4,963	19,078	52,855	53,802
INTERNATIONAL	575	1,690	1,171	4,038	18,622	11,976
VOLKSWAGEN	.....	1,040	707	4,272	11,197	7,619
JEEP	1,700*	1,550*	1,700*	5,200*	21,686*	17,386*
AM GENERAL	50*	85*	50*	200*	1,020*	500*
MISCELLANEOUS	1,400*	1,200*	1,400*	5,600*	13,300*	16,800*
Total Trucks, U. S.	43,183	40,132	43,747	165,455	425,173	437,571

CANADIAN TRUCK PRODUCTION

	Week Ended March 27, 1982	Week Ended March 28, 1981	Week Ended March 20, 1982	March to Date	Jan. 1 to March 28, 1981	Jan. 1 to March 27, 1982
CHRYSLER CORP.	2,000	1,920	2,402	8,453	14,792	21,921
FORD MOTOR	3,370	3,502	3,217	13,073	41,518	27,048
GENERAL MOTORS	6,248	6,664	5,979	23,990	77,117	59,240
INTERNATIONAL	260	245	268	1,060	3,090	2,905
Total Trucks, Canada	11,878	12,331	11,866	46,576	136,517	111,114
N. American Trucks	55,061	52,463	55,613	212,031	561,690	548,685

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

82700-1 4/5/82

Automotive News

April 5, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

GM cuts interest to 12.8 pct. to succeed rebates

By Joseph Bohn
Marketing Editor

As anticipated, General Motors came back with a sweeping, new interest subvention program for April 1-May 31. It succeeds the rebates which ended March 31.

GM is offering 12.8 percent financing through GMAC from participating dealers. The program doesn't apply to fleet or lease deals. It is not applicable in Texas or Arkansas.

It covers all '81 and '82 cars and light-duty trucks. Medium and heavy-duty trucks and vehicles eligible for rebates under the "Let's Get Moving" program are excluded.

GM's promotion includes a record $10 million GMAC advertising campaign for the two months and strong ad support from individual divisions.

GM's program requires dealers to contribute 70 percent of their finance reserve. Customers stand to save an average of $825, based on figures for vehicles financed by GMAC during February, 1982, in all states except Texas and Arkansas.

In California, finance savings are estimated at a higher $1,125.

Because of the dealer contribution requirement, which is certain to have some dealers passing along costs to customers, the actual savings may end up being less than advertised.

GM's program is not offered in Arkansas because of a 10 percent interest rate ceiling in that state. In Texas, GM is still fighting a challenge to its previous dealer-contributed rebates and decided not to offer interest subvention until that question is cleared up in court.

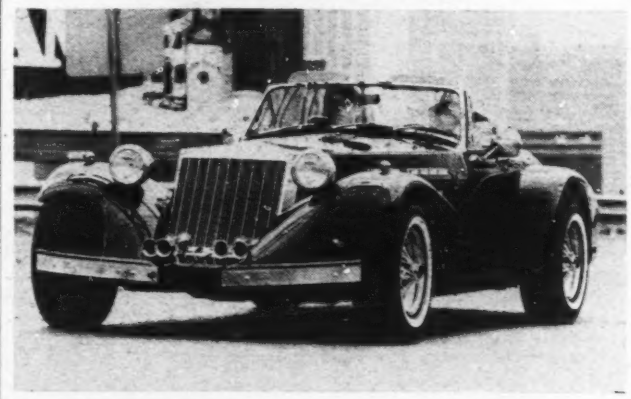
"We're hoping to get it (interest subvention) into Texas soon," said a GMAC spokesman.

• GM had good success with a 13.8 percent interest program it first offered last year, but not with a follow-up 12.9 percent program.

Analysts said the follow-up program didn't come off because

Continued on Page 46, Col. 1

Welcome, Spring!



For a fortunate few

The Bradford Roadster, making its debut at the Dallas Auto Expo, provides transportation for two powered by a Ford-built 5.0-liter engine with four-speed automatic transmission plus overdrive. Bradford, of Ft. Lauderdale, Fla., has set production at six vehicles per month. Each 119-inch-wheelbase roadster has a stainless steel hand-pounded radiator grille shell, hand-spun stainless steel headlights, imported leather seats and trim and removable hardtop plus convertible top with headliner. The price tag reads $70,000.

Work begins in Senate to veto FTC's used-car rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A Senate committee last week started the ball rolling again on action that U. S. car dealers hope will eventually rid them of a sword that has been hanging over their necks for nearly seven years, the FTC's proposed used-car rule.

By a vote of 13 to 4, the Senate Commerce Committee sent legislation to the Senate floor that would veto the requirement that car dealers inform used-car buyers, by way of a window sticker, what the warranty terms are on the vehicle and whether they know of any defects in the major systems of the vehicle.

Car dealers contend the known-defects disclosure requirement is tantamount to ordering an inspection of the vehicle and that it opens them up to unlimited legal action. This was never contemplated under the Magnuson-Moss Warranty Act, they say.

The FTC, in contrast, argues the used car rule does no such thing; that it requires dealers only to tell what they already know about the vehicle and that the legal action the dealers worry about is the same as that now available to used-car buyers.

Far from the $150 cost per vehicle for compliance estimated by the dealers, the FTC

Continued on Page 46, Col. 4

As NADA convention opens

Truck leaders look for an upturn

By Jack Walsh
Truck Editor

After almost 2½ years of sagging big-truck sales in North America, industry leaders look for an upturn in the third or fourth quarters this year, and a marked improvement in 1983.

It will be some time before the industry can expect a return to 1979's record volume, most executives of truck-manufacturing and supplier firms conceded prior to the start of the 19th annual convention and exposition of NADA's American Truck Dealers Division last Saturday (April 3) in New Orleans.

Any significant turnaround in the short term, they indicated, hinges on greater progress in reducing unemployment — especially in the automotive and housing industries — and a reduction and stabilization of interest rates.

There are some signs for encouragement, but one has to look for them, said James T. Riley, general sales manager, GMC Truck & Coach Division. He cited continuing expansion of disposable income and the lowest level of personal installment debt since 1977.

He said the 1980s will be a decade of growth for medium and heavy trucks in the U. S. and throughout the world, and that GMC expects heavy-truck sales in the U. S. to exceed previous record levels by the mid-1980s.

• Arthur P. Ronan, president, Rockwell International's Heavy Vehicles Components Operations, anticipates some improvement beginning in July, but he thinks sales of medium and heavy trucks for calendar 1982 will be below 1981 levels.

On the other hand, James A. Capolongo, general manager, Ford Motor Co. Truck Operations, feels that if interest rates drop to 15 percent or less, 1982 sales of mediums and heavies will hit 230,000 units, "a modest 2 percent gain over 1931."

Robert W. Gillison, president, Eaton Corp.'s Truck Components Group, said that when the recession ends, things in the truck industry "will never be the same."

"We've reached a plateau and we're not likely to see that kind of explosive growth in heavy trucks that characterized most of the '60s and the '70s," he added.

"While I'm sure we'll see a return to '79 volumes some time in the '80s, I fear it will be later rather than sooner," he said.

breaking news

Ford of Canada rejects June talks with UAW

TORONTO.—Ford Motor Co. of Canada has rejected a UAW bid to begin contract talks in June instead of the traditional July. Ford last month asked the UAW to begin talks immediately, but the union rejected that request, indicating talks could begin one month earlier this summer. The company said beginning talks in June would not help its competitiveness or the union's job security needs. The contract expires Sept. 14.

Buick names Perkins sales manager

FLINT.—Jim Perkins has been named general sales manager of Buick Division, succeeding John D. Duffy Jr., who has elected to retire effective May 1. Perkins, 47, has been assistant general sales manager at Chevrolet. He joined GM at Chevrolet's Dallas zone office in October, 1960.

Caldwell foresees strong recovery

AKRON.—New-car sales will recover strongly and reach record levels by 1985, Ford Motor Co. Chairman Philip Caldwell predicted in a speech before the Akron Roundtable. He based his optimistic projection on the continuing decline in

See BREAKING NEWS, Page 8, Col. 1

Mitsubishi draws up product lines for U.S.

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Mitsubishi Motor Sales of America will offer three car lines and two truck models when it begins sale of 1983 models in October. That intro will mark the beginning of MMSA's retail operations in the U. S.

The entire car line was displayed at the Geneva Motor Show in March and includes the Starion 2+2 sport coupe, the Cordia two-door hatchback and the Tredia four-door sedan.

Two-wheel-drive and four-wheel-drive pickup trucks round out MMSA's product lineup. Truck options include a turbodiesel engine.

The Starion, which represents the top of Mitsubishi's line, will be powered by a fuel-injected turbocharged 2.6 liter four-cylinder engine.

MMSA will position the car against the Datsun 280-ZX and the Toyota Celica Supra. The rear-wheel drive Starion features a fully-independent suspension. The model displayed at Geneva also had four-wheel disk brakes with an anti-skid system.

• The Cordia, a sporty front-wheel-drive hatchback, will be powered by a normally aspirated 1.8-liter overhead-camshaft four-cylinder engine. The turbo 1.6-liter version shown in Geneva will not be available initially.

A choice of manual or automatic transmission will be offered, and the Cordia will be positioned in the youth-oriented specialty-car market. Cordia will compete with Toyota Celica, Datsun 200-SX, Honda Prelude and Volkswagen Scirocco.

The Tredia shares Cordia's front-wheel drive and will be MMSA's family sedan. Powered by a 1.8-liter four-cylinder engine, Tredia will also offer a choice of manual or automatic transmission.

In addition, MMSA will offer

Continued on Page 46, Col. 1

NEWSPAPER

AN JAN83
MD20814CNGLIAC GE 1N095 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Bad days for Peck continue as senator throws brickbats

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Safety Chief Raymond Peck now has had three key Congresmen jump all over him for not doing a proper job for NHTSA and its life-saving mission.

Missouri Republican Senator Jack Danforth, a proponent of air bags and sponsor of legislation to keep drunks off the road, ripped into Peck for replacing NHTSA's "can-do" attitude with an "un-do" spirit and said he couldn't think of a thing that Peck had done to save lives or make it easier for people to choose a safe car.

What did the taxpayer get last year for his $81.4 million, Danforth asked.

"We got a do-it-yourself safety program where we are told to go out and make purchasing decisions without any help from the government in gathering the information we need to make informed choices," Danforth said.

Next year, when NHTSA plans to pay off 100 persons, it still plans to spend $81.6 million.

Said Danforth: "I do not think it is in the best interest of the American people to spend $1.5 million unmaking rules, $6 million not enforcing rules, $32 million to do research and analysis on how not to make cars safer or $36 million for salaries just to make the highways less safe."

Eventually, Danforth asked former NHTSA head Joan Claybrook whether the Senate should just withhold money from Peck entirely. Claybrook said she felt there was a reservoir of goodwill and expertise within the agency that could use money wisely. She recommended giving Peck strong guidance on how to spend the money.

• Just a few days earlier, Peck was threatened with a budget written without his help. This occurred after Peck unsuccessfully tried to explain air-bag cost figures to a House Appropriations subcommittee chaired by Rep. Adam Benjamin Jr., Indiana Democrat.

Benjamin raised questions about the figures, refused to let Peck be sworn and then abruptly adjourned the hearing. Later, Benjamin said Peck was being "evasive, less than candid and was deliberately filibustering the subcommittee to avoid questions.

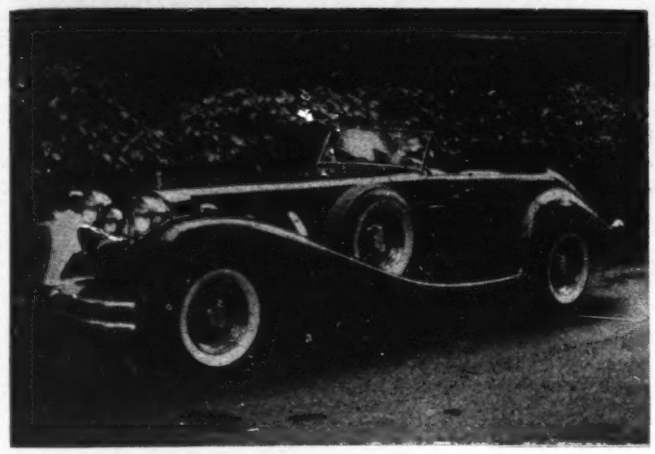
And just a few days before that Rep. Tim Wirth, Colorado Democrat, conducting oversight hearings for a House subcommittee, accused Peck of taking NHTSA back to the "safety mentlity" of the Fifties and Sixties.

Danforth, who has a tax proposal to encourage buying air-bagged cars, was highly critical of Peck's rescisison of Standard 208 and his failure to mount a fleet test of air-bagged cars.

Moreover, said Danforth, Peck has "scrapped" a proposal to eliminate major blind spots (direct field of view); "dumped" simple warning devices like low-pressure tire warnings and better brake lights; dropped a regulation preventing speedometers registering over 85 MPH and preventing tampering of odometers, and "abolished" the Car Book.

Now, Danforth went on, Peck wants an $8 million "media blitz" to get people to wear seat belts and so far all that has been offered is a "taxpayer-sup-

Continued on Page 48, Col. 1



Showing off a Thoroughbred

Thoroughbred Motor Cars, Redmont, Wash., has finished its first 540-K show car and expects to begin producing kits for the neoclassic, styled after early Mercedes-Benzes. A structural steel tubular chassis can be used with running gear from Mustang II, Bobcat or Pinto. The $8,995 kit includes gauges, interior, hardtop, chrome, hardware, lights and a fiberglass gelcoat body. Wire wheels, spotlights, trumpet horns and chrome driving lights are optional.

Owners in Pennsylvania, Illinois go to court

2 more lawsuits on Cadillac V-8-6-4

By Marjorie Sorge

Lawsuits have been filed against General Motors by owners of Cadillac V-8-6-4 cars in Pennsylvania and Illinois charging that the cars are defective and are a safety hazard.

The Pennsylvania suit was filed in state court in Philadelphia, and the Illinois action in the Cook Circuit Court in Chicago.

Both suits allege the cars stall and surge in all modes and vibrate while in the six-cylinder mode. The engine was introduced by Cadillac in 1981 as a fuel-saving device which runs on either four, six or eight cylinders, depending on the power needed.

According to David Shrager, Shrager, McDaid and Loftus, attorney for the Pennsylvania plaintiffs, some owners have also claimed there is a burning smell in the car.

Both suits also charge that GM knew about the problems and failed to inform potential buyers.

A dealer service bulletin, issued by GM in mid-1981, advised dealers that these problems do occur in the V-8-6-4 engine and cannot be fixed. It said these actions are "normal" with the V-8-6-4 and told dealers not to attempt to fix them.

That engine was installed only in 1981 Cadillacs and was replaced in 1982 by a new eight-cylinder engine. The Cadillac limousines still have the V-8-6-4.

"The corporation knew it was only a one-year engine which is basically a death knell for a tradein," Shrager said.

A Cadillac spokesman said GM had no comment on the lawsuits because of the pending litigation. But, he said, GM has increased its warranty on the V-8-6-4 and fully backs the engine. Also, he said, the new standard V-8 engine is performing very well.

Cadillac extended the V-8-6-4 warranty to five years or 50,000 miles last July after much criticism of the engine.

Other lawsuits, which have been filed in New Jersey, Ohio and Texas, made similar charges against the Cadillac engine. So far, only the New Jersey suit has been certified a state class action. Plaintiffs in the suits in all states would like to see all the actions consolidated as a national class action.

Both the new lawsuits seek class-action certification. That would cover about 8,000 owners in Illinois and about 6,000 in Pennsylvania.

"We are confident we have a proper basis for a class action against GM," Shrager said. "There is a common thread of problems."

Both suits ask for punitive damages and that owners be reimbursed the difference between the current value of the V-8-6-4 and the price of a new Cadillac.

While no specific monetary amount has been named in either suit, Shrager said he will be demanding about $10 million in damages to be split among the owners as the court sees fit.

Service Index notches 12th consecutive gain

By Francis J. Gawronski
Service Editor

New-car dealers' service and parts business in February took a turn for the better and posted its biggest increase in eight months.

Dealership shop volume in the second month of the year amounted to 112.2 percent of the business recorded in the same month of 1981, according to the Automotive News Service Index.

February registered the biggest gain since June, 1981, when business was 16.6 percent above the year-ago figure. In January, the Service Index indicated dealers' service and parts business was 105.3 percent of the volume in the year-earlier month.

February also marked the 12th consecutive month in which shop business has shown an increase over the comparable period the previous year. In February, 1981, business amounted to 96.5 percent of the year-earlier volume.

As in January, all indicators, except repair orders written, which were down 3.3 percent, registered healthy gains in February.

The leading indicator in February was sales of all parts and P&A, up 19.8 percent over similar sales a year ago.

Shop parts sales (those used in dealer shops on both customer-paid and warranty repairs) were up 17.6 percent, while profit on all labor, parts and P&A sales—the most important indicator from a dealer's viewpoint — were up 15.1 percent. Total labor sales (both customer-paid and warranty) advanced 10.4 percent in February.

Figures used in the Service Index are averages compiled from dealer reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first two months of 1982, service and parts business amounted to 108.9 percent of the business done in the same period a year ago.

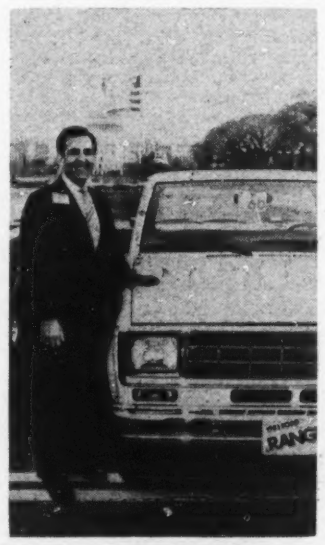
The leading indicator in the January-February period was sales of all parts and P&A, up 15.8 percent, followed by shop parts sales, up 14.7 percent, and gross profit, up 12.1 percent.

Labor sales were up 6.4 percent for the period, while repair orders written were down 5.5 percent.

SERVICE INDEX
112.2*

	Feb., '82 vs. Feb., 81	2 mos., '82 vs. 2 mos., '81
Gross Profit on All Labor and P&A Sales	+15.1%	+12.1%
Repair Orders Written	— 3.3%	— 5.5%
Total Labor Sales (Customer & Warranty)	+10.4%	+ 6.4%
Shop Parts Sales (Customer & Warranty)	+17.6%	+14.7%
Sales of All P&A	+19.8%	+15.8%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1982, was 112.2 percent of business in Feb., 1981. Service business in the 2 months of 1982 was 108.9 percent of business in the corresponding period in 1981.



Challenges imports

"America Fights Back" was the theme of Ford Division's Ranger driveaway from the Washington Mall. Louis E. Lataif, Ford Division general manager, introduced the new compact truck to about 140 area dealers and several members of Congress before the fleet was turned loose.

Toyota-GM pow-wow surprises the Japanese

By John Hartley
Staff Correspondent

TOKYO. — Japan's auto makers admitted to more than surprise when Toyota announced talks with General Motors about joint manufacture. The only company where surprise was not strong was Isuzu. That firm's president had been told about the deal secretly.

Indeed, since GM and Isuzu have just concluded a deal under which the Japanese company would supply the replacement for the Chevrolet Chevette, it was to be expected Isuzu executives would be in the know. Also, GM owns 34 percent of Isuzu.

However, it has become clear talks between GM and Toyota did not start March 1, when Toyota's president Eiji Toyoda met GM chairman Roger Smith in New York.

Now, Toyota admits Seisi Kato, chairman of Toyota Motor Sales, met Smith last autumn at a tennis tournament to discuss the possibility of a joint venture.

Soon after the announcement, a Toyota executive declared that broad agreement would be reached in April — a firm indication that the two have been talking for many months.

In addition, the Toyota executive reportedly said that no problems would be encountered in the antitrust laws, further indication negotiations have been going on for a long time.

According to one source, firm discussions started over a year ago.

Initial reaction in the industry here was that the coopera-

Continued on Page 48, Col. 4

'82 Cadillacs "Extended Body" Limousines

"AMERICAN CUSTOM COACHWORKS, LTD."

For '82 "luxuriously" custom coachcrafted, these elegant limos are extended 4 feet which allows more room for comfort and more "passengers per gallon." Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or select factory pool cars, presently in build, "are available."

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-4

CLEAN PROFITS FROM DIRTY WATER

Water in diesel fuel is deadly to pumps and injectors. It can't be stopped from getting in—it condenses out of the air in fuel tanks. Water causes rust, corrosion and sludge to form. In-line and spin-on filters aren't designed to get it out.

Racor can...and that means add-on sales and a real profit-opportunity for you.

Racor Fuel Filter/Water Separators remove virtually 100% of the damaging water and solid contaminants from diesel fuel. They are easy to install and maintain—no moving parts. Racor units have proven themselves on more vehicles over more miles and for a longer time than any other filter/separator.

Racor helps you sell—with ads, product displays, brochures and direct mail aimed at diesel car owners.

For details of this good, clean profit opportunity, contact Racor Industries, Inc., P.O. Box 3208, Modesto, CA 95353. 209/521-7860 Telex: 359-408

The original, not a copy.

R a C O R

IMPORT REGISTRATIONS SHARES IN U. S.

	DECEMBER					TWELVE MONTHS				
	Regis., Dec., 1981	Percent Share of Market	Regis., Dec., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 12 mos., 1981	Percent Share of Market	Regis., 12 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	40,281	21.86	41,225	21.96	— 0.10	566,042	23.28	560,090	22.68	+ 0.60
Datsun	34,759	18.86	34,072	18.15	+ 0.71	452,153	18.59	506,075	20.49	— 1.90
Honda	27,029	14.67	30,418	16.20	— 1.53	365,638	15.04	351,342	14.23	+ 0.81
VW	16,861	9.15	19,040	10.14	— 0.99	231,713	9.53	255,232	10.34	— 0.81
Mazda	12,597	6.89	16,051	8.55	— 1.66	172,315	7.09	159,788	6.47	+ 0.62
Subaru	12,224	6.63	10,782	5.74	+ 0.89	143,674	5.91	125,887	5.10	+ 0.81
M-B	5,738	3.11	4,402	2.34	+ 0.77	64,698	2.66	54,484	2.21	+ 0.45
Volvo	5,355	2.91	4,485	2.39	— 0.52	59,239	2.44	51,538	2.09	+ 0.35
Audi	4,510	2.45	3,726	1.98	+ 0.47	48,476	1.99	.....	.....	.....
Colt	3,776	2.05	.....	.....	.....	43,522	1.79	.....	.....	.....
Fiesta	.....	.....	4,760	2.54	.....	.....	.....	67,929	2.75	.....
Champ	.....	.....	.....	.....	.....	.....	.....	54,741	2.22	.....
Others	21,052	11.42	18,784	10.01	+ 1.41	284,210	11.69	282,074	11.42	— 0.27
TOTAL	184,282		187,745			2,431,680		2,469,180		
Share of U. S. Total		30.14		26.41	+ 3.73		28.80		28.18	+ 0.62

Registrations not available for Oklahoma.

Year's total is 2,431,680

Imports take 28 pct. of '81 market

By Jenny L. King
Staff Writer

Registrations of new imported cars in December were down a few thousand units from 1980 levels, (184,282 vs. 187,745) but they accounted for a record 30.14 percent of the total market, up from 26.41 percent a year earlier.

New import registrations in 1951 totaled 2,431,680, down 1.52 percent from 2,469,180 the preceding year, according to figures compiled by R. L. Polk & Co.

Imported cars claimed a record 28.80 percent of the U. S. market in registrations in 1981, breaking the 1980 record of 28.18 percent.

Record penetrations were posted in eight of the 12 months last year. Only March, July, August and September failed to exceed the records, all set in 1980.

For the full year, six of the top makes improved their shares of the import market segment: Four Japanese makers and two European. Toyota was up to 23.28 percent from 22.68 percent in 1980; Honda was up to 15.04 percent from 14.23 percent; Mazda was up 0.62 of a percentage point to 7.09 percent from 6.47 percent; Subaru was up to 5.91 percent from 5.10 percent; Volvo climbed to 2.66 percent from 2.21 percent, and Mercedes-Benz was up 0.35 percentage points, to 2.44 percent from 2.09 percent.

Datsun lost the most ground in 1981, dipping 1.90 percentage points to 18.59 percent from 20.49 percent in 1980. Volkswagen was down 0.81 of a percentage point to 9.53 percent from 10.34 percent, while Fiesta and Champ dropped out of the top 10 group for the year.

• In December, Datsun was up 0.71 of a percentage point to 18.86 percent from 18.15 percent a year earlier. Subaru was up to 6.63 percent from 5.74 percent; Mercedes-Benz was up 0.77 of a percentage point to 3.11 percent from 2.34 percent, and Audi was up to 2.45 percent from 1.98 percent.

Toyota, Honda, VW, Mazda, Volvo, Colt and Fiesta were down in December compared with year-ago shares.

The top 10 imports in 1981 accounted for 88.31 percent of import registrations, compared with 88.58 percent in 1980. In December, the top 10 accounted for 88.58 percent, down from 89.99 percent a year earlier.

By country of origin, the Japanese makes accounted for 75.17 percent of import registrations in 1981, up from 74.10 percent in 1980. German-made cars dropped to 17.39 percent from 18.73 percent, while Swedish imports climbed to 3.24 percent from 2.73 percent.

Registrations by country of origin in 1981 compared with 1980 were:

	12 mos., 1981	12 mos., 1980
Japan	1,827,850	1,829,631
West Germany	422,926	462,394
Sweden	78,834	67,506
France	45,625	35,934
Italy	36,097	41,928
Britain	18,019	31,779
Ireland	2,329	.....
Other	.....	8

Registrations of imported cars by country of origin in December, compared with the year-earlier month, were:

	Dec., 1981	Dec., 1980
Japan	138,028	139,316
West Germany	31,906	35,701
Sweden	7,019	5,598
France	4,128	3,238
Italy	1,651	2,055
Britain	1,009	1,837
Ireland	541	.....

New imported-car registrations in 1981 were divided this way, by country of origin: Japan, 75.17 percent; Germany, 17.39 percent; Sweden, 3.24 percent; France, 1.88 percent; Italy, 1.48 percent; Britain, 0.74 percent, and Ireland, 0.10 percent.

In 1980 import registrations by country of origin were divided as follows: Japan, 74.10 percent; West Germany, 18.73 percent; Sweden, 2.73 percent; Italy, 1.70 percent; France, 1.45 percent, and Britain, 1.29 percent.

Registrations of imported trucks in 1981 totaled 485,875, down 7.17 percent from 523,386 in 1980.

Registrations of imported trucks in 1981, compared with 1980, were:

	12 mos., 1981	12 mos., 1980
Toyota	130,379	132,969
Datsun	112,383	108,384
Ford Courier	63,027	74,196
Chevrolet LUV	62,713	86,227
Others	117,373	121,610

The truck import total for December was 37,373, up 11.06 percent from 33,650 a year earlier. Registrations of imported trucks in December, compared with the preceding year, were:

	Dec., 1981	Dec., 1980
Toyota	10,765	7,610
Datsun	9,118	7,062
Ford Courier	4,337	4,707
Volkswagen	3,839	.....
Chevrolet LUV	.....	5,231
Others	9,314	9,040

Flxible gets bus pacts worth $23 million

DELAWARE, O. — Grumman Flxible Corp. has been awarded contracts to provide 156 Model 870 buses to transit authorities in Baltimore, Jacksonville, Fla., and Las Vegas.

Total value of the orders, including spare parts, is more than $23 million.

He'd really rather have a Buick

Judd Hurd, seated right, president, Hurd Buick-GMC, Inc., Cranston, R. I., signs his franchise agreement with Buick after recently relinquishing a Chrysler-Plymouth franchise begun by his father, Frank Hurd, in 1935. On hand for the occasion are: R. Henderson, seated left, zone manager; Ralph Wilkes, standing left, dealership general manager; Ed Mariner, center, office manager, and Gerard Calone, district manager for Buick.

factories list auction dates

Chrysler Corp.

April 6—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; NuCar Prep System, Santa Fe Springs, Calif.

Ford Motor Co.

April 7—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 13 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Lakeland Auto Auction, Lakeland, Fla.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

Pichovich appointed

FOUNTAIN VALLEY, Calif. Mitsubishi Motor Sales of America has appointed Donald G. Pichovich national depot manager. He formerly was regional parts center manager for American Honda Motor Co.

Dealer veteran

J. MacMorrow, right, owner of Safety Chevrolet, Mooresville, N. C., receives his 25-year award plaque from Harold A. Davidson, Chevrolet's Southeast regional manager.

St. Louis loses 2 Dodge dealers, gains 2 from GM

ST. LOUIS. — The dealership score is even: Two Dodge dealerships recently went out of business in the St. Louis area, but two General Motors stores opened.

Jung Chevrolet has opened in Clayton, a large commercial suburb. The dealer is Ronald L. Jung, 43, who had been in the labor relations department and was a Fisher Body plant supervisor here. His father, Elmer W. Jung, had operated Town & Country Ford, also in Clayton.

Pratt Buick opened in St. Louis. Greg Pratt, formerly associated with a Bloomington (Ill.) Lincoln-Mercury dealership, took over an existing facility.

The two companies that closed were Alton Dodge, Alton, Ill., and Dodge City, Ltd., Ellisville, Mo.

Used car sales
Auction Averages

April to date	$4,565
Month ago	$4,763
Year ago	$3,904

Model breakdown
Auction Averages

	April To Date	March	February
1982	$8,219	$9,019	$7,719
1981	6,684	6,839	6,422
1980	5,569	5,439	5,282
1979	4,348	4,759	4,487
1978	3,634	3,849	3,658
1977	2,907	2,953	2,783
1976	2,039	2,281	2,189
1975	1,558	1,695	1,798
Overall Average	$4,565	$4,781	$4,687

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 1[illegible] days in advance.

OHIO

OHIO AUCTION

ohio auto auction inc.

COLUMBUS, OHIO
THE TUES. SALE

SPECIAL

DAILY RENTAL SALE

TUESDAY, APRIL 20th—11:00 A.M.

EXPECTING 200 UNITS

FREE BARBEQUE FOR EVERYONE

CASH DRAWING

$1,000 MINIMUM GIVEN AWAY AT THE END OF THIS SALE FOR DEALERS PURCHASING DAILY RENTAL CARS ONLY!

LARGE ASST. OF YEAR, MAKE & MODELS

GM, FORD, CHRYSLER, AMC, LINCOLN-MERCURY

AVIS BUDGET DOLLAR

SCHER ADJUSTERS

HERTZ THRIFTY AMC

CALL 614-871-2771 FOR MOTEL RESERVATION OR AIRPORT PICKUP!

3905 JACKSON PIKE
P. O. BOX 220 GROVE CITY, OHIO 43123

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1185.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Alex Pate, *Gen. Manager*
Every Thursday, 10:30 A.M.

Automotive News Want Ads Will Bring You Fast Action!

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, APRIL 13, 1982
10:45 A.M.

AMC FACTORY SALE

CENTRAL OFFICE UNITS

ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

TEXAS

ANNOUNCING

DALLAS AUTO AUCTION'S
TWO DAY SALE-A-RAMA
TUESDAY, MAY 4th, 11:00 A.M.
—1st ANNUAL CORVETTE AND SPECIAL INTEREST SALE—
(MERCEDES, ROLLS ROYCE, etc.)
(We are now reserving numbers)
We expect over 400 Corvettes & other unique automobiles
WEDNESDAY, MAY 5th, 11:00 A.M. SHARP!
GIGANTIC CONSIGNMENT SALE
OVER 1500 CARS AND TRUCKS
EXPECTED FOR THIS SALE
THIS WILL BE THE LARGEST TWO DAY SALE EVER!
A Giant Texas Bar-Be-Que and Country Dance
will conclude these two great days
MAKE YOUR PLANS "TODAY" TO ATTEND THIS SALE OF SALES
CALL OR WRITE
DALLAS AUTO AUCTION
(214) 264-2344
BOX 210488 DALLAS, TEXAS 75211

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

For April and second quarter

Production targets lowest since '61

By Patricia Hoffman
Staff Writer

Feeling the agonies of the current recession, the domestic auto makers are forecasting the lowest April and second-quarter production since the recession year of 1961.

The auto manufacturers are planning 480,593 units next month, down 26.44 percent from 653,306 last year and the lowest output for April since 1961 when only 447,343 cars were built.

For the second quarter, the makers are looking at 1,587,496 units, down 21.88 percent from 2,032,219 in 1981 and the lowest second-quarter output since 1,550,195 in 1961.

Checker Motors is the only company showing any gain for April with output scheduled at 340 units. Checker assembled only 55 cars in April of last year.

April projections by the other manufacturers are: General Motors, 280,000, down 29.66 percent from 398,073 last year; Ford Motor, 121,000, down 14.83 percent from 142,077; Chrysler Corp., 60,000, down 28.18 percent from 83,540; Volkswagen of America, 13,553, down 23.01 percent from 17,604, and American Motors, 5,700, down 50.66 percent from 11,957.

For the second quarter, Checker has slated 1,180 cars, compared with 440 last year.

For the larger companies, second-quarter schedules are: GM, 930,000, down 26.65 percent from 1,267,945 in 1981; Ford, 403,000, down 7.76 percent from 436,897; Chrysler, 195,000, down 19.47 percent from 242,140; VWoA, 43,516, down 6.11 percent from 46,350, and AMC, 14,800, down 61.51 percent from 38,447.

Production last week was targeted at 107,265 units, up 20.8 percent from 88,794 the previous week, but down 29.0 percent from 152,333 in the comparable 1981 week.

So far this year, the makers have finished 1,116,679 cars, down 32.67 percent from 1,658,584 in the comparable 1981 period.

Breakdown for the week by company is: GM, 67.50 percent; Ford, 21.22 percent; Chrysler, 9.79 percent; AMC, 1.40 percent and Checker Motors, 0.09 percent.

VWoA's Westmoreland facility was idle an additional week last week because of poor sales. The plant closed March 22, and operations were originally scheduled to resume last week. The facility is slated to return today, (April 5).

Chrysler's Belvidere point was idle last week for inventory control.

Also down last week were three GM and three Ford facilities. They were: GM Arlington, Lansing and Leeds, and Ford Atlanta, Lorain and Metuchen plants.

GM's Janesville and Oklahoma City points remain down for model changeover.

Saturday overtime was scheduled last week at GM's Tarrytown and Van Nuys plants.

Checker's Kalamazoo point will be idle starting today (April 5) for inventory adjustment.

April truck output slated to top last year by 22 pct.

The domestic truck makers are looking at April in a favorable light, with production expected to jump 22.02 percent over last year's. The total is slated to be the highest for April since 1979.

The truck manufacturers are planning 180,136 units this month, up from 147,628 built in April last year.

Second-quarter truck production is slated at 567,389 units, a 33.36 percent gain over 425,469 completed during the second three months of 1981. It would be the highest second-quarter total since 1979, but the projection is far below that year's 887,948.

Last week, the truck makers scheduled 42,890 units, down 2.67 percent from 44,071 the previous week, but up a substantial 22.56 percent from 34,995 in the comparable 1981 week.

So far this year, the truck manufacturers have built 481,349 units, up 4.83 percent from 459,163 in the same period last year.

Volkswagen of America extended downtime last week at its Westmoreland facility. The plant, which was idled March 22 due to poor sales, was originally scheduled to resume operation March 29 but will not be back until today (April 5).

Chrysler's Belvidere assembly point was idle last week for inventory control.

One line remains idle at International Harvester's Ft. Wayne and Springfield facilities. The partial shutdown is to control overstocked inventory.

Overtime was scheduled last Saturday at General Motors' St. Louis facility.

American Motors Toledo (Jeep) plant has scheduled a five-day Easter holiday. The facility will be idle April 8-12.

It's Century, again

For the third consecutive year, Century Motor Sales, Alhambra, Calif., was the top-selling BMW dealership in the country. Leon Peskin, left, dealer, accepts the highest-volume plaque from Jim Ryan, BMW of North America Western regional manager.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 3, 1982	Week Ended April 4, 1981	Week Ended March 27, 1982	March Est.	Jan. 1 to April 4, 1981	Jan. 1 to April 3, 1982
CHEVROLET	13,295	9,457	12,548	58,160	155,038	162,230
DODGE	2,700	1,800	3,587	14,170	19,524	32,217
FORD	18,648	15,175	18,841	75,921	157,718	170,082
GMC	4,897	2,998	5,145	22,281	55,480	58,964
INTERNATIONAL	600*	1,690	1,200*	5,023*	20,333	13,201*
VOLKSWAGEN	.....	1,040	.....	4,272	12,229	7,619
JEEP	1,700*	1,550*	1,700*	6,220*	23,236	19,086*
AM GENERAL	50*	85*	50*	230*	1,105*	550*
MISCELLANEOUS	1,000*	1,200*	1,000*	5,800*	14,500*	17,400*
Total Trucks, U. S.	42,890	34,995	44,071	192,077	459,163	481,349

CANADIAN TRUCK PRODUCTION

	Week Ended April 3, 1982	Week Ended April 4, 1981	Week Ended March 27, 1982	March Est.	Jan. 1 to April 4, 1981	Jan. 1 to April 3, 1982
CHRYSLER CORP.	2,080	1,600	2,467	10,168	16,341	24,468
FORD MOTOR	3,459	3,556	3,326	15,104	45,391	30,463
GENERAL MOTORS	6,352	6,664	6,158	27,711	83,791	65,502
INTERNATIONAL	260	245	267	1,223	3,337	3,172
Total Trucks, Canada	12,151	12,065	12,218	54,206	148,860	123,605
N. American Trucks	55,041	47,060	56,289	246,283	608,023	604,954

†—Row includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

GM plant returns; car output rises 9 pct. in Canada

The return of General Motors' Oshawa (No. Two) facility boosted last week's Canadian auto production 9.66 percent from the previous week's output, but the total was 2.16 percent below that of the comparable 1981 period.

Last week, the auto makers scheduled 20,882 cars, up from 19,043 the previous week, but down from 21,343 in the comparable week last year.

So far this year, the auto manufacturers have finished 205,352 units, a 4.16 percent gain from 197,143 completed in the same period last year.

Truck production last week was estimated at 12,151 units, about even with 12,218 the previous week and 12,065 in the comparable 1981 week.

Year-to-date, the truck makers have built 123,605 units, down 16.97 percent from 148,860 in last year's comparable period.

GM's Oshawa (No. Two) facility resumed production last week after being idle one week for inventory control. The plant is scheduled to work two shifts daily through April 12, at which time it will halt second-shift operations. As a result, A-car production will drop to 360 units a day from the current rate of 768 units. The line rate will continue at 45 units an hour. Some 1,750 hourly workers will be put on indefinite layoff.

Also at GM, the St. Therese plant was idle last week for inventory control. The plant has been working only one shift since the end of February. Second-shift operations are slated to resume sometime this spring.

U. S. CAR PRODUCTION

	Week Ended April 3, 1982	Week Ended April 4, 1981	Week Ended March 27, 1982	March Est.	Jan. 1 to April 4, 1981	Jan. 1 to April 3, 1982
AMERICAN MOTORS	1,500*	2,500	1,400*	5,800*	26,354	14,534*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,500	19,500	15,131	60,209	203,864	141,022
Plymouth Total	4,200	9,250	6,420	24,961	100,785	59,394
Horizon	.....	3,100	2,186	6,554	36,003	17,034
Reliant	4,200	5,100	4,234	18,407	56,100	42,360
Caravelle	.....	250	.....	.....	1,378	.....
Gran Fury	.....	800	.....	.....	7,304	.....
Chrysler Total	2,600	1,350	2,801	12,708	16,253	26,548
LeBaron	2,600	1,000	2,801	12,708	11,282	26,548
Chrysler	.....	350	.....	.....	4,971	.....
Dodge Total	3,700	8,900	5,910	22,540	86,826	55,060
Omni	.....	3,300	2,229	6,720	28,461	16,186
Aries	2,900	3,900	2,855	12,989	45,043	31,136
Diplomat	.....	1,100	.....	.....	9,600	.....
Dodge 400	800	.....	826	2,831	.....	7,758
St. Regis	.....	600	.....	.....	3,722	.....
FORD MOTOR	22,758	31,659	17,685	102,895	344,321	221,609
Ford Division	14,101	22,320	10,235	62,909	239,400	133,071
Escort	5,451	8,092	7,101	32,068	106,179	61,150
Fairmont	2,958	4,686	725	9,091	45,917	20,309
Must./Must. II	2,788	4,513	.....	9,904	34,750	24,304
Granada	2,705	1,492	2,191	8,656	15,832	19,813
Thunderbird	.....	1,849	.....	2,376	14,775	6,080
Ford	.....	1,688	.....	.....	21,947	.....
EXP	199	.....	218	814	.....	1,415
L-M Division	8,657	9,339	7,450	39,986	104,921	88,538
Mercury Total	6,592	7,895	5,368	30,415	90,362	63,152
Lynx	1,711	2,978	2,295	10,022	36,127	18,182
Capri	1,030	1,299	.....	3,348	10,124	6,702
Zephyr	898	922	39	3,108	12,875	7,241
Cougar	1,284	768	1,090	4,346	7,695	10,565
XR-7	.....	634	.....	889	6,287	2,083
Mercury	1,620	1,294	1,910	8,591	17,254	18,108
LN7	49	.....	34	111	.....	271
Lincoln Total	2,065	1,444	2,082	9,571	14,559	25,386
Continental ('82)	413	.....	417	1,914	.....	5,607
Lincoln	826	722	832	3,828	6,830	10,160
Mark VI	826	722	833	3,829	7,729	9,619
GENERAL MOTORS	72,407	94,429	54,478	295,648	1,033,121	714,247
Buick Division	17,371	21,104	13,341	68,402	245,301	174,819
Skylark	3,360	6,084	3,635	16,192	69,356	31,491
Skyhawk J	2,812	.....	.....	6,900	.....	19,905
Century	2,433	4,105	2,513	11,777	48,471	31,984
Regal	4,753	6,012	3,515	15,928	67,128	43,408
Buick	3,170	3,695	2,910	14,090	44,702	40,772
Riviera	843	1,208	768	3,515	15,644	7,259
Cadillac Division	5,700	6,504	5,837	21,695	81,315	59,745
Cimarron	.....	.....	150	908	.....	1,401
Seville	600	719	602	2,898	8,393	6,082
Eldorado	1,500	1,515	1,498	6,629	17,688	16,083
Cadillac	3,600	4,270	3,587	11,260	55,234	36,179
Chevrolet Division	27,175	33,501	18,774	103,454	364,995	202,851
Chevette	6,560	7,324	6,847	30,860	78,217	40,179
Cavalier	1,910	617	2,765	12,576	667	26,809
Celebrity	2,550	.....	.....	5,803	.....	12,947
Camaro	5,955	3,092	4,839	21,742	34,026	52,227
Citation	4,325	9,020	3,319	15,646	94,046	28,520
Malibu	3,190	5,453	.....	8,284	66,870	18,513
Monte Carlo	1,655	2,795	.....	3,818	33,688	10,914
Chevrolet	430	4,800	407	1,955	47,733	5,092
Corvette	600	400	597	2,770	9,748	7,650
Oldsmobile Division	12,079	21,043	12,521	66,965	240,798	191,267
Omega	1,642	3,967	1,710	7,754	40,732	18,806
Firenza	2,013	.....	.....	5,592	.....	24,516
Cutlass	.....	8,932	2,369	14,320	111,015	41,470
Cutlass/Ciera	2,367	.....	2,243	10,773	.....	27,241
Oldsmobile	5,400	6,998	5,470	24,968	76,190	69,723
Toronado	657	1,146	729	3,558	12,861	9,511
Pontiac Division	10,082	12,277	4,005	35,132	100,712	85,565
Acadian†	605	695	608	2,015	5,781	2,257
J2000	812	941	412	2,263	1,150	4,426
T1000	283	2,553	65	1,361	7,993	2,056
Firebird	3,223	988	2,400	11,856	13,536	28,648
Phoenix	829	2,772	520	2,919	30,561	6,760
Grand Prix	1,640	2,400	.....	5,935	23,639	19,092
Bonneville ('82)	1,640	.....	.....	5,950	.....	19,073
A6000	1,050	.....	.....	2,833	.....	3,253
LeMans	.....	1,560	.....	.....	14,255	.....
Pontiac	.....	368	.....	.....	3,797	.....
VOLKSWAGEN	.....	4,160	.....	7,005	50,256	24,267
CHECKER	100*	85*	100*	360*	668*	1,000*
Total Cars, U. S.	107,265	152,333	88,794	471,917	1,658,584	1,116,679

CANADIAN CAR PRODUCTION

	Week Ended April 3, 1982	Week Ended April 4, 1981	Week Ended March 27, 1982	March Est.	Jan. 1 to April 4, 1981	Jan. 1 to April 3, 1982
AMERICAN MOTORS	600	760	610	2,799	7,844	6,799
CHRYSLER CORP.	3,440	.....	3,405	15,928	5,356	43,459
FORD MOTOR	8,617	7,198	8,582	31,254	38,463	62,447
GENERAL MOTORS	8,000	13,160	6,221	34,624	142,679	89,723
VOLVO	225	225	225	1,035	2,801	2,924
Total Cars, Canada	20,882	21,343	19,043	85,640	197,143	205,352
N. American Cars	128,147	173,676	107,837	557,557	1,855,727	1,322,031
N. American Trucks	55,041	47,060	56,289	246,283	608,023	604,954
North American Cars and Trucks	183,188	220,736	164,126	803,840	2,463,750	1,926,985

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 4/12/82

Automotive News

April 12, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Sagging production trims car supply to 58½ days

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers continued to hack away at their new-car inventories during March and they opened April with a healthy-looking 58½-day supply.

But the inventory reduction—from 70 days March 1, 97 days Feb. 1 and a record 107 days Jan. 1—was accomplished primarily through production cutbacks. The daily sales pace has climbed in each of the past four months, but the March rate was still anemic when compared with better years.

The domestic new-car inventory totaled 1,246,648 on April 1, down from 1,325,073 a month earlier. A year ago, the new-car stockpile totaled 1,236,074 April 1, only slightly lower than this year's but a 44-day supply at the then-current sales rate.

By size class, compacts continued in shortest supply, with the other segments in fairly close balance.

All corporate makers trimmed both days-supply figures and unit counts during March.

General Motors cut its inventory to a 59-day supply April 1, down from 71 days a month earlier. In shortest supply were the recently introduced Firebird-Camaro lines and the compact X-bodies.

Ford Motor Co. opened April with a 51-day supply, down from 59 days a month earlier and the lightest stockpile of the domestic makers.

Chrysler Corp. had a 62-day supply April 1, down from 76 days March 1. Volkswagen of America had a 97-day stockpile, down from 138½ days March 1, and American Motors had trimmed its inventory to 80 days from 88.

The April 1 domestic inventory was divided this way: GM, 61.27 percent; Ford Motor Co., 20.54 percent; Chrysler Corp., 13.34 percent; VWoA, 2.90 percent, and AMC, 1.95 percent.

Table on Page 8.

A month earlier, the domestic inventory was divided as follows: GM, 61.36 percent; Ford Motor Co., 20.51 percent; Chrysler Corp., 13.24 percent; VWoA, 2.90 percent, and AMC, 1.99 percent.

By size class, the industry trimmed its supply of compacts to 44 days from 54 a month earlier. Stocks of all other size segments were down also.

The industry had a 69-day supply of subcompacts, down from 74 days a month earlier; a 66-day supply of intermediates, down from 84 days; a 63-day stock of standards, down from 68 days, and a 60-day supply of luxury cars, down from 63 days.

The April 1 inventory was divided this way by market segment: Subcompact, 28.73 percent; compact, 20.38 percent; intermediate, 31.83 percent; standard, 12.45 percent, and luxury, 6.61 percent.

A month earlier, the inventory was divided as follows: Subcompact, 28.11 percent; com-

Continued on Page 8, Col. 1

Chrysler offering 5/50 and free maintenance

By Joseph Bohn
Marketing Editor

Looking for an alternative to rebates which expired April 10, Chrysler Corp. came up with a new five-year, 50,000-mile free maintenance / warranty / rustproofing protection program.

(Imperial rebates run to May 31.)

The program covers all new domestically built '81 and '82 cars, purchased at retail after April 11. Fleet sales, Mitsubishi imports and trucks are excluded from the new program.

Significantly, perhaps, Chrysler's fleet marketers elected to keep the rebate program that has been in effect for fleet buyers rather than take the longer warranty. It has been extended through April 30.

Chrysler was expected to followup its truck rebates, which also expired April 10, with a new program, not available at presstime.

Chrysler Chairman Lee A. Iacocca, in announcing the extended warranty / maintenance / rustproofing program, said he hoped it would run indefinitely. But, he added, its continuance would depend on its effectiveness in stimulating sales.

"The next 30 days will tell," said Iacocca, leaving the door open for a return to rebates.

Some observers questioned whether Chrysler's new program was strong enough to compete against cash savings offered by General Motors' 12.8 percent financing and Ford Motor's 5 percent rebate / two-year free maintenance/warranty programs.

Extended warranties have long been considered a good closing tool, but not particularly

Continued on Page 8, Col. 3

breaking news

Chrysler signs Turin design house

TURIN.—Rayton Fissore, a Turin design house, reportedly has signed an agreement with Chrysler Corp. for assistance in designing and prototyping new models. The contract follows a preliminary order for the design of a 2-liter car, the full-scale model of which was delivered last year. The Chrysler contract is to last two years. Another full-scale model—believed to be an Imperial—is scheduled to be shipped to Detroit shortly.

UAW-GM contract OK'd by slim margin

DETROIT. — The new national agreement between General Motors and the UAW was ratified by 52 percent of the rank-and-file, according to UAW Vice President Owen Bieber. The total vote count was 114,468 to 105,090. Under the agreement, the union made economic concessions in exchange for job security. The contract takes effect today (April 12).

See BREAKING NEWS, Page 8, Col. 1

Look out world . . .

Here comes Ford's Tempo

Ford Motor takes the wraps off its new Ford Tempo and Mercury Topaz front-drive models in the spring of 1983. The Fairmont/Zephyr replacements will ride on a wheelbase of about 99 inches and will be powered by a standard 1.6-liter Escort engine. Tempo (above and middle) has unique six-window greenhouse design.

. . . and Mercury's Topaz

The 1983 front-drive Mercury Topaz has more conventional greenhouse styling. Note unusual decklid and tail lamp design. Topaz and Ford Tempo will be offered in two-door and four-door versions, with a wagon model in the planning.

In bid for more clout with factories

Chevy, Ford Dealer Alliances unite

By John A. Russell
New York Staff Writer

HACKENSACK, N. J. — In an unprecedented move, the Ford Dealers Alliance and the Chevrolet Dealers Alliance formed a coalition last week to fight for solutions to their common problems.

While both organizations said they would reserve their specific make difficulties for each organization, in national areas they will present a united front.

These areas include pricing, overdealering, product identification and financing.

Linking the two organizations comes at a time when both are feeling the crunch of the recession, but Chevrolet dealers have been traditionally considered among the more successful and more conservative of dealers.

The Ford Dealers Alliance, since its inception, has been considered a radical organization. However, in recent years the organization's membership roll has increased from a purely northeast regional group to one of nationwide impact, with 1,500 dealers as members.

Chevrolet Dealers Alliance, founded two years ago, is still in its embryonic stage, with approximately 125 member dealers. Most are concentrated in the New York metropolitan area.

Now, according to its president, Larry Tynan, it will be aggressively moving to increase its membership ranks. Tynan said that part of the problem over the past two years has been organization.

The organization agreed on the issues, but did not have the expertise in the organizational front to present its views, he said. From now on, CDA will be

Continued on Page 60, Col. 1

NEWSPAPER
AN JAN83
MO2081ACNGLIAO OE 1N09S 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Buyback and lease plans involve two firms

DeLorean negotiating for cash fix

By Edward Lapham
Financial Editor

NEW YORK. — John Z. DeLorean has constructed a new business plan which could provide $14 million in short-term operating cash, $40 million in long-term investment plus allow his U. S. DeLorean Motor Co. to reacquire the West Belfast assembly operation.

The first step in the plan involves the bulk sale of 1,191 DeLorean sports cars to Consolidated International, Inc., the Ohio-based company which two years ago acquired a fleet of unsold cars from Fiat. The sale is scheduled for April 20.

John DeLorean said the sale will raise $14 million which will be used to partially pay off the $19 million owed the Bank of America.

"We plan to do another one (bulk sale) in the East to pay the balance," he said.

DeLorean told AUTOMOTIVE NEWS he and his wife have put about $2.3 million into the company in the last several weeks to pay bills and allow the company to meet payroll. He said he will put in an additional $5 million of his own funds to pay off creditors and dealer warranty claims "100 cents on the dollar." Current estimates put warranty claims between $1 million and $1.5 million and debt for the U.S. company at about $5 million.

The former General Motors group vice president said he has lined up a "California financial institution" which will contribute $35 million, at least part of it in equity, to finance shipments from the plant.

• DeLorean said he has had to negotiate various plans with BoA, because of its secured interest in 1,979 cars, and the receivers of the Northern Ireland DeLorean Motor Cars, Ltd., unit. He said either party could veto the plan.

"The British have a direct lien on all the property we own in the world including this necktie," he told AUTOMOTIVE NEWS in an interview.

He said a key to his business plan is reacquiring the plant for $40 million with no interest payments for "three, maybe five years."

"There has to be realignment of expectations to fit the situation," DeLorean said. "All the investor groups have disappeared. Only a moron would invest the $50 million it would take to put the company on its feet."

DeLorean said the government must be realistic in its claims against the enterprise, which total about $130 million, if it wants the venture to succeed.

"It really depends on the government," he said. "If they don't want the company to be here, it won't be."

DeLorean said the receivership of the company has caused the British government to "write off" its investment, which has reduced the costs "by about $2,800 per car."

DeLorean said the deal with Consolidated and one still being negotiated with Budget-Rent-A-Car should not give the cars a "distressed merchandise" image.

• He said his current plan for a deal with Budget involves DMC dealers acquiring about 1,000 cars and putting them into their lease fleets and then leasing them to Budget outlets for six to 12 months.

He wants BoA to finance the sale to dealers but said they "wouldn't touch it with a 10-foot pole."

A Consolidated official confirmed its contractural arrangement but told AUTOMOTIVE NEWS it was "strictly a financial agreement" and would likely not involve taking physical possession of the cars.

Terms of the proposed sell-buyback agreement call for Consolidated to buy the cars for $14 million. DeLorean would then gradually repurchase the cars from Consolidated for delivery to dealers.

Budget "inched closer day-by-day" to a separate agreement with DMC to purchase 1,000 cars, according to Gerald Entman, the car rental firm's marketing executive vice president.

"We still do want the cars," he told AUTOMOTIVE NEWS. "We're still talking."

Robert Aprati, Budget's general counsel, said "the structure of the deal is complete" but that some details needed to be worked out because of the number of parties involved. "We want to make sure we have clear title to the vehicles," he said.

Aprati also said Budget has not been negotiating directly with the bank but that it appears BoA officials have been "flexible" in their approach to resolving the problem.

DeLoreans on the block

These DeLoreans are some of the 39 units waiting to be auctioned at the California Auto Dealers Exchange, a Manheim auction in Orange County. They are among 88 company cars leased back to DMC by CFR Leasing. All were repossessed when DMC failed to make payments during its cash crunch. Early attempts to auction any of the cars were unsuccessful.

Heavy stocks, thin management and money woes plague enterprise

Where DeLorean's dream faltered

By Edward Lapham
Financial Editor

The DeLorean sports-car enterprise is in trouble.

It has a number of problems.

The project began in 1974 when former General Motors Group Vice President John Z. DeLorean formed a company to develop "an ethical sports car." It progressed through various financing arrangements before finally securing about $160 million in financing from the British Government for its operation to build the stainless-steel sports car in Dunmurry, Northern Ireland.

To be sure, the vagaries of the depressed U. S. auto market have not helped the company. The car bowed in the U. S. market last summer at a time the industry was wallowing in a veritable auto depression.

News Analysis

Early sales seemed to build appropriate momentum, peaking at 720 units in October, but then in December and January, the bottom fell out of the DeLorean market, along with the rest of the sporty-car segment. March sales were 204 units.

The sales slump coupled with a production rate increase in November caused an inventory clog from which the company has yet to recover.

DeLorean Motor Co., the parent company in which John DeLorean has about an 84 percent interest, is strapped for cash and is looking for investors.

Its marketing unit, DeLorean Motor Cars of America, has had nearly 2,000 cars sitting around for two months with no place to sell them. Dealers have an additional 1,500 in stock.

DeLorean Motor Cars, Ltd., the Northern Ireland car-building unit, has been in receivership since February. It is working only one shift a week to produce about 35 cars and has sold a few units in Kuwait and Abu Dhabi.

John DeLorean himself has resisted pressure from British interests to withdraw from active participation in the company which bears his name; certain British officials believe it would be easier to find an investor to rescue the project if DeLorean were to step aside.

• Still, it is very clear that the problems of the DeLorean enterprise fall into one or more of three categories: Management, money and product.

John DeLorean, who put together what was considered a prime-talent management team, now stands virtually alone at the head of the enterprise. He is assisted by Thomas Kimmerly, corporate director, executive vice president and legal expert who has been instrumental in developing the enterprise's intricate financing structures from the beginning.

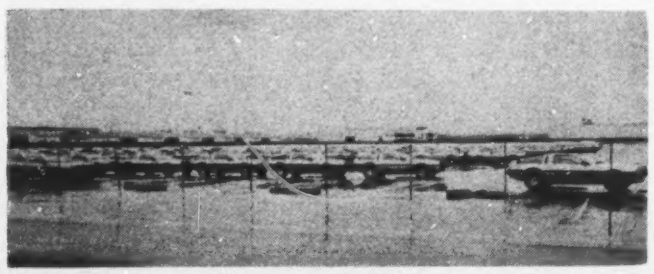
Roy Nesseth, a former car salesman and DeLorean confidant and associate in several other business deals, is an "executive assistant" to John DeLorean with a reported salary of $180,000.

This triumvirate is now the core of the management team. DeLorean is still the visible front man, while Nesseth handles much of the policy administration and implementation once handled by others, and Kimmerly is occupied with the legal intricacies of the current situation.

• Among the former top executives who are no longer with the enterprise are: C. R. Brown, former DMCA president; Eugene A. Cafiero, former DMC president; former chief financial officers Robert Dewey, Walter Strycker and James Stark; William T. Collins, original participant and design engineer; William Haddad, former public affairs vice president; Charles Bennington, former DMCL managing director; A. Lawrence Cobb, former DMC vice president and general manager of subsidiary Composite Technology Corp., and James Kjellberg, briefly director of European marketing plans.

There are other executives who are still with the enterprise, including some who have

Continued on Page 60, Col. 2



Waiting for the sun

More than 700 gull-wing DeLorean sports cars have been nesting in the rain and other elements at the company's Santa Ana (Calif.) Quality Assurance Center. These cars, all 1981 models, are part of the 1,979 landed units in which Bank of America has a secured interest. DeLorean Motor Co. last week was hoping for some sunshine and a chance to generate cash flow by shipping some of these cars to dealers or some other buyer.

Low interest loans score big in Florida

DeLAND, Fla. — Seven new-car dealers in this central Florida city sold what amounted to a month's worth of vehicles in a five-hour sale that offered low-interest loans to buyers.

Two thousand shoppers showed up for the Sunday afternoon sale, despite torrential rains, and purchased 185 cars and trucks.

Three banks agreed to participate in the promotion, aimed at proving the car dealers' thesis that low interest rates would unleash pent-up demand for new cars. The DeLand promotion preceded the latest General Motors offer of reduced interest rates.

The banks offered 24-month, 11.96-percent (APR) loans to qualified buyers for amounts up to $5,000. Buyers had to come up with a one-third downpayment, either in cash or trade.

Car loan rates in Florida have been running in the 16- to 18-percent range.

For those who wanted longer terms, the banks offered 14-percent (APR) loans for up to 48 months.

Participants in the promotion were Beau Chrysler, Bill Baker Volkswagen, Sheats, DeLand Datsun, DeLand Dodge, DeLand Ford, Kaiser Pontiac, Barnett Bank, Florida Bank and DeLand State Bank.

IMPA establishes award in memory of Robert Irvin

NEW YORK. — The International Motor Press Assn. has established a journalism award in memory of Robert W. Irvin. Mr. Irvin, editor-at-large of Automotive News, died December 1, 1980.

The $250 award and plaque will be presented for the best automotive story written under deadline and published during 1982.

Joe Oldham, IMPA president, said the first award will be presented in 1983 and entries will be confined to daily and weekly newspapers, wire services and weekly newsmagazines.

He said the purpose of the award is to honor the journalist who best typifies the standards set by Irvin during his career. Irvin was a member of IMPA.

Oldham also announced the Ken Purdy Award, which will have a $250 prize and a plaque for a story written and published in 1981.

Oldham said the awards will be made annually by IMPA to honor the memories of two of automotive journalism's most distinguished writers.

index

Auction reports	49
Classified advertising	50
Editorial page	18
Personnel	42
Production by makes	62
Service highlights	10
Truck highlights	16

57th year — No. 4910

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Out of Sunset, a Sunsetter

Sunset Coach Builders, Garden Grove, Calif., now offers a full-power convertible conversion of the Mazda 626. The Sundowner features a Hartz Sport Top and utilizes a loom wiring system which will raise or lower the top in 30 seconds through a remote dashboard switch. A polished stainless steel windshield header has locking latches and removable safety handles.

Sagging production reduces new-car supply to 58½ days

Continued from Page 1

pact, 21.34 percent; intermediate, 32.12 percent; standard, 12.11 percent, and luxury, 6.32 percent.

• The April 1 days-supply figures by market segment were:

Subcompact — Chevette, 45; Lynx, 47; Escort, 52; Skyhawk, 62; T1000, 67; Eagle SX/4, 73; Horizon, 75½; Cavalier, 76; LN7, 76; Spirit, 76½; TC3, 76½; Omni, 79; 024, 80; Firenza, 83; Rabbit, 97; EXP, 97, and J2000, 98.

Compact—Zephyr, 24; Firebird, 27; Fairmont, 32; Skylark, 36; Omega, 38; Camaro, 41; Citation, 42; Mustang, 52; Reliant, 53; Phoenix, 53; Aries, 56; Capri, 59; Eagle, 80, and Concord, 84.

Intermediate — Cougar, 31; Gran Fury, 36; Granada, 38; Diplomat, 43; New Yorker, 44; Century, 50; Cutlass Ciera, 56; LeBaron, 61; Celebrity, 66; Cutlass four-door, 66; Cutlass two-door, 66; Bonneville, 71; Pontiac 6000, 74; Malibu, 75; Regal four-door, 76; Regal two-door, 81; Cordoba, 81; Grand Prix, 85; XR-7, 90; Dodge 400, 93; Thunderbird, 98; Monte Carlo, 103, and Mirada, 105.

Standard—Oldsmobile 88, 44; Mercury, 51; Pontiac, 53; LeSabre, 55; Oldsmobile 98, 56; Ford, 61; Chevrolet, 69, and Electra, 79.

Luxury — Seville, 33; Continental, 39; Eldorado, 52; Lincoln, 55; Cadillac, 61; Toronado, 65; Riviera, 69; Corvette, 69; Mark VI, 76; Cimarron, 84, and Imperial, 94.

breaking news

Continued from Page 1

Washington word: No more aid for autos

DETROIT.—A Department of Commerce official has indicated that the Reagan Administration will do nothing more to aid the economically starved auto industry beyond what has already been done, according to Rep. John D. Dingell, Michigan Democrat. Dingell also said he hopes to have bill HR 5252, which revises the Clean Air Act, out of committee and on the House floor by the first week in May. Auto makers believe changes in that act could save up to $300 per car, he said.

Chevy truck sales in March highest since '79

DETROIT. — Chevrolet dealers sold 99,322 trucks in March, the highest total for any month since May, 1979, and 54 percent greater than last year's 64,501 units. First-quarter Chevrolet truck sales were up 35.4 percent over a year ago, from 173,869 in 1981 to 235,508 this year.

Record cash position for Chrysler

HIGHLAND PARK, Mich.—Chrysler Corp. ended March with $900 million in cash and marketable securities on hand, an alltime high even if the $350 million it received in selling Chrysler Defense weren't included, according to Chrysler Chairman Lee A. Iacocca.

Budd, Rockwell seek concessions from UAW

DETROIT.—Rockwell International Corp. and Budd Co. are seeking concessions from the UAW to help them recover economically. Rockwell presented UAW bargainers with a new proposal on April 2. The UAW represents workers in the company's automotive division. Early negotiations between the UAW and Budd were scheduled to begin today (April 12). The Rockwell contract expires Feb. 4, 1983, while Budd's runs out March 31, 1983.

As successor to rebates on U. S. cars

Chrysler offers 5/50, free upkeep

Continued from Page 1

strong tools for attracting showroom traffic.

Raphael Cohen, of the Independent Dealers Committee Dedicated to Action, said his group favored the program — particularly since it didn't require dealers to contribute or order more cars.

But Cohen thought that expecting it to ignite sales quickly was unrealistic.

He recalled that in 1963 — when Chrysler first offered a 5/50— "our market was not turned on by a snap of the finger. It took four to six months for the concept that Chrysler had a better warranty to sink into the public's mind."

Cohen saw the new program as a good, long-term marketing tool, but he felt that neither it, nor other companies' programs, could turn around a market in which consumers are basically lacking in confidence.

• Dealers generally had mixed reaction to the program.

Chrysler's dealer councils have long favored going back to a 5/50 warranty. They see it stimulating service business as well as restoring confidence in Chrysler's products.

But some dealers who have made a good profit selling aftermarket rustproofing and optional extended warranties saw the new program undercutting their profits.

One Chrysler dealer, for example, reportedly made $7,000 last month, selling the $250 optional extended warranty that Chrysler previously had, which had $100 worth of dealer profit in it.

In essence, the new 5/50 "Three-Way Protection Plan" is a limited warranty, covering engine, transmission, transaxle, drive axle and axle shaft.

The powertrain portion provides substitute transportation and towing. It requires a $25 deductible for each dealership visit after two years or 24,000 miles, to discourage nuisance claims.

All scheduled maintenance is free of charge for five years or 50,000 miles, and includes fluids, materials and labor.

The warranty and maintenance coverage is transferrable upon resale of the car, subject to a $25 fee.

The rust protection covers eligible vehicles that develop a hole through the metal due to corrosion.

• Chrysler's new program was launched last week, with newspaper, radio and TV advertising. The schedule also includes newsweekly magazines.

Chairman Iacocca is the spokesman in TV and radio commercials.

Full-page ads ran in 36 newspapers yesterday (April 11); 60-second Iacocca commercials are running in spot TV in 10 markets April 10 to 16, and 60-second Iacocca spots also are running in spot radio in 36 markets April 10-24.

Chrysler's network TV schedule has also been beefed up with additional buys during April 10-19, and there is a cable schedule on Ted Turner's Network News Cable.

Also, Chrysler is running three-page ads in all the newsweeklies, one page of black and white, two of color. The three-page ads run in Time, Newsweek and Sports Illustrated April 19 and People and U. S. News April 26.

Kenyon & Eckhardt is the agency.

NEW CAR STOCKS

	Apr. 1, 1982	Mar. 1, 1982	Apr. 1, 1981
Spirit	76½	87	51
Concord	84	105	41½
Eagle	80	79	59
Eagle SX/4	73	72	59
AMERICAN MOTORS	80	88	49
Horizon	75½	67	41
TC3	76½	81	41
Reliant	53	69	35
Gran Fury	36	55½	.....
Plymouth	26	70	39
LeBaron	61	83	57
Cordoba	81	86½	71
New Yorker	44	61	.....
Chrysler	57	76	61½
Imperial	94	99	.....
Omni	79	69½	45
024	80	82	45
Aries	56	77	36
Dodge 400	93	128½	.....
Diplomat	43	74	65
Mirada	105	124	91
Dodge	67	82	45
CHRYSLER CORP.	62	76	45
Escort	52	52	47
EXP	97	94	.....
Mustang	52	79	37
Fairmont	32	50	42
Granada	38	49	55
Thunderbird	98	107	40
Ford	61	69	76
Ford	52	61	49
Lynx	47	50½	57
LN7	76	90½	.....
Capri	59	88	36
Zephyr	24	36	38
Cougar	31	33	45
XR7	90	98	46
Mercury	51	58	64
Mercury	49½	55	50
Lincoln	55	57	32
Continental	39	35	.....
Mark VI	76	70	39
Lincoln	58	52	36
FORD MOTOR CO.	51	59	49
Skyhawk	62	.....	.....
Skylark	36	43	26
Century	50	80	.....
Regal 4-door	76	83	68
Regal 2-door	81	93	35
LaSabre	55	66	53
Electra	79	84	72
Riviera	69	86	65
Buick	58	74	42
Cimarron	84	85	.....
Seville	33	41	90½
Cadillac	61	61	68
Eldorado	52	60	63
Cadillac	56½	60	69
Chevette	45	52	15
Cavalier	76	93	.....
Citation	42	36	40
Camaro	41	59	37½
Malibu	75	100	65
Celebrity	66	78	.....
Monte Carlo	103	112	44½
Chevrolet	69	79	87
Corvette	69	82½	60
Chevrolet	59	66	40
Firenza	83	.....	.....
Omega	38	50	30
Ciera	56	92½	.....
Cutlass Supreme 4-door	66	83½	41
Cutlass Supreme 2-door	66	92	28
Olds 88	44	57	50
Olds 98	56	65	44
Toronado	65	88	57
Oldsmobile	56	78	36
T-1000	67	63	.....
J-2000	98	114	19
Phoenix	53	46	40
Firebird	27	36	42
Bonneville	71	74	64
6000	74	121	.....
Grand Prix	85	97	42½
Pontiac	53	50	71
Pontiac	66	72½	49
GENERAL MTRS.	59	71	39
VOLKSWAGEN	97	138½	64
TOTAL	58½	70	44

Checker to halt taxicab output

KALAMAZOO, Mich. — Despite an upturn in production, Checker has announced that production of taxicabs will be halted in July.

According to a letter sent to Checker's union employes, "if the union and its membership are not willing to work with the company, as other unions and other companies have shown the desire to do, the future of the company can hardly be called bright."

Checker, which also makes automotive parts and components, will continue those operations after production of taxicabs is phased out. About 225 of the 800 unionized auto workers will be placed on indefinite layoff. There are no plans to resume automobile assembly in the near future.

Talks commence on Lada Niva plant for Canada

Discussions began last week between Russian export and trade officials and representatives from Lada Cars of Canada, Ajax, Ont., on the location and timing of the proposed Lada Niva assembly plant.

Vladimir Poliakov, director of AvtoLada, a division of Avto-Export (the Russian trading arm), met last week with officials of the Canadian-owned Lada Cars of Canada and representatives of the U.S.S.R. trade commission in Ottawa.

Poliakov last week visited one potential assembly site near the Autoport in the Dartmouth/Halifax area of Nova Scotia. Sites in southern Ontario are also being considered.

The Niva is a compact four-wheel-drive vehicle which Lada Cars of Canada has been importing since 1980. Canadian production of the vehicle would boost home sales as well as open potential export markets.

Meetings will continue this week. The Russian representatives are also expected to finalize plans for the Canadian introduction of the new 2105 and 2107 sedans, successors to the current model sold in Canada.

Those models will make their Canadian debut in January at the Montreal International Auto Salon, according to John Wright, Lada national sales manager. The Russians will also discuss progress on the new Lada 2109 front - wheel - drive subcompact, which eventually will be sold in Canada.

Alfa Romeo appoints Wilson marketing chief

ENGLEWOOD CLIFFS, N. J. —Ralph B. Wilson has joined Alfa Romeo, Inc., as director of marketing.

Wilson has served as a marketing consultant for Alfa Romeo during the past two years and has worked in dealer recruiting, market research and sales training. Prior to that, he was national marketing manager of Peugeot Motors of America, and earlier he had been national marketing manager for Saab-Scania of America.

APR

12

1982

factories list auction dates

Chrysler Corp.

April 13 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Lakeland Auto Auction, Lakeland, Fla.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

American Motors

Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Central States Auto Auction, Mason City, Ia.

April 22—Atlanta Auto Auction, Red Oak, Ga.

April 23—Concord Auto Auction, Acton, Mass.

April 27—Aptco Auto Auction, Taylor, Mich.

April 28—Minneapolis Auto Auction, Shakopee, Minn.

April 29—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 30—Union Pacific Railhead, Montebello, Calif.

April 13 — Aptco Auto Auction, Taylor, Mich.

April 14—Minneapolis Auto Auction, Shakopee, Minn.

April 15—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 20—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, New Stanton, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 21 — Southern Auto Sales, Warehouse Point, Conn.; Dallas Auto Auction, Grand

Beaman buys deal

NASHVILLE, Tenn. — Nashville automobile dealer Lee Beaman has purchased Riverrate Datsun in Madison. Beaman is general manager of Beaman Pontiac-Toyota-Isuzu here. The name of the Madison dealership will be changed to Beaman Datsun.

A tradition in fiberglass

The Amish coach builder who makes this buggy remains anonymous for religious reasons. His description, however, sings the praises of fiberglass, its principal material. An end-grain balsa/fiber reinforced plastic structural sandwich gives a 20 percent savings in weight, low cost, strength, longer life and reduces horse fatigue. Shafts are glass and glass wheels are an option. "We save more than 90 pounds over the oak frame formerly used, which often rotted out after a year, and nine pounds by eliminating two steel side braces," the builder said. "This may sound unimportant, but a horse drawing a carriage 20 or 30 miles with a market load or six or seven people tires easily and weight savings is a blessing."

Moore Cadillac-Jaguar opens in Ellisville, Mo.

ELLISVILLE, Mo. — Moore Cadillac-Jaguar has moved into a 35,000-square-foot facility here.

Built on six acres, the showroom allows display of 12 cars. The service area has separate Cadillac and Jaguar departments, each with its own management, parts and technicians. Ron Moore is dealership president.

Used car sales
Auction Averages

April to date	$4,647
Month ago	$4,858
Year ago	$3,986

Model breakdown
Auction Averages

	April To Date	March	February
1982	$8,979	$9,019	$7,719
1981	6,829	6,839	6,422
1980	5,483	5,439	5,282
1979	4,361	4,759	4,487
1978	3,742	3,849	3,658
1977	2,973	2,953	2,783
1976	1,985	2,281	2,189
1975	1,488	1,695	1,798
Overall Average	$4,647	$4,781	$4,687

Toyota names Sawyer to head race activities

TORRANCE, Calif. — Lee Sawyer has been named motorsports manager for Toyota Motor Sales, U.S.A.

He is responsible for all of Toyota's racing activities in the U. S. Sawyer has been with Toyota since 1970, most recently as national technical services manager, a quality assurance and engineering post.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

The emblem dealers look for.

To America's used car dealers, it's every bit as prestigious—and represents every bit as much profit potential—as the hood ornaments of the world's classiest cars.

It's the symbol of the Manheim Auctions System.

Why this universal respect? Because Manheim gives buyers the industry's best selection of cars, its most comprehensive support services, and its most proven skills. Because Manheim gives sellers unrivaled expertise and professionalism in the vital inventory regulation process.

Because Manheim has given everyone **fair and equal treatment** each and every sale day—for 37 years.

Look for the Manheim emblem. That's where you'll find your area's smartest dealers.

Send for our free brochure today.

MANHEIM AUCTIONS, P.O. BOX 4097, LANCASTER, PA 17604
Phone (717) 569-4891

COX Broadcasting
A Service of Cox Broadcasting Corporation, Atlanta, GA

LEADING THE INDUSTRY SINCE 1945

1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545
Sale Friday Phone 717/665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505
Sale Wednesday Phone Bordentown 609/298-3400—
Camden 609/662-6700—Philadelphia 215/923-1080
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va 22401
Sale Thursday Phone 703/ 898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday Phone 816/241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday Phone 404/762-6211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday Phone 919/886-7081
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday Phone 412/443-7211
Pittsburgh 412/361-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday Phone Caledonia 414/835-4436
Chicago 312/226-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday Phone 305/656-0000
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday Phone 209/ 268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92805
Sale Wednesday Phone 714/ 956-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
Sale Tuesday Phone Boston 617/ 329-4900 or 329-4800 —
Walpole 617/668-6130

OHIO

Wednesday Auto Auction. Exit 40 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Alex Pate, *Gen. Manager*
Every Thursday, 10:30 A.M.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

SOUTH CAROLINA

Bruce Auto Auction & Rosen Caster—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

Advertise in Automotive News for Fast Action

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
TUESDAY, APRIL 20, 1982
10 A.M.

FORD MOTOR CO.
FORD & LINCOLN MERCURY
DEALERS ONLY
275 UNITS TO CHOOSE FROM

CHRYSLER CORP.
CHRYSLER PLYMOUTH
DODGE DEALERS ONLY
200 UNITS TO CHOOSE FROM

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

MICHIGAN

WEDNESDAY
11:00 a.m.

ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars

4 LANES

- **Our 29th Year**
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION

3711 WESTERN RD FLINT, MICHIGAN 48506 PHONE (313) 736-2700

As first-quarter new-car sales dip 18 pct.

Imports, domestics share setback

By Jenny L. King
Staff Writer

New-car sales during the first quarter of 1982 were down 18.19 percent from year-ago levels, with the domestic auto makers plunging 19.17 percent and the imports not far behind at minus 15.55 percent.

Industry total for January through March was 1,942,131, down from 2,373,949 in 1981. Domestics added up to 1,400,690, compared with 1,732,792, and imports numbered 541,441, compared with 641,157.

March sales collapsed to 776,793 units from 962,756 a year earlier. The U. S. makers combined forces to retail 575,608 new cars for the month. This was down 19.98 percent from 719,367 the preceding year.

Import sales during March dropped 17.34 percent, to 201,185 from 243,389 last year. Import penetration of the U. S. market was 25.90 percent, up from 25.20 percent in 1981 and a record for the month. In 1980, imports captured 25.09 percent of the total, in 1979 it was 22.53 percent.

Japanese penetration of the import share was 80.82 percent, up from 79.40 percent in March of 1981. Japanese products accounted for 20.92 percent of the total March market, up from 20.07 percent a year earlier.

• All five major U. S. auto makers reported sales declines in March. Drops ranged from 14.69 percent at Ford Motor Co. to 39.68 percent at American Motors.

General Motors sales of 349,506 were down 20.18 percent from 437,884. There were 27 selling days this year compared with 26 in 1981, thus on a daily-rate basis GM sales were down 23.14 percent.

Ford Motor Co. dropped 14.69 percent to 135,210 from 158,487 in 1981 (down 17.84 percent daily rate). Chrysler Corp. reported sales of 72,627 domestic units, down 21.87 percent from 92,952 (down 24.76 percent daily rate).

Volkswagen of America U. S. Rabbit sales numbered 9,987, down 38.81 percent from 16,320 a year ago (down 41.03 percent daily rate), and AMC plunged 39.68 percent to 8,278 from 13,724 (down 41.83 percent daily rate).

GM earned 60.72 percent of the domestic market in March, down from 60.87 percent in 1981. Ford cornered 23.49 percent, up from 22.03 percent. Chrysler dipped to 12.62 percent from 12.92 percent. VWoA was pushed back to 1.73 percent from 2.27 percent, and AMC dropped to 1.44 percent from 1.91 percent.

Chrysler and Cadillac were the only U. S. makes to report sales gains in March. Chrysler leaped ahead 52.70 percent, to 15,991 from 10,472 last year, and Cadillac was up 11.46 percent, to 19,837 from 17,798.

In the final 10 days of March, domestic sales were up 23.53 percent over last year. It was the first period of 1982 in which there was an improvement (based on daily-selling rate), due probably to the culmination of the early-spring rounds of rebates.

During the March 21-31 period GM was up 52.96 percent, Ford was up 3.21 percent, Chrysler dropped 7.26 percent, VWoA was down 35.86 percent and AMC's estimated sales were down 16.28 percent. Market shares were: GM, 59.95 percent; Ford, 23.13 percent; Chrysler, 13.48 percent; VWoA, 1.92 percent, and AMC, 1.52 percent.

• Sales of imports in March showed the sales leaders (all Japanese products) cinching in their belts as a result of the first one-year restriction on imports which expired March 31.

Toyota sales for the month were down 21.69 percent from 1981; Datsun was down 3.49 percent; Honda was down 17.52 percent; Mazda was down 6.36 percent, and Subaru was down 14.04 percent.

Only seven of the major importers squeezed sales gains out of the inhospitable month. They were BMW, Isuzu, Jaguar, Lancia, Porsche, Saab and Volvo.

The March market class breakdown featured increases for U. S. subcompacts, standards, luxury models and imports, all at the expense of compacts and intermediates. Subcompacts climbed to 18.86 percent from 16.08 percent last year; standards claimed 9.21 percent, up from 7.83 percent; luxuries had 4.78 percent, up from 3.79 percent, and imports earned a record 25.90 percent compared with 25.29 percent in 1981.

Compacts slipped to 20.42 percent from 24.63 percent and intermediates dropped to 20.83 percent from 22.38 percent.

While March sales were down from the 1981 level, they did show an increase over the first two months of this year. The domestic trend was 368,138 in January, progressing to 456,942 in February, then to 575,608 in March.

Import sales in January were 166,110, climbing to 175,261 in February and 201,185 in March.

Where Auto Market was in March

	Total Sales	Pct. of Total
SUBCOMPACT	146,473	18.86
COMPACT	158,608	20.42
INTERMEDIATE	161,782	20.83
STANDARD	71,568	9.21
LUXURY	37,177	4.78
IMPORT	201,185	25.90
TOTAL	776,793	100.00

U. S. SALES BY MARKETING UNITS

	March 1982	March 1981	3 mos., 1982	3 mos., 1981
Chevrolet	129,251	187,782	322,569	441,360
Ford	93,617	122,743	231,829	290,200
Oldsmobile	80,614	93,330	186,916	229,372
Buick	70,312	79,427	161,453	190,380
Toyota	47,479	60,626	126,153	165,732
Pontiac	49,492	59,547	123,893	149,412
Datsun	47,226	48,933	115,665	123,408
Plymouth	31,981	50,163	81,486	114,178
Honda	29,594	35,880	94,260	102,316
Dodge	32,127	46,154	82,689	107,547
Mercury	33,669	35,787	83,155	88,490
VW of America	21,540	29,434	50,882	77,629
Cadillac	19,837	17,798	53,602	51,536
AMC-Renault	11,296	17,440	29,103	45,841
Mazda	15,869	16,947	37,918	48,102
Subaru	13,440	15,635	37,652	38,967
Chrysler/Imperial	16,297	11,066	37,482	28,761
Volvo	7,240	6,130	20,011	17,366
Lincoln	7,924	8,018	19,964	17,400
Mercedes-Benz	5,764	6,263	14,995	15,198
BMW	4,343	3,615	11,554	8,886
Fiat	2,855	3,735	5,028	8,272
Jaguar-Rover-Triumph	719	2,420	1,845	4,927
Isuzu	1,208	803	3,447	1,095
Peugeot	1,232	1,571	3,431	3,711
Saab	1,473	1,391	3,928	3,593
DeLorean	204	.....	824	.....
Alfa Romeo	190	118	397	270
TOTAL	776,793	962,756	1,942,131	2,373,949

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	March 1982	March 1981	3 mos., 1982	3 mos., 1981
Alfa Romeo	190	118	397	270
Audi	4,280	4,546	10,076	11,082
BMW	4,343	3,615	11,554	8,886
Challenger	1,227	1,401	3,843	4,153
Champ	2,662	5,497	10,316	15,020
Colt	2,907	5,904	10,968	15,426
Datsun	47,226	48,933	115,665	123,408
DeLorean	204	.....	824	.....
Fiat	2,765	3,655	4,871	8,017
Fiesta	.....	8,061	.....	18,462
Honda	29,594	35,880	94,260	102,316
Isuzu	1,208	803	3,447	1,095
Jaguar	719	345	1,845	901
Lancia	90	80	157	255
Mazda	15,869	16,947	37,918	48,102
Mercedes-Benz	5,764	6,263	14,995	15,198
MG	.....	537	.....	1,169
Peugeot	1,232	1,571	3,431	3,711
Porsche	1,173	1,162	2,968	2,701
Renault	3,018	3,716	7,451	8,655
Rover	.....	62	.....	200
Saab	1,473	1,391	3,928	3,593
Sapporo	982	1,629	3,098	4,308
Subaru	13,440	15,635	37,652	38,967
Toyota	47,479	60,626	126,153	165,732
Triumph	.....	1,476	.....	2,657
Volkswagen	6,100	7,406	15,613	19,557
Volvo	7,240	6,130	20,011	17,366
TOTAL	201,185	243,389	541,441	641,157

DOMESTIC CAR SALES

	March 21 to March 31, 1982	Same Period, 1981	March, 1982	Same Month, 1981	Jan. 1 to March 31, 1982	Same Period, 1981
Spirit	.....	.....	2,130	3,775	5,161	10,586
Concord	.....	.....	2,833	5,826	6,743	14,166
Pacer	.....	.....	.....	18	.....	57
Eagle	.....	.....	3,315	4,105	9,748	12,377
AMERICAN MOTORS*	3,600†	4,300†	8,278	13,724	21,652	37,186
Horizon	2,199	2,686	5,312	9,664	14,843	24,415
TC3	1,926	2,030	4,069	6,438	10,353	13,471
Reliant/Volare	6,855	10,586	16,632	25,509	38,361	54,336
Plymouth	904	611	2,324	1,426	4,515	2,628
Total Plymouth	11,884	15,913	28,337	43,037	68,072	94,850
LeBaron	17	1,775	71	5,691	494	13,692
LeBaron K	4,355	.....	8,818	.....	19,971	.....
Cordoba	693	996	1,534	3,024	4,044	8,784
New Yorker	2,542	.....	5,568	.....	12,197	.....
Chrysler	.....	574	.....	1,757	.....	4,983
Total Chrysler	7,607	3,345	15,991	10,472	36,706	27,459
Total Imperial	123	188	306	594	776	1,302
Omni	1,836	2,168	4,211	7,207	12,107	18,266
024	2,063	1,771	4,224	5,260	11,134	11,376
Aries/Aspen	5,347	8,505	12,916	19,899	30,075	42,367
Dodge 400	1,352	.....	2,759	.....	6,303	.....
Diplomat	1,371	1,411	3,139	3,701	6,293	8,693
Mirada/Magnum	352	628	744	1,717	1,966	4,937
Dodge	.....	405	.....	1,065	.....	2,379
Total Dodge	12,321	14,988	27,993	38,849	67,878	88,018
CHRYSLER CORP.	31,935	34,434	72,627	92,952	173,432	211,629
Pinto	.....	560	.....	1,853	.....	7,190
EXP	2,058	.....	5,079	.....	12,094	.....
Escort	14,469	10,624	33,220	29,499	87,339	80,383
Mustang	5,811	7,826	14,268	23,914	31,000	50,070
Fairmont	6,230	8,479	14,607	24,937	34,683	54,064
Granada	4,824	4,168	12,046	13,004	29,933	28,833
Thunderbird	1,311	3,058	3,538	10,926	9,994	24,362
Ford	3,590	3,982	10,859	10,549	26,786	26,836
Ford Division	38,293	38,697	93,617	114,682	231,829	271,738
Bobcat	.....	119	.....	401	.....	1,684
LN7	811	.....	1,956	.....	4,461	.....
Lynx	4,418	3,646	10,582	9,563	26,184	24,688
Zephyr	1,791	2,086	4,402	6,587	11,465	15,899
Cougar/Monarch	1,980	1,680	4,853	4,968	12,956	11,315
XR-7	548	1,052	1,393	3,825	3,845	8,762
Capri	1,513	1,975	3,826	6,041	8,203	13,520
Mercury	2,302	1,479	6,657	4,402	16,041	12,622
Total Mercury	13,363	12,037	33,669	35,787	83,155	88,490
Cont./Versailles	791	.....	2,552	.....	7,747	.....
Lincoln	1,317	1,110	2,944	3,876	6,646	8,187
Mark VI	1,060	1,276	2,428	4,142	5,571	9,213
Total Lincoln	3,168	2,386	7,924	8,018	19,964	17,400
L-M Division	16,531	14,423	41,593	43,805	103,119	105,890
FORD MOTOR	54,824	53,120	135,210	158,487	334,948	377,628
Skyhawk	2,195	.....	4,402	.....	5,273	.....
Skylark	8,239	3,385	20,470	25,508	46,005	58,562
Century FD	4,639	.....	10,341	.....	19,799	.....
Regal Sedan	2,784	5,042	6,882	12,952	17,729	32,666
Regal Coupe	4,749	3,004	11,441	26,399	29,469	58,651
Le Sabre	3,478	1,880	8,478	6,865	21,444	17,944
Electra	1,829	1,270	4,578	4,204	12,289	12,398
Riviera	1,493	1,147	3,720	3,499	9,445	10,159
Buick Division	29,406	15,728	70,312	79,427	161,453	190,380
Cimarron	651	.....	1,602	.....	4,084	.....
Seville	1,117	684	3,040	1,948	6,704	6,301
Cadillac	4,118	3,999	10,617	11,641	30,834	32,910
Eldorado	1,727	1,480	4,578	4,209	11,980	12,325
Cadillac Division	7,613	6,163	19,837	17,798	53,602	51,536
Chevette	11,797	6,082	27,616	57,656	68,098	133,004
Cavalier/Monza	7,475	453	16,745	1,958	35,767	11,490
Citation/Nova	9,542	5,103	22,984	45,041	66,481	97,724
Camaro	6,013	3,879	15,350	14,621	32,089	29,750
Celebrity	3,967	.....	8,569	.....	17,549	.....
Malibu	3,994	10,500	9,927	24,407	27,691	58,695
Monte Carlo	3,243	2,935	8,327	24,134	23,789	52,409
Chevrolet	6,382	5,142	17,504	16,568	45,328	49,708
Corvette	832	1,140	2,229	3,397	5,777	8,580
Chevrolet Division	53,245	35,234	129,251	187,782	322,569	441,360
Firenza/Starfire	1,544	.....	3,331	.....	4,155	.....
Omega	4,227	2,016	10,744	14,978	24,333	32,252
Cutlass Ciera	5,096	.....	12,585	.....	24,012	.....
Cutlass	.....	8,104	.....	19,612	.....	52,293
Supreme	10,205	4,383	27,964	35,335	69,123	79,980
Olds 88	6,285	4,250	15,376	13,024	37,601	36,042
Olds 98	2,867	2,302	7,453	7,179	20,094	19,954
Toronado	1,221	1,097	3,161	3,202	7,598	8,851
Oldsmobile Division	31,445	22,152	80,614	93,330	186,916	229,372
T-1000	2,709	245	6,705	246	17,784	246
J-2000/Sunbird	3,023	807	6,904	5,175	15,649	22,193
Phoenix	2,542	1,946	6,357	12,455	17,694	27,879
Firebird	3,888	1,981	9,904	7,647	21,925	17,461
6000	2,404	.....	4,831	.....	9,595	.....
Bonneville/LeMans	2,530	3,499	6,634	8,039	18,199	19,662
Grand Prix	2,992	2,835	7,494	17,664	20,206	38,971
Pontiac	251	2,278	663	8,321	2,841	23,000
Pontiac Division	20,339	13,591	49,492	59,547	123,893	149,412
GENERAL MOTORS	142,048	92,868	349,506	437,884	848,433	1,062,060
VOLKSWAGEN	4,552	7,097	9,987	16,320	22,225	44,289
DOMESTIC TOTAL	236,959	191,819	575,608	719,367	1,400,690	1,732,792
IMPORT TOTAL	.....	.....	201,185	243,389	541,441	641,157
INDUSTRY TOTAL	.....	.....	776,793	962,756	1,942,131	2,373,949

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

GM and IUE agree on national pact

DETROIT. — The International Union of Electrical Workers (IUE) and General Motors have reached a tentative agreement on their national contract.

The proposed 2½-year settlement is parallel to one reached in late March by the UAW and GM. In that agreement, the union gave up annual raises and paid personal holidays and deferred cost-of-living adjustments for 18 months in exchange for job security.

The union's 22,000 GM working members and 9,000 members on layoff will vote on contract ratification.

3-month auto output was 1,087,000

Quarter's build dips to 30-year low

By Patricia Hoffman
Staff Writer

Once again, recession left its mark on the industry as domestic auto production for the first three months of 1982 was the lowest in 39 years and the total for March was the lowest since 1961.

Marred by slumping sales, the auto makers assembled only 1,087,000 units last quarter, a 30.57 percent drop from 1,565,531 in the comparable 1981 period and the lowest first-quarter output since 1952 when only 992,403 cars were built.

It was the lowest total for any quarter since the third quarter of 1961 when the makers produced 950,655 cars.

Last month, the makers turned out 481,578 units, down 22.77 percent from 623,571 built in March of 1981, and the lowest for that month since 1961 when 408,538 cars were assembled.

Of the six auto companies, only Checker Motors showed a gain for the first three months of 1982 with 860 units, up 36.16 percent from 549 built in the same 1981 period.

On a percentage basis, the largest first-quarter loss was suffered by Volkswagen of America with 24,267 units, down 49.26 percent from 47,830 in the comparable period last year.

American Motors was also down considerably from last year's quarter with 13,335 units, a drop of 40.53 percent from 22,423.

Ford Motor finished 211,862 units last quarter, down 34.87 percent from 325,273 a year ago; Chrysler Corp. produced 136,928 cars, down 28.78 percent from 192,270; and General Motors wrapped up first quarter production with 699,748, down 28.39 percent from 977,186 last year.

Breakdown for March by company is: GM, 306,423 units, down 19.11 percent from 378,828 in 1981; Ford, 102,251, down 21.39 percent from 130,070; Chrysler, 60,338, down 30.25 percent from 86,512; VWoA, 7,005, down 61.80 percent from 18,339, and AMC, 5,201, down 45.90 percent from 9,613.

Checker had the only gain last month with 360 units, up 72.25 percent from 209 a year ago.

Last week's production was targeted at 94,438 units, down 11.54 percent from 106,761 the previous week. The total was also down 37.27 percent from 150,553 in the comparable 1981 week. All plants were closed on Good Friday.

So far this year, the makers have finished 1,224,141 cars, down 32.44 percent from 1,811,855 in the same period last year.

Breakdown for the week by company is: GM, 62.02 percent; Ford, 21.98 percent; Chrysler, 11.44 percent; VWoA, 3.02 percent and AMC, 1.54 percent.

Checker was idle last week for inventory control. Ford's Atlanta facility was down for the same reason.

Ford's St. Louis plant increased its hourly line rate by 4 units last week. It now assembles 36 units per hour.

GM's Janesville and Oklahoma City points remained idle last week for model changeover.

GM's Lansing plant will be idle starting today (April 12) for inventory control.

Auto production in Canada rises for month, quarter

Canadian auto and truck production last month was considerably higher than that of the year-ago month.

The first quarter also proved favorable for the auto makers as output rose 11.92 percent above last year's, but truck production in the first three months of 1982 was the lowest for that quarter in seven years.

In March, the auto makers finished 89,197 units, up 22.78 percent from 72,649 in the comparable 1981 month. It was the most for that month since 1979, when 101,638 cars were assembled, and the highest total for any month since last June, when the makers built 101,919 cars.

The truck manufacturers assembled 55,505 units in March, a 24.28 percent gain from 44,663 in the comparable month last year. It was the highest total for any month since October of 1980 when the makers finished 55,943 units.

Auto production for the first quarter was 205,139, up 11.92 percent from 183,292 in the comparable 1981 period. It was the highest quarter since the fourth quarter of 1980 when the total was 227,352.

The truck makers built 121,139 units in the first three months of this year, down 8.95 percent from 133,048 in the comparable 1981 quarter. It was the lowest first quarter since 1975 when 91,290 trucks were produced.

Last week's auto production was scheduled at 13,360 units, down 27.56 percent from 18,443 the previous week. The total also was 36.57 percent below the 21,062 assembled in the comparable 1981 week. All car and truck plants were closed April 9 for Good Friday.

So far this year, the auto manufacturers have assembled 225,876 units, up 3.77 percent from 217,360 in the same period last year.

The truck makers targeted 8,818 units last week, down 24.07 percent from 11,614 the previous week, and down 2.68 percent from 9,061 a year ago.

So far this year, the makers have finished 134,603 trucks, down 14.82 percent from 158,030 in the comparable 1981 period.

The second shift remained idle last week at General Motors' St. Therese facility. The plant has been operating on only one shift since Feb. 1.

Also at GM, the second shift at the Oshawa (No. Two) facility will be idle indefinitely starting today (April 12). About 1,750 workers will be laid off.

Truck production tops last year for March, 3 months

Domestic truck production in March jumped 22.38 percent from that of the comparable 1981 month, and the total for the first three months of 1982 rose 6.13 percent from the comparable 1981 quarter.

In March, the truck makers finished 196,192 units, up from 160,312 a year ago. It was the highest output for March since 1979 when the makers completed 358,126 units, and the most for any month since October of that year when 227,853 trucks were built.

The makers built 451,406 trucks in the first quarter, up from 425,322 in the same period last year. It was the most for that quarter since 1980 when 487,507 units were assembled, and the most for any quarter since the second three months of 1981 when 481,392 trucks were built.

Last week's truck production was scheduled at 33,066, down 23.21 percent from 43,060 the previous week. Output also dropped 18.95 percent from 40,795 in the comparable 1981 week. The Good Friday holiday cut last week's total.

Year-to-date, the makers have finished 501,696 trucks, up a fraction from 498,666 in the comparable 1981 period.

General Motors' Lordstown (van) facility added a second shift last week and recalled 1,000 workers from indefinite layoff.

Ford Motor's Norfolk plant upped production last week from 30 units an hour to 40 units an hour.

American Motors' Toledo (Jeep) point was idled last Wednesday (April 7) for a five-day holiday weekend. The plant is slated to return tomorrow (April 13).

The fifth straight week of daily overtime was scheduled last week at Chrysler Corp.'s Warren plant. The point has been working a daily nine-hour shift.

U. S. CAR PRODUCTION

	Week Ended April 10, 1982	Week Ended April 11, 1981	Week Ended April 3, 1982	March Total	Jan. 1 to April 11, 1981	Jan. 1 to April 10, 1982
AMERICAN MOTORS	1,450*	2,300*	1,400*	5,201	28,454*	15,345
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,800	19,700	10,676	60,338	223,972	151,998
Plymouth Total	4,400	9,350	4,202	24,985	110,396	63,775
Horizon	1,400	4,200	.....	6,554	40,468	18,434
Reliant	3,000	4,900	4,202	18,431	60,878	45,341
Caravelle	.....	250	.....	.....	1,602	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,900	1,800	2,622	12,721	18,128	28,469
LeBaron	1,900	1,800	2,622	12,721	13,266	28,469
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	4,500	8,550	3,852	22,632	95,448	59,754
Omni	1,500	3,600	.....	6,720	31,957	17,686
Aries	2,400	4,200	3,026	13,053	49,513	33,672
Diplomat	.....	750	.....	.....	10,296	.....
Dodge 400	600	.....	826	2,859	.....	8,396
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	20,759	32,529	22,986	102,251	377,272	241,815
Ford Division	14,165	22,614	14,316	62,866	262,462	147,279
Escort	5,709	6,920	5,474	32,073	113,239	66,873
Fairmont	2,381	5,580	3,005	9,088	51,461	22,706
Must./Must. II	2,599	3,228	2,924	9,873	38,117	26,927
Granada	1,836	2,880	2,726	8,642	18,735	21,643
Thunderbird	1,474	2,310	.....	2,376	17,242	7,554
Ford	.....	1,696	.....	.....	23,668	.....
EXP	166	.....	187	814	.....	1,576
L-M Division	6,594	9,915	8,670	39,385	114,810	94,536
Mercury Total	5,358	8,287	6,582	29,801	98,537	67,892
Lynx	1,602	2,400	1,671	10,015	38,497	19,761
Capri	526	948	975	3,275	11,000	7,133
Zephyr	707	1,349	875	2,525	14,276	7,356
Cougar	902	1,438	1,283	4,360	9,120	11,190
XR-7	431	858	.....	889	7,072	2,514
Mercury	1,150	1,294	1,729	8,624	18,572	19,335
LN7	40	.....	49	113	.....	313
Lincoln Total	1,236	1,628	2,088	9,584	16,273	26,644
Continental ('82)	247	.....	417	1,917	.....	5,858
Lincoln	598	813	843	3,834	7,686	10,771
Mark VI	391	815	828	3,833	8,587	10,015
GENERAL MOTORS	58,574	91,814	71,599	306,423	1,126,978	786,961
Buick Division	13,508	21,632	17,445	68,359	266,797	188,314
Skylark	2,264	5,381	3,425	16,257	74,714	33,846
Skyhawk J	2,488	.....	2,833	6,820	.....	22,321
Century	1,808	4,765	2,396	11,820	53,478	33,820
Regal	3,644	6,596	4,726	15,877	73,474	46,991
Buick	2,536	3,660	3,228	14,117	48,254	43,358
Riviera	768	1,230	837	3,468	16,877	7,978
Cadillac Division	4,560	4,519	5,675	21,672	85,816	64,272
Cimarron	.....	12	.....	908	12	1,401
Seville	480	745	601	2,898	9,143	6,562
Eldorado	1,200	1,560	1,497	6,631	19,255	17,284
Cadillac	2,880	2,202	3,577	11,235	57,406	39,025
Chevrolet Division	21,170	30,524	26,809	101,251	395,166	225,337
Chevette	5,300	8,715	6,823	31,020	87,155	45,744
Cavalier	1,225	944	1,907	12,632	1,065	28,089
Celebrity	2,210	.....	2,473	5,684	.....	15,007
Camaro	4,345	3,120	5,429	21,065	37,105	55,675
Citation	3,195	8,845	4,305	15,047	102,902	34,783
Malibu	2,825	5,270	3,259	7,317	72,081	20,399
Monte Carlo	1,210	3,230	1,581	3,767	36,976	12,043
Chevrolet	380	.....	427	1,946	47,734	5,462
Corvette	480	400	605	2,773	10,148	8,135
Oldsmobile Division	11,312	22,292	11,999	80,616	265,907	216,201
Omega	1,292	3,325	1,606	10,744	44,889	23,073
Firenza	1,352	.....	1,976	3,331	.....	23,596
Cutlass	1,920	10,834	.....	27,964	123,371	57,035
Cutlass/Ciera	2,032	.....	2,326	12,585	.....	31,068
Oldsmobile	4,284	6,960	5,424	22,831	83,377	71,880
Toronado	432	1,173	665	3,161	14,270	9,549
Pontiac Division	8,024	12,847	9,671	34,525	113,292	92,837
Acadian†	365	695	365	1,842	6,476	2,353
J2000	949	1,088	808	2,194	1,783	5,304
T1000	316	2,655	337	1,424	10,729	2,456
Firebird	2,388	960	2,960	11,439	14,580	30,514
Phoenix	710	3,009	877	2,829	33,563	7,419
Grand Prix	1,312	2,400	1,655	5,941	26,065	20,445
Bonneville ('82)	1,312	.....	1,634	5,958	.....	20,362
A6000	672	.....	1,035	2,898	.....	3,964
LeMans	.....	1,560	.....	.....	15,822	.....
Pontiac	.....	480	.....	.....	4,274	.....
VOLKSWAGEN	2,855	4,160	.....	7,005	54,496	27,122
CHECKER	.....	50*	100*	360	683*	900
Total Cars, U. S.	94,438	150,553	106,761	481,578	1,811,855	1,224,141

TRUCK PRODUCTION IN U. S.†

	Week Ended April 10, 1982	Week Ended April 11, 1981	Week Ended April 3, 1982	March Total	Jan. 1 to April 11, 1981	Jan. 1 to April 10, 1982
CHEVROLET	10,595	15,076	12,573	57,922	169,796	172,293
DODGE	1,700	1,900	2,734	13,920	21,363	33,681
FORD	14,226	13,470	18,316	82,068	169,849	173,306
GMC	3,235	4,634	5,327	22,283	60,376	62,373
INTERNATIONAL	760	1,890	1,160	4,795	22,027	14,076
VOLKSWAGEN	570	1,040	.....	1,390	13,277	5,307
JEEP	1,140*	1,700*	1,900*	7,784	25,086*	21,870
AM GENERAL	40*	85*	50*	230*	1,190*	590*
MISCELLANEOUS	800*	1,200*	1,000*	5,800*	15,700*	18,200*
Total Trucks, U. S.	33,066	40,795	43,060	196,192	498,666	501,696

CANADIAN TRUCK PRODUCTION

	Week Ended April 10, 1982	Week Ended April 11, 1981	Week Ended April 3, 1982	March Total	Jan. 1 to April 11, 1981	Jan. 1 to April 10, 1982
CHRYSLER CORP.	1,664	1,720	899	10,255	18,142	25,747
FORD MOTOR	2,288	4,080	3,559	15,058	49,708	32,745
GENERAL MOTORS	4,658	3,016	6,890	28,966	86,597	72,726
INTERNATIONAL	208	245	266	1,226	3,583	3,385
Total Trucks, Canada	8,818	9,061	11,614	55,505	158,030	134,603
N. American Trucks	41,884	49,856	54,674	251,697	656,696	636,299

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 10, 1982	Week Ended April 11, 1981	Week Ended April 3, 1982	March Total	Jan. 1 to April 11, 1981	Jan. 1 to April 10, 1982
AMERICAN MOTORS	480	760	610	2,805	8,567	7,289
CHRYSLER CORP.	2,752	.....	1,368	15,924	5,356	45,378
FORD MOTOR	6,496	6,737	8,697	31,257	44,516	68,978
GENERAL MOTORS	3,452	13,340	7,543	38,252	155,895	101,249
VOLVO	180	225	225	959	3,026	2,982
Total Cars, Canada	13,360	21,062	18,443	89,197	217,360	225,876
N. American Cars	107,798	171,615	125,204	570,775	2,029,215	1,450,017
N. American Trucks	41,884	49,856	54,674	251,697	656,696	636,299
North American Cars and Trucks	149,682	221,471	179,878	822,472	2,685,911	2,086,316

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

C2700-1 4/20/82

Automotive News

April 19, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Auto workers in Japan win pay increase

By Marjorie Sorge
Labor Editor

The Japanese auto companies and unions have settled on a new one-year agreement which provides a wage increase well above the increase in consumer prices.

According to UAW Vice President Donald Ephlin, Toyota workers settled for a 7.4 percent increase in the new contract while Nissan workers got a 7.2 percent hike. Consumer prices (CP) in Japan for 1981 rose 4.9 percent and Ephlin said predictions are they will decline in 1982. In 1980 it was 8.0 percent.

The Japanese unions hold their "Spring Offensive" annually with the auto companies. During this period, a new contract is negotiated.

In the U. S., the new contracts negotiated between the UAW and General Motors and Ford Motor Co. offer little increase in wages for 18 months because of the deferral of three quarterly cost-of-living adjustments (COLA) and the elimination of all annual improvement factors (AIF) for the length of the agreements which expire Sept. 14, 1984.

At both U. S. auto companies, the UAW anticipates a 2.7 percent increase in the first year of the contract (April, 1982 to April, 1983). The union is assuming 7.5 percent inflation.

Over the 30 months of the new GM contract there will be a 15.9 percent increase in wages while the Consumer Price Index will increase 19.6 percent, according to the UAW.

"In the U. S. we are not fully covered from inflation," Ephlin said. "But with normal AIF and COLA, it is close to 100 percent."

The AIF has been 3 percent per year in recent contracts while the COLA is figured on one cent for every 0.26 percent rise in the CPI.

According to Ephlin, the AIF is based on national productivity, but he said productivity is higher in the auto industry and in the past the excess has been used to pay for fringe benefits.

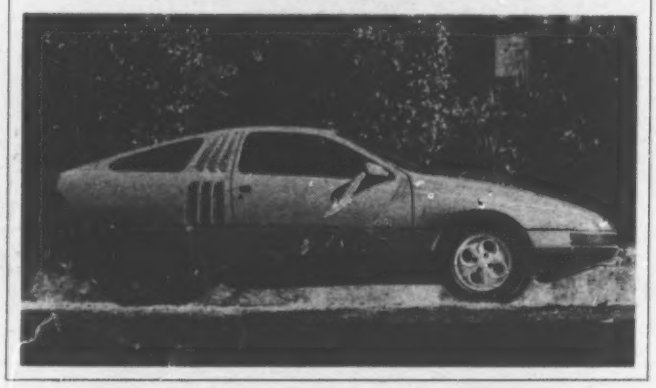
• Ephlin was in Japan recently attending the meeting of the U. S.-Japan Auto Study group. While there, he said he told the Japanese union leaders they should get more of the increase in productivity tied into paychecks or ask for better fringes like longer relief time. Currently, the Japanese get 10-minute breaks in both the morning and afternoon while in the U. S.

Continued on Page 62, Col. 4

Ghia whiz

Brezza heads for Turin

Ford Motor Co.'s Ghia Operations' latest show car is the Brezza. It is based on production components of the North American Ford EXP. The car, which makes its debut this week at the Turin Auto Show, is a two-seater with engine and transmission in the center. Ghia says some of the Brezza's features could be incorporated into production vehicles, but the Brezza is not intended for production.



GAO says it will stay that way pending a better battery

Electric-car program called a flop

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The government's electric vehicle program has been a failure and will stay that way until a better battery is developed and at least one major auto maker is committed to make and sell electrics. So said the General Accounting Office, Congress' watchdog, in a report to House Energy Subcommittee Chairman Richard Ottinger, New York Democrat.

The GAO added that the Energy Department appears to be on target in dropping the electric-vehicle program except that Congress might consider spending some money on R&D leading toward an advanced battery, where support is essential if electrics are ever to become commercially competitive with conventional vehicles and if the federal government is to salvage its investment of $180 million.

In 1976, Congress passed an electric and hybrid vehicle R&D and demonstration law in order to provide a transportation alternative that would not be dependent on oil.

In April, 1979, GAO published its first report and found that electrics cost too much and did not perform well enough to become market-ready soon. In 1976, GAO suggested turning to research on advanced batteries. Now GAO's update, while finding some improvement, still sees little potential for widespread commercialization.

Gradual improvements have been made in range, speed and acceleration and even in such subjective measurements as appearance, quality and "overall level of refinement."

State-of-the-art electrics now have ranges between 30 and 70 miles before recharging; they can accelerate from zero to 30 MPH in about 12 seconds, and their top speeds are between 45 and 68 MPH. But they are not competitive with gasoline cars nor with diesels except in acceleration.

Because of the improvements, however, the Energy Department set higher standards for vehicles to qualify under its demonstration programs. Even so, said GAO, the typical electric today is still a "converted conventional vehicle with limited performance capabilities, unresolved safety issues and high cost."

Even though the range has improved on test tracks, in actual day-to-day driving by ordinary people the range is closer to 30-40 miles, and it takes between 8 to 10 hours to recharge

Continued on Page 62, Col. 1

Imports' stockpile pared to 49 days; some lines run short

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. continued to decline during March, and importers and their dealers opened April with a shortage-marked 49-day supply, down from 51 days a month earlier.

The 49-day supply compared with a domestic new-car inventory, which was also on the way down, of 58½ days.

Importers and their dealers had 366,059 new cars in stock April 1, down from 371,553 a month earlier.

The inventory of new imported pickup trucks totaled 158,157 April 1, little changed from 158,972 a month earlier. A brisker sales pace, however, resulted in a 104-day supply of trucks, down from 118 days March 1.

The combined car and truck inventory was 524,216, a 58-day supply, compared with 530,525 units March 1, a 61-day supply.

Toyota, Honda and Mercedes-Benz were all carrying inventories lean enough to hold a lid on sales. Toyota very nearly lost its No. 1 sales slot to Nissan and had only a 21-day supply of new cars April 1. Nissan, on the other hand, had a stronger 54-day stockpile to back its sales surge.

Honda managed to build its inventory up to a 30-day supply from 20 days a month earlier, but its sales were affected by its short stockpile.

Mercedes-Benz had a slim 35-day supply of new cars April 1. Also on the lean side were inventories of Subaru, 40 days; BMW, 47 days; Mazda, 48 days, and Volvo, 52 days.

Isuzu had an 86-day supply of new cars and Chrysler Corp. had a 132-day stockpile of Mitsubishi-built cars.

The inventory of Japanese-built new cars in the U. S. totaled 254,368, up slightly from 252,095 a month earlier. But the April 1 supply was unchanged from March 1 at 42 days, reflecting the higher sales pace achieved in March.

• The stockpile of West German-built cars totaled 63,100 April 1, a 79-day supply, down from 70,984 a month earlier, which was a 93-day supply.

In addition to a 35-day supply of Mercedes-Benz and 47-day stock of BMW, the West German inventory included a 63-day supply of Porsche, a 107-day stock of Audi and a 125-day supply of imported Volkswagens.

New-car inventories of some other import nameplates April 1 included Volvo, 52 days; Jaguar, 67 days; Saab, 82 days; Renault, 86 days; Fiat, 88 days, and Peugeot, 109 days.

DeLoreans were in hefty 441-day supply, but more than half of the cars in stock were not yet in dealer hands, a fact which undoubtedly kept the sales rate low, thus kicking the days-supply figure up.

Days-supply figures for new imported pickup trucks in stock April 1 were: Toyota, 49; Mazda, 90; Datsun, 110; Chevrolet LUV, 128; Mitsubishi (Dodge Ram 50 and Plymouth Arrow), 134; Ford Courier, 188, and Isuzu, 214.

breaking news

Engines chosen for Mitsubishi pickup

LOS ANGELES. — Mitsubishi Motor Sales of America's turbodiesel minipickup, the first of its kind, will use a 2.3-liter Silent Shaft power plant when it is introduced this fall. The engine will be available on both two- and four-wheel drive versions and a five-speed manual transmission will be standard. MMSA will also offer a 2.6-liter gasoline engine (similar to that used in Chrysler-distributed Mitsubishi trucks) and a new 2.0-liter gasoline power plant.

GM lends Opel $530 million

FRANKFURT, West Germany. — General Motors has made a $530 million loan to Adam Opel A.G., its West German subsidiary. Opel had a loss of $245 million for 1981 and does not anticipate a profit for 1982. Opel also lost money in 1980 (its first postwar loss), so 1982 shapes up as its third straight year in the red.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

AN JAN83
MD20814CNGLIAO DE 1N095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

For seat belts, against drunk driving

Two safety campaigns launched by Reagan

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — President Reagan has launched two national campaigns — one to "buckle up" and the other to keep drunks from driving—as a major effort to educate the public and reduce deaths and injuries from highway accidents.

Both are being backed strongly by NHTSA head Raymond Peck and Transportation Secretary Drew Lewis. Both are primarily educational, and both rely on voluntary efforts mostly from the private sector.

The 30-member President's Commission on Drunk Driving, chaired by former Transportation Secretary John Volpe, will work with state and local officials to attack the problem that is believed to be involved in more than half of all fatal auto crashes. It has a one-year life.

The national safety-belt campaign to educate and motivate the public "buckle up" also has the potential to save half the lives lost in highway crashes. Currently, only about 10 percent of car occupants wear belts. This is the campaign promised by Peck last October when he rescinded the passive-restraint standard.

• President Reagan described Americans as being "outraged" over the highway "slaughter" and said the "mood of the nation is ripe to make headway tc solving the problem.

The sunny meeting in the White House Rose Garden was attended by General Motors Chairman Roger B. Smith, Ford Chairman Phi'ip Caldwell, Chrysler Chairman Lee Iacocca and American Honda Executive Vice President M. Itabashi.

GM, which supports Michigan's proposal to mandate seatbelt use, plans an extended employe education campaign, using 140 publications that reach almost half a million workers and their families.

GM also plans to adopt a company belt-use policy, use GM's field speakers bureau to educate its audiences; develop ads for radio and the print media, seek new ways to tell the public it is both "socially acceptable and responsible" to wear belts and encourage all its unions, suppliers, dealers, etc., to support the NHTSA buckle-up campaign.

Smith also said GM will meet with the President's Commission on Drunk Driving to find ways to continue work GM has done for years to deal with alcohol and driving.

Caldwell said Ford has already given NHTSA 10,000 copies of a belt-use film for showing to high schools. Ford also plans to incorporate "buckle-up" messages in its ads, place "Get It Together" decals on Ford cars, use its speaker bureaus to carry the message and invite the press to view crashes that show effectiveness of belt use.

Ford also said that well-known race-car drivers will appear on major network and local talk shows to show the advantages of wearing belts. It also plans to use children in restraint devices in its sales catalogs.

Iacocca endorsed the dual program, noting that that's what Chrysler has been saying all along. The company will continue to promote belt use and require its employes to wear belts in company cars and its print ads will encourage "buckle up." Chrysler has just introduced a new line of child and infant restraint systems.

American Honda sees the selt-belt-use campaign as the "Honda philosophy in action"—combining engineering excellence with concern for social needs. Honda started its work with dealers and suppliers some weeks ago and plans to spend about $1 million in advertising this first year for a radio ad campaign in its six or seven major markets.

Goodyear — whose president Robert E. Mercer attended the White House ceermony—will use its three blimps and night signs during the summer to urge the public to "buckle up."

George Lyles, NADA president, plans a major program to be promoted actively by dealer members across the nation.

Other groups planning support programs include the American Seat Belt Council, the American Assn. of Motor Vehicle Administrators, and a long list of government, educational and consumer organizations.

The national drunk driving program was developed by Peck and Lewis after many Congressmen urged Presidential action. It plans public forums, meetings with state and local officials, gathering citizens' interest to support drunk-driving arrests and the use of sanctions.

The Princess as Ambassador

BL's domestic-market-only Ambassador is a development of the Princess two-box sedan. The latest model features a full hatchback, revised suspension and a realignment of trim and model designations. The company's target is 2 percent (29,000 cars) of the market segment.

But current bill will have to bc modified, he says

Dingell: Local content has a chance

By Marjorie Sorge
Labor Editor

DETROIT. — There may have to be some concessions in the local-content bill, currently in committee in the House of Representatives, if it is to win Congressional approval, according to Rep. John D. Dingell, Michigan Democrat.

Dingell told UAW Local 22 here that a local-content bill has a good chance of becoming law although "we may have to push it down the throats of those in the White House who don't want it."

And, he admitted, there may have to be some concessions to get the bill through. The bill will also face a test in the Senate where there is very little support for local-content legislation.

The current bill requires auto makers with annual sales over 100,000 vehicles in the U. S. to have at least 25 percent local content by 1985. It is then graduated by volume with manufacturers selling 500,000 vehicles in the U. S. annually required to have at least 90 percent U. S.-made parts by 1985.

Dingell told about 65 union members attending the meeting he is now a co-sponsor of the bill and will actively endorse domestic-content legislation. He said he has not previously endorsed the bill because he has been working on two trade proposals of his own and on revising the Clean Air Act.

• While the local-content bill is still in the hearing stage, Dingell indicated that H.R. 5252, a revision of the Clean Air Act, could be out of committee by the first week in May.

The auto companies have indicated that the proposed changes in that law could save up to $300 a car. According to Dingell, both General Motors and Volkswagen of America have promised to pass along that saving to the consumer. Ford Motor Co. has said it will be competitive.

A year ago, GM said revisions in the Clean Air Act could save between $160 and $300 per car, but a company spokesman said although those figures were good a year ago, as time progresses it reduces the amount prices can be lowered because the company becomes tied into specific programs.

In addition to easing CO and NOx standards for vehicles, that bill also modifies the sanctions put on states not in compliance with the Clean Air Act by the end of 1982 and extends the deadline to 1987. Under the current law, states not in compliance with the Act could lose highway, water pollution and sewage treatment funds from the federal government, Dingell said.

Already the EPA is considering cutting off millions of dollars in such aid, he said, indicating that Detroit was one of the major cities listed for noncompliance.

The UAW has endorsed H.R. 5252 and has said it will provide more jobs while maintaining and improving air quality levels.

H.R. 5252 also modifies the inspection and maintenance (I/M) program to apply to more seriously polluted areas, rather than mandating I/M for nearly all areas that have not met ambient air standards as is currently required, he said.

According to Dingell, it appears Michigan may be required to put an I/M into place and that could cost $500 million.

Transport fit for a Pope

Artists' impressions of the two vehicles which will transport Pope John Paul II on his visit to the UK this year feature the work of Ogle Design, based on BL products. One is on the chassis of a Range Rover (above) and the other on the Leyland T45 Constructor. Already they have been dubbed, colloquially, "Popemobiles."

Checker to continue as a major supplier

By Marjorie Sorge
Labor Editor

Checker Motor Co. may stop building taxicabs in July, but it will continue to be a major supplier to the auto industry, company officials said.

In a letter to its Allied Industrial Workers Union employes, Checker said it will "phase out the taxicab manufacturing operation" and has no plans for future manufacturing in Kalamazoo, where the cabs have been built since 1922.

But Marcia Schill, Checker's director of communication, said the supplier end of the business is lucrative. She indicated it will keep the company a strong concern even if the manufacturing operation is phased out.

While Checker lost $448,000 in 1981, the taxicab manufacturing plant lost $300 million, according to Schill. In 1980 the company made a $2.45 million profit.

To try to reduce the cost of the manufacturing operation, Checker asked its union employes to make concessions earlier this year and told them without the concessions the future of the Kalamazoo plant might be in jeopardy.

However, Local 682 of the Allied Industrial Workers of America refused to consider renegotiating the contract, which expires May, 1983.

In the letter sent to its 800 union workers in late March, Checker said "if the union and its membership are not willing to work with the company as

Continued on Page 62, Col. 1

index

Auction reports	48
Automotive World News	11
Classified advertising	49
Editorial page	22
Engineering	10
Obituaries	62
Production by makes	63
Truck highlights	24

57th year — No. 4911

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Luxury VW Vanagon debuts

Volkswagen of America has brought out a new luxury GL version of its Vanagon, both gasoline and diesel. The GL has velour upholstery, padded fold-down armrests for all seven seats, cut-out head restraints, map pockets, additional sound insulation and extra reading lights for rear passengers. Vanagon GL is rated at 29 MPG city/highway with a diesel engine, making it the most economical van sold in the U. S., according to VWoA. Price has not been announced.

In new study by NHTSA

Safety cost put at $370 per car

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Preliminary results from a new NHTSA study of costs of auto safety regulations estimate that the cost averages about $370 in 1981 dollars, or 4 percent of the price of a 1982 car.

Recently, the cost of safety standards has accounted for less than 2 percent of all new-car price increases, according to NHTSA.

NHTSA's Office of Plans and Programs used several factors to assess direct costs—variable costs, capital costs, R&D costs, engineering and launch costs, compliance testing costs and administrative costs — as well as secondary effects such as lost production and higher fuel usage.

The additional weight, for instance, meant increases of about 20 gallons per vehicle per year, costing the average consumer about $210 during a vehicle's 10-year lifetime.

But NHTSA said that insurance premium savings for personal injury insurance coverage because of safety improvements could be $3 billion annually, or $25 per car.

But if all safety standards were repealed, consumers would not recoup the entire $370 since many features might be retained because of consumer demand or because they have been accepted as common industry practice. Without safety standards, average vehicle prices might decrease by only $80, according to NHTSA.

NHTSA also figures that between 1966 and 1981, safety standards have saved over 83,000 lives and have prevented hundreds of thousands of serious injuries. As new cars replace older ones, NHTSA estimates that more than 10,000 lives per year are being saved.

• NHTSA noted that General Motors Chairman Roger B. Smith recently estimated that $425 of the average car's cost as due to safety standards. In 1977, the Center for the Study of American Business at Washington University in St. Louis said it was about $422 (in current 1981 dollars, this would be about $633).

The basis for much of this different data is the Bureau of Labor Statistics, and NHTSA explained at some length its different method. This includes:

1. Differentiation between a one-time cost and continuous costs. For example, seat-belt-interlock costs are still being used for some vehicles by BLS.

2. Separating first-year costs from costs of the same feature in future model years. Bumpers, for example, were expensive and heavy when "hung on" at the beginning, but became much lighter and cheaper when plastic was used for designed-in features.

3. Making sure the estimated price change was made on a representative vehicle. For example, costs are generally higher for large cars. Consumer preference recently has changed to smaller cars, but the BLS average may include too many large cars.

4. Realizing that the auto industry does not use strict cost-based pricing, that is, more cost may be recovered from vehicles that are not as price sensitive (luxury or specialty cars).

5. Knowing that some features will be retained regardless of standards (better brakes, for example).

Since BLS data is the best that is available, NHTSA uses it but makes adjustments. This includes adding two features — steering control impact protection and seat-back locks—which BLS apparently had forgotten.

• During the period when safety standards cost about 2 percent of the new-car price hike, emission controls cost about 14 percent of that total and the rest came from higher manufacturing costs affected strongly by inflation.

For example, between 1974 and 1980, prices for cold-rolled carbon steel sheet rose 77 percent; aluminum sheet prices rose 82 percent and industrial electric power rose more than 200 percent.

Between 1974 and 1979, average hourly earnings in the industry rose by 55 percent but productivity rose by only 17 percent. And the large investments for downsizing put extra pressure on car prices.

NHTSA's preliminary document is open for comment and NHTSA is especially interested in certain areas:

Does the size of the company make a difference in the regulatory burden? How does the mandated safety R&D spending compare with voluntary spending? Are there recurring capital spending costs for standards? How does the learning curve reduce costs?

Also, what is the effect of small price increases on sales? It there any cumulative effect on sales of higher car prices for safety requirements? Are regulatory costs higher for domestics than for imports? What is the nature and extent of administrative burden from safety standards? What is the effect of compliance testing costs?

And, further, do safety standards have any effect on employment? Have safety standards inhibited production efficiency or delayed design improvements? What is the extent of insurance cost reductions?

Early April tally dips 17.65 pct.

New-car sales slump continues

By Jenny L. King
Staff Writer

Early-month domestic new-car sales were no April Fool: They were a real disappointment, down 17.65 percent from the already depressed level of a year earlier and third lowest so far this calendar year. Many rebates had terminated at the end of March, and the party was over.

The five major U. S. auto makers retailed 133,402 new passenger cars April 1-10. With nine selling days, they averaged just 14,822 per day. This compared with sales of 162,001 in 1981 and a rate of 18,000 per selling day.

Year-to-date sales totaled 1,534,092, down 19.04 percent from 1,894,793 the preceding year.

It was the lowest early-April report since 1961 when 128,865 units were sold. Best for the period was 241,974 in 1973.

Chrysler Corp. was the only domestic maker to report improved sales. The corporation's 2.00-percent increase, pitted against losses at General Motors and Ford Motor Co. of 19.07 percent and 20.70 percent respectively, pushed Chrysler to a record market penetration for the year. Chrysler landed at 15.63 percent, up from 12.62 percent in 1981.

DOMESTIC SALES

	April 1-10, 1982	April 1-10, 1981
AMERICAN MOTORS	1,900†	3,000†
Chrysler	5,010	2,775
Imperial	79	163
Plymouth	7,985	9,056
Dodge	7,778	8,450
CHRYSLER CORP.	20,852	20,444
Ford	22,959	29,541
Mercury	7,338	9,784
Lincoln	1,917	1,296
FORD MOTOR CO.	32,214	40,621
Buick	16,886	19,788
Cadillac	5,499	6,538
Chevrolet	23,335	33,512
Oldsmobile	19,445	21,469
Pontiac	10,928	12,716
GENERAL MTRS.	76,093	94,023
VOLKSKAGEN	2,343	3,913
INDUSTRY TOTAL	133,402	162,001

†—Estimate.

Chrysler sales totaled 20,852, up a few hundred units from 20,444 last year. GM dropped 19.07 percent to 76,093 from 94,023. Ford was down 20.70 percent to 32,214 from 40,621. Volkswagen of America Rabbit sales numbered 2,343, down 40.12 percent from 3,913, and estimated sales of American Motors passenger cars were 1,900, down 36.67 percent from 3,000.

GM's share of the early-April market was 57.04 percent, down from 58.04 percent in 1981. Ford earned 24.15 percent, down from 25.07 percent. Chrysler soared to 15.63 percent from 12.62 percent. VWoA cornered 1.76 percent, down from 2.42 percent, and AMC had an estimated 1.42 percent, down from 1.85 percent.

Chrysler and Lincoln were the only makes to move ahead of year-ago sales platforms. Chrysler zoomed up 80.54 percent, to 5,010 from 2,775. Lincoln sales were up a healthy 47.92 percent, to 1,917 from 1,296.

At GM, Chevrolet was down 30.37 percent, Cadillac was down 15.89 percent, Buick was down 14.67 percent, Pontiac was down 14.06 percent and Oldsmobile was down 9.43 percent.

Plymouth dropped 11.83 percent, Dodge was down 7.95 percent and Imperial was down 51.53 percent.

Ford was off 22.28 percent and Mercury was down 25.00 percent.

GSA reduces lease rates for federal agencies' fleets

WASHINGTON. — Vehicle lease rates for federal agencies have been reduced by the General Services Administration, the government's purchasing agent.

This is the first instance of passing along cost savings, and GSA hopes to have additional reductions before the end of the current fiscal year on Sept. 30.

The across-the-board rollback is $6 per month for each of some 90,000 leased vehicles. The monthly charge for a subcompact sedan, for instance, will drop from $117 to $111. The savings for the Defense Department will total nearly $1 million less over the rest of this fiscal year.

The GSA attributed its savings to streamlined procurement enabling it to buy vehicles when market conditions are best, eliminating unneeded government requirements, replacing vehicles leased from commercial firms with government-owned ones and using capital saved because of low bid prices on other vehicles.

Other factors are reallocating owned vehicles from other uses, reallocating funds for improving facilities to vehicle procurement and extending leases for lease vehicles still in inventory for an extra 9 to 12 months thereby delaying the need for new leases at higher costs.

The $4 million rate reduction —making the government rates lower than most commercial ones—comes mostly from GSA's decision to extend a cost-favorable lease for 1979 vehicles and to replace 1,500 leased 1978 models with government-owned vehicles.

Some of the replacement vehicles were bought at prices as much as 30 percent below dealer cost.

GMAC appoints 2

DETROIT. — General Motors Acceptance Corp. has appointed two regional finance managers. They are Robert B. Zane, Dallas, and James D. Nelson, San Francisco.

Fraser to quit Chrysler board when he retires

DETROIT. — UAW President Douglas A. Fraser will step down as a member of the Chrysler board of directors when he retires as president of the union next year.

According to the Detroit News, Fraser said he is there as a "representative of the workers" and remaining on the board would "dilute" his reason for becoming a Chrysler director. However, he said there would continue to be a union representative on the board.

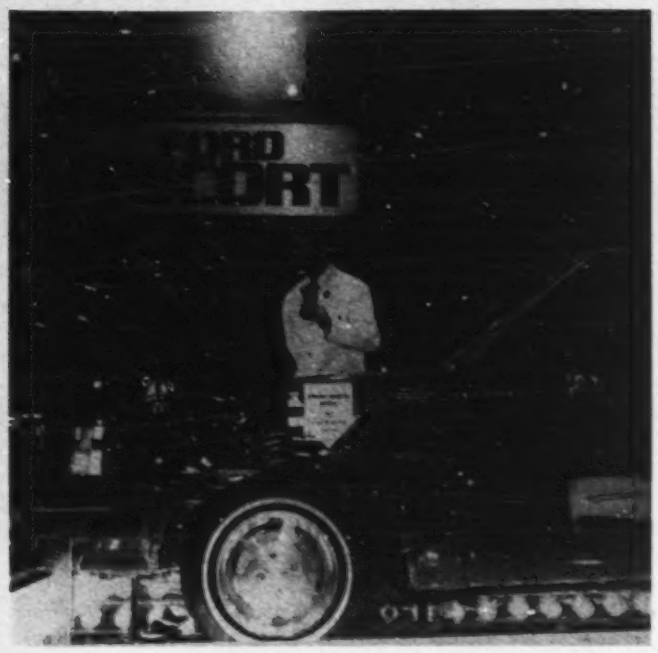
Fraser retires from his post as president of the UAW at the union's Constitutional Convention next May in Dallas.

Buy American

Lyn Nofziger, of the consulting firm of Nofziger & Bragg and adviser to President Reagan, places a Build America, Buy American bumper sticker on his new 1982 Lincoln Continental, purchased from Cherner Lincoln-Mercury, Vienna, Va. Nofziger's office is campaigning to encourage consumers to examine the costs of foreign purchases in terms of American unemployment and revenue losses.

Aluminum plant slated

ROXBORO, N. C. — Saramar Aluminum Co., Warren, O., which manufactures aluminum parts for automotive engines and railroad cars, is planning to build a new manufacturing plant on a 10-acre site here.



Inside the world car

Visitors to the World's Fair in Knoxville, Tenn., will get an inside view of technology incorporated in the Ford Escort four-door hatchback with this cutaway version of the world car. The World's Fair will run May 1-Oct. 31.

Cars and trucks of the future to be highlighted

Ford plans World's Fair display

DETROIT. — Cars and trucks of the future as well as current models will be featured attractions in Ford Division's exhibit at the 1982 World's Fair in Knoxville, Tenn., May 1-October 31.

Ford has been designated the official car of the 184-day international exposition located on a 70-acre site in the center of Knoxville — gateway to the Great Smokey Mountains.

It is the first World's Fair in the U. S. since 1974, and the first sanctioned by the Bureau of International Expositions in this decade for the U. S.

"Energy Turns the World" is the theme of the Fair and the Ford Division exhibit in the Technology and Lifestyle Center. The Ford display covers 2,600 square feet and will be open from 10 a.m. to 10 p.m. every day.

Displayed are the 1982 Escort four-door hatchback; the Ranger compact pickup truck; the new propane-powered Granada, and the Alternative Fuel Vehicle — a Ford concept car of the future capable of operating on natural gas or methane.

Also on display in the Ford Division exhibit is a one-third scale model of the INTELSAT V Communications Satellite — the largest communications satellite in existence — produced by Ford Aerospace & Communications Corp.

The vehicles in the exhibit are the "first signs of a new era for Ford and the domestic auto industry," said Louis E. Lataif, Ford Division general manager.

"They are prime examples of the high technology, quality, excitement and value for the money inherent in all Ford Division products, signifying a bright future for Ford as we move through the 1980s."

• The Alternative Fuel Vehicle (AFV) will lead a caravan of Ford vehicles making a seven-day, 1,500-mile journey from Dearborn to Knoxville. The caravan will leave Dearborn April 19.

The AFV runs on natural gas and, Ford says, it can be refueled at home with a special compressor unit.

Other vehicles in the caravan are a Ford Escort that runs on methanol (wood alcohol), a Mercury LN7 fuel by ethanol (grain alcohol) and a 1982 Ford Granada powered by propane (liquid petroleum gas).

En route to the Fair, the caravan will stop in Toledo, (4-19); Columbus, O., (4-19); Cincinnati, (4-20); Lexington, Ky., (4-21); Frankfort, Ky., (4-21); Louisville, (4-21); Nashville, (4-22; Memphis, (4-23); Chattanooga, Tenn., (4-23); Birmingham, (4-23), and Atlanta, (4-24), arriving in Knoxville on April 26.

Purpose of the caravan, according to Thomas J. Feaheny, vice president - Vehicle Research for Ford, is to help promote the Fair at which Ford is a major exhibitor, and to increase awareness of alternative fuels as a means of relieving the nation's dependence on foreign oil.

Propane-powered cars are being sold to fleet operators in Canada and the U. S., and will be offered to the public in the fall of 1982. The company estimates that first-year sales volume will be approximately 4,000 units, and that it could grow to 10,000 by the end of the second.

These are the first factory-engineered propane vehicles offered by a North American vehicle manufacturer. Ford has sold more than 40,000 ethanol-fueled cars in Brazil and is working with the State of California and Los Angeles County on a fleet of 40 Escorts that operate on methanol.

TOP CARS

U. S. new-car registrations for January. Registrations not available for Oklahoma.

1982 Position			1981 Position
1— 82,020	Chevrolet	112,511— 1	
2— 54,010	Ford	80,665— 2	
3— 48,714	Oldsmobile	58,993— 3	
4— 44,004	Buick	51,607— 4	
5— 35,793	Toyota	41,427— 5	
6— 29,306	Nissan/Datsun	31,392— 7	
7— 29,271	Honda	28,780— 8	
8— 28,332	Pontiac	41,203— 6	
9— 19,699	Mercury	26,500— 9	
10— 18,132	Cadillac	16,641—13	
11— 16,847	Dodge	23,911—10	
12— 16,818	Plymouth	23,514—11	
13— 12,288	Volkswagen	16,768—12	
14— 10,276	Subaru	9,412—17	
15— 9,611	Mazda	14,326—14	
16— 8,914	Chrysler	10,460—16	
17— 8,027	AMC	11,484—15	
18— 4,979	Mercedes	4,129—19	
19— 4,718	Volvo	3,738—21	
20— 4,604	Lincoln	4,564—18	
21— 3,557	Audi	2,896—22	
22— 3,379	BMW	.....	
.....	Fiesta	4,092—20	
15,716	Other Imports	17,282	
174	Misc. Dom.	193	
509,189	Total	636,488	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1982, Automotive News

NEW-CAR MARKET SHARES IN U. S.

JANUARY

	Regis., Jan., 1982	Percent Share of Market	Regis., Jan., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	82,020	16.11	112,511	17.68	— 1.57
Ford	54,010	10.61	80,665	12.67	— 2.06
Oldsmobile	48,714	9.57	58,993	9.27	+ 0.50
Buick	44,004	8.64	51,607	8.11	+ 0.53
Pontiac	28,332	5.56	41,203	6.47	— 0.91
Mercury	19,699	3.87	26,500	4.16	— 0.29
Cadillac	18,132	3.56	16,641	2.61	+ 0.95
Dodge	16,847	3.31	23,911	3.76	— 0.45
Plymouth	16,818	3.30	23,514	3.70	— 0.40
Chrysler	8,914	1.75	10,460	1.64	+ 0.11
AMC	8,027	1.58	11,484	1.80	— 0.22
Lincoln	4,604	0.90	4,564	0.72	+ 0.18
General Motors	221,202	43.44	280,955	44.14	— 0.70
Ford Motor Co.	78,313	15.38	111,729	17.55	— 2.17
Chrysler Corp.	42,579	8.36	57,885	9.10	— 0.74
American Motors	8,027	1.58	11,484	1.80	— 0.22
Imports	158,894	31.21	174,242	27.38	+ 3.83
Miscellaneous	174	0.03	193	0.03	.....
TOTAL	509,189		636,488		

North American car sales plunge 29 pct. in Canada

Sales in Canada of North American-built passenger cars plunged 29.51 percent in February compared with the preceding year, and truck sales by the four major makers dropped 25.84 percent.

New-car sales totaled 35,244 this year compared with 49,998 in February of 1981. January sales were even more calamitous, off 44.20 percent. The year-to-date number was 60,820, down 36.53 percent from 95,830 for the first two months of 1981.

The smallest auto maker, Volvo, was the only one of the five major producers to report a sales increase for the month. And that was a modest one: Volvo was up 5.60 percent, to 641 from 607 units a year ago.

General Motors dropped 32.34 percent, to 18,365 from 27,994 last year. Ford of Canada reported sales of 7,766 new cars, down 26.82 percent from 10,612. Chrysler sales dropped 19.82 percent, to 6,881 from 8,582, and American Motors sales (which include Renault) stood at 1,591, down 27.78 percent from 2,203.

GM earned 52.11 percent of the February domestic market, down from 55.99 percent in 1981. Ford sales accounted for 22.04 percent, up from 21.22 percent. Chrysler cornered 19.52 percent, up from 17.17 percent. AMC earned 4.51 percent, up from 4.41 percent, and Volvo had 1.82 percent, up from 1.21 percent.

Truck sales by the four major companies totaled 13,647 in February, down 25.84 percent from 18,401 a year earlier. The sales figures include captive imports at Chrysler and Ford.

GM retailed 7,147 new trucks during the month, down 21.06 percent from 9,054 in 1981. Ford dropped 35.77 percent, to 4,244 from 6,608. Chrysler sales of 1,923 units were down 19.94 percent from 2,402. AMC Jeep sales totaled 333, down 1.19 percent from 337.

GM sales accounted for 52.37 percent of the domestic market, up from 49.21 percent a year earlier. Ford slipped back to 31.10 percent from 35.91 percent. Chrysler had 14.09 percent of the total, up from 13.05 percent, and AMC stood at 2.44 percent, up from 1.83 percent.

Truck sales for the first two months numbered 24,222, down 33.05 percent from 36,178 in 1981.

Aranyos is named to Legion of Honor

DETROIT. — Alexander S. Aranyos, chairman of Fruehauf International, Ltd., and a director of Fruehauf Corp., has been named a Knight of the National Order of the Legion of Honor by the president of the French Republic, Francois Mitterrand.

The honor was bestowed upon Aranyos for his contributions to the development of economic relations between France and the United States, and for his leadership in industrial development in France.

20 luxurious years

Jack Ingram, left, receives a plaque from Jere Garde, Mercedes-Benz of North America zone manager, marking Ingram's 20 years as a dealer at Jack Ingram Motors, Montgomery, Ala. The firm claims to be the oldest M-B dealership in the Southeast.

January total is 509,189; imports take 31 pct.

Registrations sink to 20-year low

By Jenny L. King
Staff Writer

New-car registrations in January were the lowest for the month since 1962. Domestics were down compared with both December, 1981, and with the preceding January, while imports bit off a record 31.21 percent of the total, according to figures compiled by R. L. Polk & Co.

Domestic registrations of 350,295 were down 18.01 percent from 427,238 in December of 1981 and were 24.22 percent below the 462,246 recorded in January a year earlier.

Import registrations of 158,894 were down 8.81 percent from 174,242 the preceding January, but they represented 31.21 percent of the market, up substantially from 27.38 percent in 1981.

Total registrations in January were 509,189, down 16.73 percent from 611,520 in December and down 20.00 percent from 636,488 in January a year ago. Back in 1962, the January total was 506,155.

The imports were the only segment to improve their market share in January. General Motors was down 0.70 percentage points to 43.44 percent from

Table on Page 55.

44.14 percent last year. Ford Motor Co. dropped to 15.38 percent from 17.55 percent.

Chrysler Corp. was pushed back to 8.36 percent from 9.10 percent. AMC earned 1.58 percent, down from 1.80 percent, and miscellaneous domestics were stable at 0.03 percent of total market.

• Excluding imports, domestic-only new-car registration shares in January were: GM, 63.15 percent; Ford, 22.36 percent; Chrysler, 12.15 percent; AMC, 2.29 percent, and miscellaneous domestics, 0.05 percent.

A year earlier, domestic-only registration shares were: GM, 60.78 percent; Ford, 24.17 percent; Chrysler, 12.52 percent; AMC, 2.49 percent, and miscellaneous domestics, 0.04 percent.

By market segments, imports were up almost four percentage points this year. Luxury models edged up and intermediates rose slightly. Compacts nosedived, and subcompacts and standards also were down.

Imports accounted for 31.21 percent of the month's total, up from 27.38 percent. Intermediates were 20.67 percent, up from 20.01 percent, and luxury models grew to 5.90 percent from 4.71 percent.

U. S. compacts dropped to 17.52 percent from 21.10 percent, subcompacts dipped to 14.39 percent from 15.11 percent and standards stood at 10.31 percent compared with 11.69 percent in 1981.

He cites 'enormous opportunities'

Benton describes auto revolution

BOULDER, Colo. — The auto industry is being altered from top to bottom by an industrial revolution, a Ford Motor Co. executive said here.

William P. Benton, Ford vice president - Marketing, made his remarks at the University of Colorado Business School.

He said the revolution now sweeping the auto industry is "creating enormous business opportunities" and Ford will use its new marketing strategy to win "a substantial share of that business."

The revolution, he said, has many dimensions, but he emphasized four which he said bear directly on Ford's marketing strategy.

The first major dimension of this revolution is the shift from a U. S.-based industry to a truly multinational business.

"In 1950, the United States accounted for three-fourths of the world's car and truck production," Benton said. "By 1980, U. S. vehicles accounted for only 20 percent of the world's car and truck volume.

"The basic reason for this shift, of course, is the emergence of Europe and Japan as major producers to satisfy booming demand for automotive products in their home markets and abroad."

• Benton said that Europe produced 1.5 million units in 1950, compared with about 13 million in 1980. Japan, which produced only 32,000 cars and trucks in 1950, accounted for 28 percent of world production in 1980 with a total of 11 million units, he said.

In Latin America, he said, cars were a luxury for the very rich in the post-World War II period. But, as the economies of these countries progressed, the purchasing power of an expanding middle class increased, and cars came within reach of a broader cross-section of the population.

"Naturally," Benton said, "worldwide producers took advantage of this growth. The U. S. became a large importer of these products."

A second major aspect of the revolution, he said, is a sharp reduction in the number of manufacturers competing for the world market. In the 1960s, there were over 110 car manufacturers worldwide; today there are about 30, he said.

"As world markets grew, the stronger manufacturers sought through expansion or merger to lower design and production costs, to build volume, and to increase exports," he said.

"For example, Willys, Nash and Hudson became American Motors; and Studebaker disappeared. In Europe, VW merged with Audi and Porsche; Chrysler and Citroen sold out to Peugeot, and British Leyland took over a number of British companies.

"Elsewhere," Benton said, "Ford, General Motors and Chrysler acquired minority interests in Toyo Kogyo, Isuzu and Mitsubishi in Japan. AMC's largest stockholder is now Renault of France, which has a 46 percent interest that could be expanded to 56 percent."

It is almost certain that global competition will shrink the number of independent producers to, perhaps, a dozen or fewer within the next 10 years, Benton said.

Another dimension of the auto revolution is the tremendous increase in the complexity of doing business in the worldwide auto industry, he said.

"Vehicle manufacturers have had to learn how to contend with trade protectionism, industrial development programs in emerging markets, government safety and emission regulations, and foreign exchange controls and movements," Benton said.

"Also, there are external factors beyond the control of the automotive manufacturers, such as the oil embargo in 1973, OPEC oil price-fixing and the Iranian revolt, all of which have had a great impact on the fortunes and the opportunities for auto companies.

"We have to contend with trade protectionism, in some form in almost every world market, outside of the U. S. Many countries require cars and trucks to have substantial local content — Australia, Argentina, Brazil and Spain, for example."

Some countries, or trade blocs, discourage outside imports by creating a complex series of special equipment or safety standards, or by creating restrictive trade barriers, Benton said.

"The U. S., on the other hand, is one of the few free-trade markets in the world — and by far the largest. That is a major reason why over 40 percent of Japan's vehicle exports are to this country — over two million cars and trucks in 1981 alone," he said.

"Japan, however, puts very difficult barriers in the way of importing cars and other American products.

"For example, in the U. S. once a product line has been certified, it can be imported by the millions. But in Japan, each car must be inspected and certified individually to ensure that it meets all of Japan's stringent emissions and other requirements."

• Benton said the most important change is the revolution in products.

Benton said Ford's worldwide marketing strategy is a response to the automotive industrial revolution.

"American cars in the 1950s, '60s and early '70s were considered 'Dreamboats,' and until recently they were known as 'Gas Guzzlers,'" he said. "Consumers of today demand small, fuel-efficient cars and trucks, and they are placing increasing emphasis on quality, high technology and overall value for money."

3 branch managers appointed by MIC

DETROIT. — Three control branch managers have been appointed by Motors Insurance Corp., a subsidiary of General Motors Acceptance Corp.

They are Alfred D. Minnis, New York, succeeding Robert D. Donahue who is on disability leave; Melvin F. Melick, Houston, succeeding Minnis, and Louis S. Carrio, Dallas, succeeding Melick. Carrio had been at MIC headquarters in Detroit.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
January '82 vs. January '81

	1982 January	1981 January
AMC Spirit	1,587	2,925
Concord	1,640	3,264
Concord SW	1,422	1,481
Eagle 4WD	579	788
Eagle 4WD SW	1,650	1,471
Eagle SX4 4WD	1,149	1,555
TOTAL AMC	8,027	11,484
Chrysler LeBaron '81		4,187
LeBaron '81 SW		827
LeBaron '82 FWD	4,978	
LeBaron '82 SW FWD	18	
Cordoba	1,145	3,114
Newport		818
New Yorker '81		1,038
New Yorker '82	2,537	
Imperial	236	476
Total	8,914	10,460
Plymouth Horizon FWD	6,244	9,543
Reliant FWD	7,535	10,056
Reliant SW FWD	2,395	3,459
Gran Fury '81		456
Gran Fury '82	644	
Total	16,818	23,514
Omni FWD	5,940	7,803
Aries FWD	5,556	7,932
Aries SW FWD	1,883	2,895
Dodge 400 FWD	1,481	
Diplomat	1,407	2,467
Diplomat SW	13	523
Mirada	567	1,707
St. Regis		584
Total	16,847	23,911
Total Chrysler Corp.	42,579	57,885
Escort FWD	14,475	14,130
Escort SW FWD	5,245	9,107
EXP FWD	2,515	1
Pinto		2,532
Pinto SW		833
Fairmont	8,146	13,897
Fairmont SW	502	4,230
Granada	5,196	7,724
Granada SW	2,350	
LTD	2,286	3,727
LTD Crn Victoria	2,651	3,098
Ford SW	1,243	1,538
Mustang	6,190	13,095
Thunderbird	3,211	6,753
Total	54,010	80,665
Lincoln Town Car	1,467	2,110
Mark VI	1,450	2,454
Continental	1,687	
Total	4,604	4,564
Mercury Lynx FWD	4,015	4,213
Lynx SW FWD	1,317	2,603
LN7 FWD	960	
Bobcat		591
Bobcat SW		133
Zephyr	2,634	4,699
Zephyr SW	200	1,058
Cougar	2,446	3,125
Cougar SW	874	
Marquis	446	556
Marquis Brougham	1,311	987
Grand Marquis	1,898	1,719
Marquis SW	599	531
XR7	1,150	2,565
Capri	1,849	3,720
Total	19,699	26,500
Linc Merc Div. Total	24,303	31,064
Total Ford Motor Co.	78,313	111,729

	1982 January	1981 January
Buick Skyhawk	10,816	13,786
Skylark FWD	11	
Century '82 FWD	2,911	
Regal/Century	15,589	23,403
Regal/Century SW	883	1,102
Le Sabre	1,783	1,688
Le Sabre Limited	3,755	3,239
Electra	3,986	4,370
Buick SW	1,004	769
Riviera FWD	3,266	3,250
Total	44,004	51,607
Cadillac de Ville	7,595	7,120
Cimarron FWD	1,208	
Fleetwood & Chas.	3,507	2,799
Eldorado FWD	4,229	4,235
Seville FWD	1,593	2,487
Total	18,132	16,641
Chevrolet Chevette	18,218	27,098
Camaro	4,628	6,185
Monza		6,579
Cavalier FWD	4,502	
Cavalier SW FWD	1,270	
Citation FWD	17,798	24,412
Malibu	6,876	13,261
Malibu SW	3,109	4,192
Celebrity FWD	2,367	
Monte Carlo	8,150	12,107
Impala	3,533	4,586
Caprice	6,735	7,960
Chevrolet SW	3,221	3,784
Corvette	1,613	2,347
Total	82,020	112,511
Oldsmobile Omega FWD	5,476	6,464
Firenza FWD	3	
Cutlass Ciera FWD	3,483	
Cutlass Salon '81		13,053
Cut Sup/Calais '81		18,153
Cut Sup/Calais '82	19,545	
Cutlass SW	1,445	2,206
Delta 88	700	994
Delta Royale	8,001	8,237
98	6,416	5,986
Oldsmobile SW	1,417	1,183
Toronado FWD	2,228	2,717
Total	48,714	58,993
Pontiac T1000	3,925	
Firebird	2,779	4,070
Sunbird		8,098
J2000 FWD	2,650	
J2000 SW FWD	386	
Phoenix FWD	4,379	6,773
LeMans/Bonn. '82	4,112	4,386
LeMans/Bonn. '82 SW	1,050	1,655
6000 FWD	1,660	
Grand Prix	6,065	8,952
Catalina	148	723
Bonneville '81	581	3,293
Bonne. '81 Brougham	465	2,560
Pontiac SW	132	693
Total	28,332	41,203
TOTAL GM CORP.	221,202	280,955
(Checker)	151	168
Misc. Domestic	174	193
Domestic Station Wagon Total	33,628	46,273
Domestic Grand Total	350,295	462,246
Import Total	158,894	174,242
Grand Total All Registrations	509,189	636,488

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

How Japanese auto makers divide up Europe

(1981 Car Shipments)

Country	1981 market (x 000)	Daihatsu	Datsun	Honda	Mazda	Mitsubishi	Subaru	Suzuki	Toyota	Total
Austria	193	348	8,518	2,200	18,821	6,188	3,911	5,777	7,268	53,031
Belgium	351	1,976	16,674	18,763	14,324	16,597	1,839	4,185	30,761	105,119
Denmark	078	1,039	2,726	1,675	7,694	1,217	199	0	5,255	19,805
Finland	N/A	800	9,796	3,266	3,794	4,981	0	0	5,778	28,415
France	1,835	0	14,192	8,085	11,009	3,011	0	0	7,235	43,532
Holland	389	1,507	18,218	21,867	19,550	26,119	1,531	5,800	14,882	109,474
Italy	1,739	112	0	278	116	148	250	50	0	954
Norway	97	963	8,062	4,110	13,266	5,339	1,038	3	6,876	39,657
Sweden	188	1,164	3,128	3,231	12,490	1,827	204	0	5,348	27,392
Switzerland	298	1,820	14,761	11,524	19,072	8,847	9,402	6,310	17,936	69,672
UK	1,485	3,011	76,380	15,133	13,390	10,980	4,939	4,546	24,284	152,663
West Germany	2,330	5,716	43,628	39,324	49,500	53,648	5,693	9,754	40,904	248,167
TOTAL	8,983	18,456	216,083	129,456	183,026	138,902	29,006	36,425	166,527	917,881

Japan's key export markets

Country	1981 shipments	Change from '80
United States (1)	2,304,814	− 4.3
West Germany (3)	274,705	+ 6.4
Australia (4)	267,446	+ 19.3
Saudi Arabia (2)	251,854	− 10.3
Canada (6)	246,469	+ 33.3
Indonesia (7)	188,660	+ 12.4
United Kingdom (5)	181,493	− 10.8
Nigeria (18)	151,306	+119.6
South Africa (11)	119,743	+ 20.9
Holland (8)	115,853	− 13.1
Belgium (9)	112,495	− 9.0
Chile (17)	110,102	+ 58.1
Malaysia (10)	108,590	+ 1.6
Switzerland (13)	103,000	+ 26.5
New Zealand (19)	98,736	+ 53.1
Thailand (14)	89,190	+ 11.5
Libya (33)	69,760	+137.0
Iraq (12)	58,976	− 31.2
Austria (22)	57,400	+ 0.6
Puerto Rico (16)	55,857	− 21.7

*1980 position in parentheses
Source: JAMA

Datsun tops Japanese auto sales in Europe

By Richard Feast
European Editor

Datsun importers in the United Kingdom are by far the most successful Japanese auto retailers in Europe, according to previously unpublished statistics acquired by AUTOMOTIVE NEWS from industry sources.

They indicate Nissan's role as No. 1 Japanese retailer in Western Europe — 216,083 cars out of a total of 917,881 shipped to the continent from Japan in 1981.

Datsun shipments to the UK were 76,380. Next largest volumes were to the West German market, to which Nissan exported 43,628 units, Mitsubishi 53,648, Toyo Kogyo 49,500 and Toyota 40,904.

Toyota's showing is untypical of Japan's leading auto maker. It placed third behind Nissan and Toyo Kogyo, and it shipped more units than its Japanese rivals to only one major country—Belgium.

Toyo Kogyo (Mazda) total shipments of 183,026 units are characterized by a reasonably strong presence in each of the major national markets.

Toyota's total of 166,527 is followed by Mitsubishi's 138,902 and Honda's 129,456. Between them, Daihatsu, Fuji (Subaru) and Suzuki shipments were less than 84,000. Isuzu has no presence in Europe.

To some extent the picture is distorted by restrictions placed on Japan's auto makers by European interests. Growth in West Germany, Belgium and Holland is restricted. France has a strict 3 percent import limit—although there is nothing in writing. The Italian market is in effect closed to the Japanese.

The UK has a gentleman's agreement between the British SMMT and its Japanese counterpart, JAMA. In effect for several years, it freezes Japanese market shares at levels when they came into existence.

• Separate statistics from JAMA indicate that on a worldwide basis North America, Europe, the Middle East, and Central and North America all lost volume as Japanese vehicle export destinations last year.

Southeast Asia, Oceania and Africa grew in importance, giving Japan another growth year overall for exports, which were up 1.4 percent to just over 6 million.

On a national basis the U. S. remained the No. 1 market for Japanese shipments with more than 2.3 million vehicles exported, a 4.3 percent decline from 1980.

West Germany (275,000) and Australia (267,000) each moved up a place to second and third, respectively, while Saudi Arabia (252,000) dropped to fourth. Canada moved up a place to fifth with 246,000.

Among the big gainers were Nigeria (up 10 places to No. 8 with 151,000 units), Chile (12th with 110,000) and Libya (17th with an almost three-fold expansion to nearly 70,000 units).

Japan's auto makers indicate their total vehicle output will rise by 4.6 percent this year to 11.69 million units. Most of the increase will be absorbed by the domestic market, say the makers, where sales are expected to rise by 9.6 percent to 5.58 million.

That leaves 6.11 million Japanese vehicles competing for overseas markets, an increase of 1.1 percent over last year.

Where Japan's vehicle shipments went

Area	1981	1980
North America	2,551,283	2,592,577
Europe	1,188,696	1,226,954
Southeast Asia	593,814	581,116
Middle East	490,784	542,955
Africa	472,595	322,329
Oceania	389,823	316,885
Central America	130,848	177,619
South America	122,930	204,612
Others	9,674	1,934
TOTAL	5,048,447	5,966,961

The Hyundai Pony is a key part of the South Korean company's European market expansion plans.

Pony's no horselaugh

By Richard Feast
European Editor

Europe's auto makers are sniffy about prospects for South Korea's Hyundai sedans, just launched in the UK after preliminary trials in Belgium and Holland. It is reminiscent of the attitude reserved for the Japanese in the 1960s.

There is no significant threat from Hyundai now or in the next few years. But after the Japanese experience, Western auto makers can't afford to be caught again with their noses in the air.

Hyundai Corp.'s latest annual report makes clear its ambitions for Hyundai Motor Co., producer of cars, trucks and buses.

"By 1985 Hyundai vehicles of all types will come off the assembly line at the rate of one million each year, a large proportion of which will head straight for markets in Europe, U.S.A., South America, Asia, the Middle East and Africa," it states.

That should send would-be importers in the U. S. scurrying off to Seoul.

At present Hyundai is in no position to export large numbers. It has production capacity of around 100,000, 70 percent of which remain in the domestic market.

However, according to the man who has just introduced the Hyundai Pony to the UK market, that will change in the second half of this decade.

Says Robert N. Edmiston, chairman and managing director of International Motors, Birmingham, England: "Hyundai's plan is that in late 1984 it will expand capacity to 400,000 a year. At that stage it will have to go to the U.S. market. Anybody with a 70,000 domestic market can't ignore the states."

Edmiston's plans for the UK include around 10,000 units a year by mid-decade. The four-door and three-door Pony sedans went on sale in February.

"We ordered 3,000 cars without having sold one. That's a $12 million commitment," he says. This year International Motors expects to sell 3,500 cars, and about twice that number next year.

The cars are not really competing with Japanese products which, with import restrictions, are moving up-scale. At prices ranging from $5,700 to $7,700, Ponys compete with imports from Eastern Europe, some Fiat and Citroen cheapies and other base-line models from major European makers.

The Hyundai is a medium-size, well-equipped sedan. It uses a 1.2-liter or 1.4-liter, four-cylinder engine mounted at the front and driving the rear wheels. Engines and transmissions are Mitsubishi designs manufactured in Korea.

The Pony is no spring colt. Designed by Giugiaro, it made its public debut at the 1974 Turin auto show.

It will get a face-lift next year, but the next generation model will wait until the opening of a new factory in 1984 or 1985.

Having forged the links with Giugiaro and Mitsubishi, Hyundai is expected to continue those associations.

International Motors arose from the ashes of the Jensen collapse in 1975. It is owned by Edmiston and one of U. S. businessman Kjell Qvale's companies. In addition to the Hyundai franchise it sells Subarus and Maseratis.

In the restricted UK market International sold 5,374 Subarus last year.

Citroen mum

Continued from Page 11

panies and the Japanese, have been doing for years."

But just who is No. 1 designer at Citroen remains unclear. Most of the unofficial news leaking from Citroen and PSA is that it is Olsen, a 46-year-old U. S. citizen.

He is a product of the Pratt Institute in New York, and worked for General Motors, Count Sigvard Bernadotte in Copenhagen and Stockholm, and twice for Ogle, whose Leyland T45 truck design won a Truck of the Year award.

Olsen was a tutor at London's Royal College of Design for 10 years. "It's a better place than the Art Center in California," he says.

Of his approach by Citroen, Olsen comments, "It's a great company, and I'm obviously flattered. I've always loved Citroens, and owned them. Maybe if it had been another company, I would not have been interested."

Fiore joined Citroen in September 1979 as head of styling. He reflects, "With PSA integrating its organizations, what I have been doing is 20 percent new product development and 80 percent administration."

Fiore adds, "It's politically untimely for me to talk about the changes, but I have to defend myself against rumors that I've been pushed out to finish my contract. I have to defend my 25-year reputation as a designer in the European industry."

Fiore likes his move from Paris to the south of France.

What is believed to be involved in the reluctance to make an official announcement is the delicacy of integrating Citroen styling within the Peugeot SA styling department, headed by former Chrysler Europe executive Art Blakeslee.

Blakeslee's headquarters are at Whitley, England, where he is understood to have overall control of PSA styling and special responsibility for Talbot Division. The Peugeot and Talbot arms are slowly but surely being interlocked, but Citroen's independence was strengthened last year by its relatively improved production and sales performance.

Last year Citroen production declined by only 0.5 percent to 534,000, while Peugeot dropped 6.2 percent to 569,000. The Peugeot advance was only 35,000 units; a year before it was twice that.

Moreover, Citroen overtook Peugeot in registrations in the vital domestic market. Citroen fell by 3.9 percent to 260,286, while Peugeot sank down 12.7 percent to 256,287.

In addition, Citroen sales will receive a major boost next September when it launches its XB.

West Germany rides out recession

By Richard Feast
European Editor

West Germany's vehicle industry has come through the recession so far without serious injury, says Horst Backsmann, president of the *Verband der Automobilindustrie* (VDA).

This is despite the country's highest unemployment — 1.7 million — and number of company bankruptcies in 30 years.

"The industry has succeeded in holding its own in the general recession and, above all, in international competition. Otherwise, the unemployment figures would certainly look even more dismal," notes Backsmann.

The 3,897,007 vehicles produced in West Germany in 1981 represent a marginal increase (18,500) over the previous year. But trends were divided. While car output rose by 1.6 percent to 3,577,807, commercial vehicle output decreased to 10.7 percent to 319,200.

Demand from abroad helped the recovery of car production, although deliveries leveled off towards the end of the year. They reached 1,949,535 — 4.1 percent more than the previous year—but below 1979.

While 1981 domestic registrations dropped 4 percent to 2.33 million, the country reduced its level of imports from 26.3 to 25.3 percent. It was, says the VDA, "half at the expense of the Europeans and half at the expense of the Japanese."

Registrations of diesel cars were up more than two-thirds over 1980, accounting for 14 percent of the market.

In the commercial vehicle industry, the segment for trucks up to six tons suffered the worst setback — by 22.8 percent to 144,540 units. "This sharp decline, which is still continuing, could not have been survived without placing employes on short time," reports the VDA.

The only truck production increases were in medium and heavy classes over 12 tons, solely attributable to sales in foreign markets.

The manufacturers' association says, "The domestic market for commercial vehicles was in a very poor state. The decline in sales of trucks was 17 percent, buses 18 percent and of semi-trailer tractors 24 percent.

"Trucks hardest hit by the sales decline were heavy vehicles — a result of greatly impaired building activity and a diminishing propensity to invest which, in view of high interest rates and low demand for transport services, also affected the freight transport business."

Although the Japanese were held in check in the car market, they made inroads with light-commercial vehicles. They sold 6,600 last year, increasing their share from one percent in 1979 to 2.5 percent in 1980 and four percent last year.

While employment in the industry increased slightly last year, profits went in the opposite direction. "They deteriorated progressively during the course of the year, and total profits before taxes were almost 60 percent below those of 1979," Backsmann says.

Product price increases have been necessary to avoid borrowing during periods of double-digit interest rates, and to maintain investments to stay competitive. Investments are projected at 8 to 10 billion deutschmarks annually ($3.4 to $4.2 billion) in coming years.

Backsmann lays particular emphasis on "exorbitant" price increases by European steel producers. The commercial vehicle and trailer industry, with their relatively high steel consumption, and high-grade-steel-processing component companies, have been particularly affected.

In the fourth quarter of 1981 list prices for all grades of rolled steel averaged 3?.8 percent higher than a year earlier. By the third quarter of this year they will be 56.2 percent higher than at the end of 1980.

West German vehicle production: 1977 - 1981

	1981	1980	1979	1978	1977
Cars					
BMW	337,757	330,087	328,281	311,793	284,771
Daimler-Benz	449,010	438,221	433,203	403,707	409,090
Ford	486,917	419,517	546,957	544,160	542,750
Opel	810,158	786,663	960,243	952,656	922,304
Porsche	31,734	28,622	36,011	36,879	36,130
VAG	1,462,231	1,517,216	1,627,861	1,640,981	1,595,499
Audi	311,671	285,052	323,395	340,423	317,928
Volkswagen	1,150,560	1,232,164	1,304,466	1,300,558	1,277,571
Total	3,577,807	3,520,934	3,932,556	3,890,176	3,790,544
Trucks, buses					
Auwarter	944	903	1,092	749	687
Daimler-Benz	183,270	188,392	171,656	157,026	174,091
Faun	578	485	349	602	573
Kassbohrer	1,941	2,037	2,008	1,896	1,778
Magirus-Deutz	18,246	20,619	20,184	18,685	18,461
MAN	25,473	24,455	21,207	20,364	21,337
Opel	6,490	6,137	8,223	3,799	2,863
Volkswagen	82,258	114,591	92,450	93,067	93,882
Total	319,200	357,619	317,169	296,188	313,672
Total vehicles	3,897,007	3,878,553	4,249,725	4,186,364	4,104,216

Source: VDA

Volvo starts getting it all together

By Richard Feast
European Editor

Volvo Car BV, of Holland, is well on the way to its 1982 sales target of 85,000 units. In the first nine weeks of the year it increased volume by 20 percent, or 2,500 cars, over the same period a year earlier.

According to Vice President Henk van Bussel, "Our primary objective is to obtain a market share of one percent in Western Europe, which amounts to about 100,000 cars."

Last year the company sold 78,500 340-series three- and five-door medium hatchbacks. "Of great significance, this represented an increase of 13 percent over 1980 in a total market that was reduced by 2.5 percent," declares van Bussel.

The company's shaky financial record in recent years led to restructuring of its finances a year ago. From being a majority shareholder, Volvo Car Corp.'s stake was reduced to 30 percent, and the Dutch state's interest raised to 70 percent.

Further losses are anticipated this year and the next two years, after which, in the words of president Andre Deleye, "costs and revenues would be in equilibrium."

However, the company is in danger of becoming too dependent on one market — the UK.

"We sell about three times as many cars there as in our No. 2 market, Sweden, and our No. 3 market, the Netherlands," notes van Bussel.

"We are running the risk of becoming too dependent upon a single market. That's why we are going to change this situation, by making Vikings and Dutchmen run a little faster.

"Our objective is to build up a strong home market for our product. We want to move up from 9,000 to 20,000 cars in the Netherlands within a few years."

Volvo Car registrations in the UK last year were 23,800 (for a market share of 1.6 percent) and 9,000 in Sweden (4.8 percent).

The company recently added a unique five-door van version of the 340 to the Dutch market.

Hints van Bussel: "We also have something up our sleeve for the general public next year, but do not want to disclose details yet."

This leads to speculation that the development is a replacement for 340, by today's standards a heavy, none too aerodynamic model. Volvo has developed the 340 about as far as it can, and the next move should be a replacement. Conjecture over its arrival time revolves around the company's lack of cash.

In an address to company employes about what he calls "Volvo Car BV New Style," Deleye boasts it is possible to match Japanese strengths.

"We often talk about the 'Japanese miracle' when we are faced with the not inconsiderable competitive force of the Japanese," he says. This refers to the great industrial strength the Japanese have managed to develop in the last few decades.

"It is too often assumed in the western industrial world that we cannot build up such strength, simply because our culture is totally different. This assumption is an implicit admission that we regard an unbridgeable gulf separating us from the Japanese industry as a normal matter.

"I, too, used to think this way, but after a number of visits to Japanese and American factories, I have changed my mind."

Spring debut for Jeep-Renault

Renault enters the European four-wheel-drive market this spring when it begins selling in France, Belgium and Luxembourg what will be known officially as the Jeep-Renault.

The model is American Motors' CJ7 Jeep, adapted to European needs by using 2-liter gasoline or diesel Renault engines and Renault gearboxes.

The company is cagey about numbers. "A few thousand," says Pierre Tiberghien, joint director general of the car division. Despite the volume, it will take Jeep into a new European league.

In the past four years, France's Jeep importer sold 173 CJ7 models. In the same period, 63 were sold in Belgium and Luxembourg.

In May the Jeep - Renault enters Renault's own dealer network that includes 500 main dealers in France and some 10,000 authorized service agents, and 187 main dealers and 305 service outlets in Belgium/Luxembourg.

In the past, Jeep sales have been handicapped by poor fuel consumption by European standards, limited dealer outlets and the upward trend of the dollar against the franc.

Renault now will at least be able to counter the mileage and service limitations. "The game is new," says Tiberghien.

Jeep-Renault will be positioned between the luxury Range Rover and utility Land Rover and Mercedes-Benz G-wagen. It will be like some of the Japanese offerings of Daihatsu and Suzuki, which sell in Belgium but not in the larger French market.

It seems likely Renault eventually will extend Jeep sales to other European markets over the long term, although it is noncommital. If it does, it is likely to find various Japanese four-wheel-drive makers are the main opposition.

Renault is aware of the difficulties facing a manufacturer moving into a new market. It watched the rather disappointing sales of the Mercedes-Benz G-wagen with keen interest.

A Renault executive observes, "Perhaps Mercedes-Benz were overenthused by the example of Range Rover, which has been a phenomenon. Most people buying a Range Rover very seldom use it off-road. They use it as a status automobile. Mercedes has a more utility approach.

"Jeep is different. It's neither the Mercedes nor the Range Rover. It has a good name and good tradition, so we are not starting from scratch."

The CR6 hits the London taxi market in 1984.

New London taxicab is on the way

Traditional London taxis — loved by customers, cursed by drivers — soon will be as scarce as they are at midnight when the last train has gone.

Carbodies, the Coventry, England, company which built 43,000 of the famous black cabs during the past 23 years, is working on a new next generation product.

Known as CR6, it is planned to replace the old FX4 starting in 1984. Like its predecessor, the CR6 uses many components from nationalized auto maker BL Ltd.

Unlike its predecessor, however, the CR6 is destined for export, including to North America.

Carbodies says, "The UK will continue its almost unrivaled position of using purpose-built taxies rather than standard or slightly modified motor cars.

"The nearest approach is probably that of Checker in the United States, who offer a fairly extensively modified motor car in taxi configuration."

FX4 was always regarded as a home-market vehicle, and only recently were left-hand-drive versions engineered. CR6 will be assembled for export six months after the start of production. It will be homologated for all EEC countries, says the company, adding that "hot climate and North American prototypes will be built shortly."

To keep costs down, CR6 will use engines, transmissions, suspension, electrical systems and some 30 percent of the body panels that already exist, largely on the Range Rover.

Carbodies is concentrating on driver comfort in the new model following complaints about inadequate heating, high noise levels and the "1950s feel" of the present machine.

The new vehicle, capable of accommodating invalid wheelchairs, has a welded box section frame with detachable metal body panels. Weight savings of 10 percent are achieved by use of aluminum rather than steel for 90 percent of the skin panels.

The base powertrain is BL's 2.25-liter diesel (62 HP), and manual five-speed transmission.

Proposed options include BL's 2-liter O-series gasoline engine or its 2.6-liter six-cylinder from Rover sedans. Other options include power steering and automatic transmission (Chrysler or Borg-Warner).

Ford's Deutz Cargo rolls in England

Production of the Ford Cargo powered by a Deutz air-cooled diesel has started at the company's truck plant in Langley, England. The V-6 engine is offered in 170 and 204-HP ratings. Deliveries of the truck to 11 countries began this month.

Aftermarket is target in Koni's U. S. program

By John Russell
Staff Correspondent

CULPEPER, Va. — A little known program for rebuilding truck and bus shock absorbers has been ongoing at Koni of America for over a year as part of an effort to increase its penetration in this area by appealing to the end user rather than the manufacturer.

Jan Zuijdijk, engineering director for the company, said 90 percent of the company's shock absorbers returned for service can be repaired at considerable savings to the customer considering the cost of a new set of Koni shocks for trucks and buses.

Koni is not a household word among truck and bus manufacturers in the U. S. although the company has attempted to make some inroads with OEMs. But Zuijdijk noted cost is a primary consideration at the manufacturer level and that his company's shock absorbers are not inexpensive.

In Europe, Koni is OE on certain models of Volvo, Scania, Mercedes and M.A.N. trucks. But in the U. S., he said, the concentration on shocks for trucks and buses is not as intense because legislation is different.

Yet, he noted, shock absorbers do make a difference in prolonging the life of the truck. Tire life can be extended, he said, cab structural integrity can be prolonged and steering damage prevented.

In approaching the aftermarket, the owner operator, this is part of the message the company delivers.

Jim Vance, sales engineer for Koni, said the shock-service program is an extension of the firm's existing passenger-car program and railroad-shock service.

Shocks are checked and if no repairs are needed, Vance said, they are adjusted and returned to the customer. The charge is $6 per shock absorber.

If repairs are needed, the company is prepared to recondition and replace the moving parts in the shock. Vance said it could cost approximately $40 for its 90 Series truck shock.

Bus companies, both men noted, appear to be taking advantage of the service on a more regular basis.

Zuijdijk added that M.A.N. and Koni now are working on an exchange program for the service of shocks, although details are still being developed and won't be available for about two months.

On an annual basis, he said, the company services about 200 truck and bus shocks per year. He expects this number to grow. But Zuijdijk admitted this hardly marks a penetration of the truck and bus market.

All-steel cover for Ford Ranger

Gem Top Mfg., Inc., Clackamas, Ore., is manufacturing a rust-proofed, fully insulated all-steel cover for the new Ford Ranger compact pickup. The Streamliner laps over the cab, providing a direct access between cab and cargo bed, the company said.

truck industry news

698,607 new trucks retailed

First-quarter sales rise 12.8 pct.

Franchised dealers and factory outlets retailed 698,607 new trucks in the U. S. in the first quarter of 1982, according to preliminary reports, an increase of 12.8 percent over the year-earlier 620,567 units.

It marked the first time since 1979 that January-March sales exceeded the previous year's total. In the first three months of 1979, retail sales for the period

Table on Page 58.

reached an alltime high of 965,096 in spite of a sharp decline in the March count.

Truck sales have been in a slump since the first quarter of 1979, with the downturn following the revolution in Iran, a drop in oil imports from the Middle East and a drastic increase in fuel prices in the U. S.

In the latest three-month period, light trucks were the only market segment to show an increase over a year ago. Mediums continue to dwindle at an alarming rate, while the heavies were off only slightly from last year.

Sales of light trucks, with strong support from the compact pickups, were 15.8 percent higher than last year in the first quarter. The total this year was 650,946 units, compared with 562,060 in 1981.

The compacts—both domestic and imports—accounted for 28.5 percent of the light truck total. Dealers sold 185,800 of these vehicles, up 44.6 percent from last year's 128,461 units. A year ago, the compacts — all imports except the Volkswagen pickup — accounted for 22.9 percent of the light-truck count.

Sales of mediums in the first quarter declined 52 percent from last year, plunging from 19,535 units in 1981 to only 9,374. Three-month sales of heavies were down 1.1 percent, from 38,079 vehicles a year ago to 37,666.

March sales were 22.4 percent higher than the same month a year ago, with light trucks the only segment to show an improvement. It was the third consecutive month in which sales topped those in the comparable year-earlier month.

During the month, dealers retailed 272,473 light trucks, an increase of 26.9 percent over last year's 214,766 units. The compacts accounted for 30.8 percent of the total. The small-pickup sales in March were 62.4 percent higher than last year, rising from 51,614 units in 1981 to 83,797.

Mediums were down 49.1 percent in March, falling from 7,191 units a year ago to 3,658. Heavies totaled 13,672 units during the month, a decline of 6.9 percent from last year's 14,693.

At the end of the first quar-

Continued on Page 58, Col. 1

Carrier exchange will aid dealers, Rockwell claims

TROY, Mich.—A new carrier-exchange program to provide more sales flexibility for O.E.M. heavy-truck dealers has been announced by James F. Lambert, vice president of North American field sales and marketing for Rockwell International's Heavy Vehicles Components Operations.

He said the program, which covers five of the more popular Rockwell truck axles, will enable the dealer to match the axle ratio of a new truck in stock to the customer's specified requirements.

"This gives the dealer another sales tool which can help him cut down on possible lost sales because of an axle ratio that does not fit the needs of the customer," he explained.

"It also means the dealer can put the truck buyer on the road much faster because the waiting period involved in ordering and delivering a new vehicle with the correct axle ratio is eliminated."

Lambert said the dealer simply calls the Rockwell Service Parts Distribution Center in Florence, Ky., and requests the desired carrier with the axle ratio specified by the customer. The

Continued on Page 58, Col. 1

Domestics fuel surge in sales of compacts

Retail sales of compact pickup trucks in the first three months of 1982 were almost 50 percent higher than a year ago, with the four new domestic versions providing the spark.

Through March, franchised dealers in the U. S. retailed 185,800 of the small trucks, an increase of 44.6 percent over last year's 128,461 units. Volkswagen was the only domestic compact on the market in the first quarter of 1981.

March sales of the compacts totaled 83,797 units, up 62.4 percent over the year-earlier 51,614. It also marked the first month in which the domestic pickups outsold those assembled in Japan.

During the month, 42,714 domestic compacts were retailed, accounting for 51 percent of the March total. The domestic nameplates include Chevrolet S-10, GMC S-15, Ford Ranger, Dodge Rampage, Jeep Scrambler and Volkswagen.

Sales of the Japanese-built compacts—Ford Courier, Chevrolet LUV, Plymouth Arrow, Dodge Ram 50, Toyota, Datsun, Mazda and Isuzu—totaled 41,083 units, off 14.4 percent from last year's 47,992.

In the first three months, dealers sold 101,285 of the imported compacts, a decline of 15.4 percent from the 119,706 retailed in the same period in 1981.

• First-quarter sales of the domestic compacts totaled 84,515 units, compared with only 8,755 a year ago—all of them Volkswagen pickups.

The imports' share of compact sales in the first three months dropped from 93.2 percent a year ago to 54.5 percent. The March share slipped to 49 percent, compared with 93 percent in the same month in 1981.

March sales of compacts by domestically franchised dealers —both domestic and imported makes—totaled 53,080 units, an increase of 18.6 percent over last year's 24,284.

The three-month count soared to 117,003 units, a gain of 91.7 percent over the year-ago 61,030.

Sales by non-captive dealers

Continued on Page 58, Col. 5

Truck Dealer of Year gets award

Richard Scott, left, Business Week account manager, presents the award to James P. McNally, president, Archie Cochrane Motors, Inc. (Ford), Billings, Mont., the 1982 Truck Dealer of the Year. The award is presented annually by Business Week and NADA's American Truck Dealers Division.

698,607 new trucks retailed

First-quarter sales rise 12.8 pct.

Continued from Page 24

ter, there were 505,964 unsold new trucks of all types in retailers' hands, a decline of 13 percent from last year's 581,724 units. Light-truck stocks were down significantly from a year ago, while the supply of mediums and heavies was slightly higher.

Going into April, there were 447,612 light trucks in inventory, a decrease of 12.9 percent from last year's 513,727. Mediums were up 4.1 percent, from 23,490 last year to 12,174. There were 46,178 heavies on hand at the start of the month, 3.8 percent higher than the year-earlier 44,507 units.

The Motor Vehicle Manufacturers Assn. reported that domestic dealers and factory outlets retailed an estimated 248,720 new trucks in the U. S. in March, an increase of 31.8 percent over the previous year's 188,658 units.

The March count for domestic outlets was the highest for any month since October, 1979, when 281,213 units were retailed, according to the MVMA.

Through March, domestic retailers had sold 596,515 vehicles, an increase of 19.3 percent over the year-ago 499,968.

Big Three truck producers reported that their dealers and factory outlets sold 233,604 units during the month, up 38.6 percent over last year's 168,490. The three-month count was 24.6 percent higher, rising from 445,497 in 1981 to 555,169.

Chevrolet, No. 1 in both 1982 model-year and calendar-year truck sales, reported that March was its best month since May, 1979, and GMC said its sales during the month were the highest since August, 1979.

In March, Chevrolet dealers retailed 99,322 vehicles, a gain of 54 percent over the previous year's 64,501. The total included 3,146 Japanese-built LUV compacts, down two-thirds from last year's 9,595.

Through March, Chevrolet sales totaled 235,508 units, an increase of 35.5 percent over the year-earlier 173,869. LUV's three-month sales were down drastically, from 21,303 in 1981 to only 8,826.

During the month, dealers sold 25,046 of the new U. S.-built S-10 compact pickups, bringing the year's total to 54,046 units.

Ford dealers retailed 81,993 trucks during the month, up 14.9 percent from last year's 71,335. The imported Courier's total dropped from 7,234 a year ago to 2,584.

• First-quarter Ford sales were 6.5 percent higher than a year ago, rising from 180,077 to 191,839 units. Courier sales were down from 18,797 in 1981 to 10,411, March sales of the new Ranger compact pickup totaled 8,288 and the first-quarter count rose to 9,728 units.

Dodge and Plymouth dealers sold 24,409 light trucks in March, an increase of 40.5 percent over last year's 17,368. Sales of the imported Dodge Ram 50 compact were up from 2,895 units a year ago to 4,169. But the Plymouth Arrow total was down, from 938 a year ago to only 467 units.

Through March, the Dodge-Plymouth total was 37.9 percent higher than last year, from 47,825 units to 65,963. The Ram 50 count was up from 9,108 units to 11,268, while Arrow sales slipped from 3,067 in 1981 to 1,983 units.

Sales of the new Dodge Rampage compact in March totaled 2,172 units, bringing the first-quarter count to 4,457.

GMC dealers sold 27,880 trucks during the month, a gain of 82.4 percent over last year's 15,286. The three-month count was up 41.5 percent, from 43,726 units a year ago to 61,859.

Sales of the GMC S-15 compact pickup totaled 4,923 in March and the first-quarter count climbed to 9,939 units.

• Jeep dealers retailed 5,163 of the four-wheel-drive light trucks in March, up 12 percent over the year-ago 4,616. The first-quarter total also was 12 percent higher, from 12,748 units in 1981 to 14,323.

March sales of the Volkswagen compact pickup were down 55.9 percent, from 3,622 last year to 1,599. The three-month total of 4,020 units was off 54.1 percent from the year-ago 8,755.

Mercedes-Benz truck dealers retailed 247 medium and light-heavy vehicles during the month, down 22.6 percent from last year's 319. Through March, the total was 621, off 30.5 percent from the 893 units retailed in 1981.

In March, Toyota dealers sold 14,331 compact pickups, a gain of 21 percent over last year's 11,841. The three-month total was 33,239, up 3.9 percent over the year-earlier 32,001.

Datsun sales dropped 17.5 percent in March and were down 25 percent for the first quarter. During the month, 11,452 compacts were sold, compared with 13,885 a year ago. Through March, the count was 23,652, as against 31,941 last year.

Mazda dealers retailed 3,461 small pickups during the month, up 127 percent from the year-ago 1,525, and the three-month total was 139.1 percent higher, soaring from 3,400 units in 1981 to 8,130.

During the month, Isuzu dealers sold 1,473 compact pickups, compared with 79 a year ago. The three-month total was 3,776 units, as against 89 in the like period in 1981.

Big Three March, year-to-date truck sales

	March 1982	March 1981	Year to Date 1982	Year to Date 1981
Ford				
Vans	12,905	9,807	27,375	23,428
Club Wagon	2,510	2,779	6,022	6,215
Courier	2,584	7,234	10,411	18,797
Bronco	4,411	2,990	10,402	8,924
Conventional Pickups	47,079	43,759	117,268	110,990
Mediums	N.A.	3,841	N.A.	9,671
Heavies	N.A.	927	N.A.	2,054
Ranger	8,228	.....	9,728	.....
Chevrolet				
Vans	10,856	8,206	24,942	20,761
Sportvan	1,393	1,278	3,352	3,601
S-10	25,046	.....	54,046	.....
LUV	3,146	9,595	8,826	21,303
El Camino	2,428	2,975	5,915	8,366
Blazer	3,573	1,446	9,594	5,127
Suburban	4,635	1,421	8,732	5,257
Conventional Pickups	46,840	37,056	116,150	103,647
Mediums	1,405	2,524	3,538	5,807
Chrysler				
Vans	5,596	4,215	15,213	10,837
Voyager	539	488	1,493	1,267
Ram Wagon	2,838	1,764	7,167	4,318
Rampage	2,172	.....	4,457	.....
Arrow	467	938	1,983	3,067
Ram 50	4,169	2,895	11,268	9,108
Trail Duster	33	172	148	548
Ramcharger	1,033	610	2,372	1,520
Conventional Pickups	7,560	6,286	21,862	17,160
GMC				
Vans	3,443	1,863	6,796	4,843
Caballero	343	427	783	1,209
S-15	4,923	.....	9,939	.....
Jimmy	933	356	2,088	1,168
Suburban	1,380	375	2,374	1,286
Conventional Pickups	13,149	8,987	29,250	25,983
P models	330	273	874	742
Mediums	2,522	1,935	6,745	5,469
Heavies	857	1,970	3,010	3,026

Carrier exchange will aid dealers, Rockwell claims

Continued from Page 24

carrier is immediately shipped F.O.B. to the dealer.

The dealer then replaces the existing carrier and returns it to Rockwell's Florence distribution center (freight prepaid) within 30 days. The only billing involved will occur either if the carrier is not returned within the specified time or if the carrier is not in satisfactory working condition, Lambert said.

The carrier exchange includes Rockwell's R-170 single rear axle and the SQHD, SQ-100, SQHP and SSHD tandem axles as installed in the major heavy-trucks manufactured in the U.S. and Canada.

Woody reaches 25

C. L. Woody Jr., right, dealer-operator, W & B Chevrolet Co., Inc., Bassett, Va., receives Chevrolet's 25-year dealer award plaque from R. L. Albinson, Richmond zone manager.

Police cruise in Eagle

Northampton (Mass.) police welcomed a new 1982 AMC Eagle to their fleet recently. The inspection committee includes, from left: Patrolman James R. Doolitle; Police Chief Henry A. Decker; Norman F. Cloutier, administrative aide to the selectmen, and Robert Cahillane, Cahillane Motors, Northampton, which delivered the vehicle. It will join the department's two Ford sedans in the line of duty.

BMW planning to expand remanufactured parts sales

MONTVALE, N. J.—BMW of North America's remanufactured parts exchange program has become a $1 million per month business, and the company is expanding its efforts in supplying these parts to its dealers.

According to Til Roemer, head of BMW's Parts Division, the company has always had an exchange program, but with the addition of a third parts distribution center in 1978, the program took off since distribution is a key.

The reason for getting into the remanufactured exchange program in the first place, he said, was to prevent the loss of customers to others in the aftermarket.

Roemer said that prices of new parts on some BMWs are too high for the owners, particularly the 2002 owners. If the company did not have the program, he said, it would have lost this market entirely.

And the parts availability covers all BMW models ever sold in the U. S. "We wanted a complete program," he said.

The parts manufactured by BMW in Germany, such as engines, are sent back to the parent company for remanufacture.

Other parts, such as starters and alternators manufactured by Bosch, are sent to Bosch which has a facility in Chicago. But Roemer stressed that the parts are remanufactured by the original manufacturer.

Two other keys to the system, Roemer said, are selling only through the dealer body and offering a better warranty than is currently available on remanufactured parts.

Roemer said that the warranty is six months plus labor while current aftermarket manufacturers do not offer labor.

Offering the program only to its dealers is a way for them to get into the wholesale parts business. "We want to reach the other markets," he said.

To accomplish this, Roemer said the company is planning a wholesale parts seminar for dealers to explain the investment needed, including the personnel and type of inventory.

In addition, he said the company is offering additional discounts for dealers on stock parts orders. The normal discount on parts is 35 percent, he said, but if it is a stock order there is an additional 12 percent subsidy and a 6 percent obsolescence credit for returns.

He added that to establish a wholesale parts business, the ideal situation is for the dealer to have a separate manager.

But will BMW ever sell to the aftermarket directly? Roemer said categorically no. The system will always be operated through the BMW dealers since it is beyond the capability of BMW of North America to market directly.

Auction opens

COLORADO SPRINGS.—Thursday will be weekly sale day for the Colorado Springs Auto Auction, which has opened at Interstate 25 and Exit 132 East.

Domestics fuel surge in sale of compact trucks

Continued from Page 24

during the month totaled 30,717 units, up 12.4 percent from last year's 27,330. The first-quarter count, however, was only 2 percent higher, moving from 67,431 units in 1981 to 68,797.

Chevrolet's S-10 pickup has firmly entrenched itself as the No. 1 compact, running far ahead of runnerup Toyota.

In March, Chevrolet dealers sold 25,046 S-10s, compared with 14,331 by Toyota dealers. Through March, the S-10 count was 54,459 units, as against 33,239 for Toyota.

The S-10's March and three-month sales accounted for almost 30 percent of the industry total.

In March, Toyota sales accounted for 17.1 percent of the total, compared with 23 percent last year when it was the No. 1 compact. Toyota's first-quarter share was 17.9 percent, compared with 25 percent a year ago.

SEVILLE "ROADSTER" CONVERTIBLE

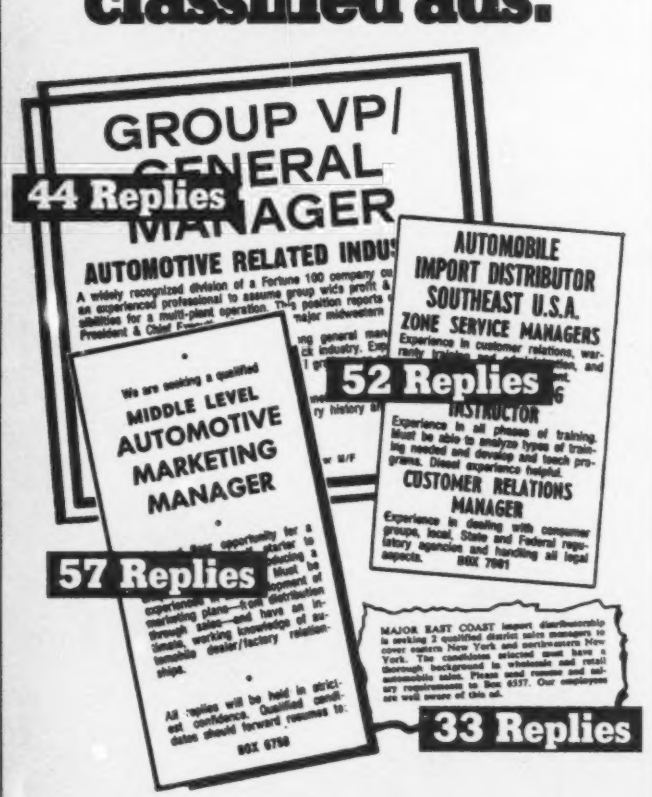
"AMERICAN CUSTOM COACHWORKS, LTD."

Very sporty and very elegant. The Seville "Paris" Roadster Convertible is a personalized 2 passenger touring car designed and styled for individuality and excellent roadability. The top mechanism is fully powered for ease of raising and lowering. Base units can be drop shipped to one of several manufacturing plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

★ QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-20

People who need people use Automotive News classified ads.



"Tremendous response; We're always happy with the results we get from classified ads in Automotive News." You will be, too.

Call Marie Hingst, Classified Advertising Manager, at (313) 567-9520 by 5 p.m. Monday . . . see your ad the following Monday. Or write: Automotive News, 965 E. Jefferson Ave., Detroit, MI. 48207.

Automotive News

250 recovered from 14 states

Sting operation nets stolen cars

ST. LOUIS. — FBI agents recovered more than 250 stolen cars and trucks from 14 states as a result of a sting operation that may result in indictments of 40 persons.

The sting operation — an auto salvage shop called "LeBlanc Motors" — had been set up in Scott County in Southeast Missouri in July, 1980, according to Glenn L. Young, special agent in charge of the FBI office here.

Some consumers, unaware that their vehicles were hot, had to give them up for evidence. Some had been purchased from legitimate auto dealers who also had been unaware they were dealing with stolen autos.

Between $3 million and $4 million worth of late-model cars and trucks were involved, Young said.

The sting operation started selling car parts to suspected auto thieves in an attempt to apprehend them and to put out of business St. Louis-area chop shops and retaggers.

In addition, the FBI agents bought 50 stolen vehicles from the suspects. Part of the money came from profits on merchandise sold in the salvage shop.

Young said some of the cars were set up to be stolen.

"These groups deal mostly with General Motors products," he said. "Some of those involved had worked for GM and knew what to look for."

Some were former GM hourly employes who were familiar with the confidential code.

Two men were arrested and accused of attempting to sell nearly half a million dollars worth of television and electronic equipment to undercover police at the sting operation. More arrests are expected.

Stolen vehicles were seized in Illinois, Kansas, Colorado, Louisiana, Nebraska, New Mexico, California, Wisconsin, Texas, Arkansas, Oklahoma, Tennessee, Kentucky and Missouri.

Local and county police were involved in the investigation, along with the FBI.

Japanese take smaller share of Norse sales

OSLO.--New-car registrations in Norway totaled 104,670 in 1981, compared with 96,550 a year earlier.

Japanese makes took a reduced share of the market, declining to 34.4 percent in 1981, down from 39.1 percent.

Registrations by make were:

12 mos., 1981		12 mos., 1980
2,654	Audi	2,948
1,491	BMW	1,038
1,479	Citroen	1,281
698	Daihatsu	970
7,746	Datsun	8,320
152	Dodge	64
1,549	Fiat	2,106
16,291	Ford	11,876
3,962	Honda	4,462
3,689	Lada	2,254
144	Lancia	266
11,948	Mazda	11,434
1,453	Mercedes-Benz	1,177
3,692	Mitsubishi	2,619
13,401	Opel	9,910
2,476	Peugeot	1,840
129	Polonez	197
2,007	Renault	2,953
2,172	Saab	1,902
2,160	Talbot	2,153
725	Skoda	712
903	Subaru	1,333
7,051	Toyota	8,226
8,660	Volkswagen	7,007
7,083	Volvo	6,936
955	Others	1,377
104,670	Total	95,550

Coach Builders moves to larger Fla. plant

HIGH SPRINGS, Fla.—Coach Builders Limited, Inc., a firm that designs, prototypes and builds convertible conversions, has moved its headquarters to a plant here four times the size of its old one in Ft. Lauderdale. Capacity will now be more than 500 convertibles annually.

The new address is 1320 N. Main St., High Springs, Fla. 32643, telephone (904) 454-2060.

Duke joins Volvo in financial post

ROCKLEIGH, N. J.—Michael T. Duke has been appointed to the newly created position of senior vice president, Finance, and chief financial officer of Volvo North America Corp.

Duke comes to Volvo from F & M Schaefer Corp., where he served in a similar capacity.

Mitsubishi Australia unveils its new Sigma GJ models

SYDNEY, Australia. — Mitsubishi Australia has launched its first completely new vehicle since the Japanese company gained control of the former Chrysler operation.

The rebodied Sigma is the first of several newcomers which the company believes will boost its sales to the number-three spot in the country.

Mitsubishi will begin making the front-drive Colt during the third quarter of the year. It will also launch a fully imported luxury car (in the $16,000 price class) and compete for the first time in the growing four-wheel-drive market.

To make sure that all corners of the market are covered, Mitsubishi will announce a turbo version of the new Sigma later in the year.

In launching the Sigma GJ series, Doug Coleman, deputy managing director, predicted that new-vehicle registrations will reach a record of 621,000 units in Australia this year. He said the four-cylinder medium-size class will account for 35 percent of all passenger-car sales and that one in every three medium cars will be a Sigma.

Priced from $7,462 to $10,369 (Australian), the new GJ range consists of four sedan models and three station wagons, with a choice of three engines and three transmissions.

This is the first new body for the Sigma since it was launched in October, 1977. For the past three years, Sigma has been Australia's top-selling four-cylinder car.

To stave off a possible challenge from the local Datsun Bluebird, Sigma has been given an extended wheelbase, roomier body, revamped suspension and higher equipment levels.

An extended drive over several hundred kilometers of smooth and unsealed roads confirms the company's claims that the noise level has been reduced, the riding comfort enhanced and stability improved.

Mitsubishi claims that the interior noise level has been cut by 25 percent.

The engine range comprises the 2-liter Aston with its much publicized counter-balancing shafts, a bigger 2.6-liter unit and a revised version of the 1.6-liter Saturn engine.

Despite the strong family resemblance in the styling, Sigma GJ has a new body, with flush mounted single headlights, slanted nose and sloping hood. There's an air dam at the front and a small integral spoiler on the trunk lid.

Company engineers say that the drag coefficient has been reduced from 0.43 to 0.41 and the lift coefficient from 0.37 to 0.30.

Trunk space has been increased 13 percent over the previous GM model mainly due to relocation of the rear suspension springs.

The sedan is slightly longer, wider and higher than the GH.

The interior has reshaped seats which allow increased passenger legroom.

There is a new instrument cluster, and the manual gearshift and the handbrake have been relocated for easier use.

The equipment levels have been lifted in all models. Four-wheel disk brakes are standard on the SE and GSR models and optional on the GL.

New Sigma from Mitsubishi Australia

The Sigma GJ series is the first completely new vehicle from Mitsubishi Australia since it gained control of the former Chrysler operation. The GJ series consists of four sedans and three station wagons with a choice of three engines and three transmissions.

Mardikian makes cars street-legal

Importer of exotics finds a boom

NEWPORT BEACH, Calif. — At a time when a depressed market has thrown the domestic automotive industry into low gear, sales in the imported exotic-car field are going full throttle, according to an importer here.

"The exotic car market has never been as strong as it is today," said Albert A. Mardikian, one of the world's largest importers of high-performance European classics and president-founder of Trend Import Sales, Inc./Albert Mardikian Engineering. "The market is booming.

"Only a year ago we were converting two or three imports a week to make them 'street legal' in the U. S. under state and federal DOT and EPA requirements. Today, our engineering division legalizes 15 to 20 cars a week," Mardikian said. "Business is growing so fast that we're accelerating our long-range expansion plans both here and abroad."

With a busy showroom and sales outlet here, an engineering facility in Goleta, and with sales arms in Brussels and Cologne, the 36-year-old Mardikian also plans to establish sales outlets in Beverly Hills, Florida and Texas.

To accommodate the mushrooming demand for conversion of hard-to-get European classics, Mardikian has launched his first-stage expansion in Orange County, Calif.

He recently opened his new Division of Compliance Testing and Fabrication, a 50,000-square-foot facility in Costa Mesa. There his engineering experts convert and test European imports — Ferrari, Lamborghini, Mercedes Benz, Porsche, BMW, Citroen, Rolls-Royce and others — to meet government safety and omission standards.

Heading the Costa Mesa facility is Sam Agob, supervisor of testing and compliance. George Gemayel serves as chief of engineering and federal laboratory testing. Sarkis Kevork is chief of engineering and fabrication.

The recent appointment of Jean Gemayel as his assistant is another step in Mardikian's expansion program. Gemayel represented BMW and other European auto makers in 21 nations before coming to the U. S. two years ago.

Mardikian, who graduated from Northrop Institute of Technology in 1971 with an engineering degree, attributes the burgeoning growth of the automotive imports market to at least two major factors:

"For one thing, American motorists are getting fed up with all this emphasis upon driving small econoboxes. For another, they're buying European classics as a solid form of investment. These extraordinarily fine cars usually appreciate in value at a substantial rate."

To service this growing demand, Mardikian is hiring technical specialists away from the manufacturers of these European classics.

Exotics for U. S.

The twin-turbo Ferrari 512 Boxer, left, and the twin-turbo Lamborghini Countach SS are among the exotic European cars in strong demand in the U. S., reports importer-converter Albert A. Mardikian. Both of these cars produce over 700 HP and top speeds in excess of 225 MPH, Mardikian says.

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1981 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	53,659	39.1	—	—	31,328	22.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	1,350	1.0
Spirit	25,246	56.6	—	—	8,095	18.2	N.A.	—	N.A.	—	N.A.	—	N.A.	—	73	0.2
Concord	21,568	39.1	—	—	13,473	24.5	N.A.	—	N.A.	—	N.A.	—	N.A.	—	376	0.7
Eagle/SX-4	6,845	18.3	—	—	9,760	26.1	N.A.	—	N.A.	—	N.A.	—	N.A.	—	901	2.4
CHRYSLER CORP.	269,876	36.8	95,678	13.0	140,400	19.1	16,621	2.3	N.A.	—	19,831	2.7	N.A.	—	9,136	1.2
C-P Total	152,591	36.2	55,510	13.2	82,775	19.6	11,158	2.6	N.A.	—	13,038	3.1	N.A.	—	6,569	1.6
Horizon	43,851	50.1	11,729	13.4	8,665	9.9	525	0.6	N.A.	—	875	1.0	N.A.	—	N.A.	—
Reliant	74,528	36.4	28,460	13.9	38,442	18.8	3,276	1.6	N.A.	—	4,914	2.4	N.A.	—	3,890	1.9
TC3	17,766	34.0	6,532	12.5	14,213	27.2	941	1.8	N.A.	—	1,202	2.3	N.A.	—	N.A.	—
Gran Fury	2,680	34.6	1,301	16.8	132	1.7	15	0.2	N.A.	—	15	0.2	N.A.	—	69	0.9
Cordoba	2,293	11.3	1,745	8.6	8,888	43.8	2,496	12.3	N.A.	—	2,354	11.6	N.A.	—	609	3.0
LeBaron	10,669	27.8	5,066	13.2	8,827	23.0	1,535	4.0	N.A.	—	1,689	4.4	N.A.	—	1,228	3.2
Chrysler	804	7.6	677	6.4	3,608	34.1	2,370	22.4	N.A.	—	1,989	18.8	N.A.	—	773	7.6
Dodge Total	117,285	37.6	40,168	12.9	57,625	18.5	5,463	1.8	N.A.	—	6,793	2.2	N.A.	—	2,567	0.8
Omni	30,312	46.6	8,781	13.5	6,375	9.8	325	0.5	N.A.	—	650	1.0	N.A.	—	N.A.	—
024	16,886	33.9	5,429	10.9	14,793	29.7	1,195	2.4	N.A.	—	1,146	2.3	N.A.	—	N.A.	—
Aries	58,876	37.2	21,683	13.7	27,222	17.2	2,216	1.4	N.A.	—	3,482	2.2	N.A.	—	1,741	1.1
Diplomat	7,057	32.9	2,853	13.3	3,003	14.0	386	1.8	N.A.	—	322	1.5	N.A.	—	279	1.3
Mirada	1,630	13.7	1,035	8.7	5,271	44.3	1,142	9.6	N.A.	—	1,071	9.0	N.A.	—	464	3.9
St. Regis	2,524	45.7	387	7.0	961	17.4	199	3.6	N.A.	—	122	2.2	N.A.	—	83	1.5
FORD MOTOR	437,788	29.1	89,736	6.0	485,241	32.3	75,250	7.1	N.A.	—	145,853	9.7	N.A.	—	13,956	0.9
Ford Division	340,940	33.4	64,795	6.3	314,653	30.8	24,974	2.4	N.A.	—	72,067	7.1	N.A.	—	N.A.	—
Escort	128,251	43.2	23,632	8.0	61,647	20.8	N.A.	—	N.A.	—	13,968	4.7	N.A.	—	N.A.	—
EXP	16,879	23.6	2,621	3.7	22,979	32.1	1,057	1.5	N.A.	—	14,801	20.7	N.A.	—	N.A.	—
Fairmont	88,006	45.4	13,375	6.9	44,584	23.0	1,769	1.1	N.A.	—	3,295	1.7	N.A.	—	N.A.	—
Must./Must. II	41,486	25.5	9,974	6.1	44,696	27.5	5,477	3.0	N.A.	—	13,494	8.3	N.A.	—	N.A.	—
Granada	35,461	32.0	10,792	9.7	39,061	35.3	2,670	2.2	N.A.	—	4,524	4.1	N.A.	—	N.A.	—
T-Bird	9,161	11.9	1,275	1.7	39,462	51.3	8,062	9.3	N.A.	—	10,394	13.5	N.A.	—	N.A.	—
Ford*	21,696	18.3	3,126	2.6	62,224	52.6	5,939	7.6	N.A.	—	11,591	9.8	N.A.	—	N.A.	—
L-M Division	96,848	20.1	24,941	5.2	170,588	35.4	50,276	10.4	N.A.	—	73,786	15.3	N.A.	—	13,956	2.9
Lynx	44,343	39.6	9,966	8.9	25,643	22.9	N.A.	—	N.A.	—	10,190	9.1	N.A.	—	N.A.	—
Capri	9,255	15.7	3,537	6.0	26,349	44.7	2,476	4.2	N.A.	—	8,606	14.6	N.A.	—	N.A.	—
Zephyr	20,352	30.6	4,855	7.3	29,397	44.2	1,064	1.6	N.A.	—	2,461	3.7	N.A.	—	N.A.	—
Cougar	11,589	21.6	5,365	10.0	22,963	42.8	2,200	4.1	N.A.	—	4,668	8.7	N.A.	—	N.A.	—
XR-7	3,168	8.5	634	1.7	16,066	43.1	3,914	10.5	N.A.	—	5,964	16.0	N.A.	—	N.A.	—
Mercury	3,513	5.7	N.A.	—	28,415	46.1	9,431	15.3	*	—	10,232	16.6	*	—	2,712*	4.4
LN7	4,628	20.6	584	2.6	8,110	36.1	539	2.1	N.A.	—	6,425	28.6	N.A.	—	N.A.	—
Lincoln*	N.A.	—	N.A.	—	8,177	24.9	14,285	43.5	*	—	10,377*	31.6	*	—	2,693*	8.2
Mark VI*	N.A.	—	N.A.	—	5,468	14.9	16,367	44.6	*	—	14,863	40.5	*	—	8,551*	23.3
GENERAL MOTORS	1,214,693	28.9	376,819	9.0	1,370,991	32.6	227,356	5.4	27,482	0.7	561,711	13.4	31,436	0.7	22,106	0.5
Buick Division	175,060	20.4	83,876	9.8	345,993	40.4	60,022	7.0	3,017	0.4	102,013	11.9	3,948	0.5	5,920	0.7
Skylark	100,472	38.3	25,183	9.6	103,882	39.6	3,934	1.5	262	0.1	17,314	6.6	524	0.2	787	0.3
LeSabre	9,300	10.4	4,194	4.7	46,526	52.5	6,958	7.8	N.A.	—	15,612	17.5	N.A.	—	1,427	1.6
Century	38,163	26.5	13,914	9.6	60,758	42.1	4,905	3.4	N.A.	—	12,984	9.0	N.A.	—	721	0.5
Regal	27,125	11.3	11,582	4.8	129,957	54.1	13,211	5.5	N.A.	—	31,226	13.0	N.A.	—	721	0.3
Electra	N.A.	—	14,011	20.3	2,570	3.7	23,109	33.9	1,449	2.1	23,109	33.5	1,656	2.4	1,380	2.0
Riviera	N.A.	—	14,992	28.8	2,300	4.4	7,905	15.2	1,306	2.5	1,768	3.4	1,768	3.4	884	1.7
Cadillac Division	N.A.	—	N.A.	—	67,282	26.7	39,060	15.5	20,145	8.0	100,987	40.0	19,865	7.9	N.A.	—
Cimarron**	N.A.	—	N.A.	—	N.A.	—	—	—	N.A.	—	9,821	60.6	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,945	17.0	3,488	12.2	2,523	8.8	13,876	48.5	3,533	12.4	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,500	19.2	8,504	14.0	5,122	8.5	29,515	48.7	5,810	9.6	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,837	34.1	27,068	18.2	12,500	8.4	47,775	32.1	10,522	7.1	N.A.	—
Chevrolet Division	851,354	50.9	222,436	13.3	244,906	14.6	38,656	2.3	913	.05	153,318	9.2	2,647	0.2	2,969	0.2
Chevette	328,228	72.3	80,808	17.8	21,791	4.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	39,533	60.7	11,528	17.7	10,551	16.2	521	.8	N.A.	—	22,796	3.5	N.A.	—	N.A.	—
Camaro	25,031	19.8	8,264	6.6	26,008	20.6	8,182	6.5	N.A.	—	23,665	18.8	N.A.	—	208	0.2
Citation	271,175	65.6	50,019	12.1	75,648	18.3	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu	99,759	44.0	31,969	14.1	36,276	16.0	2,041	0.9	N.A.	—	56,682	2.5	N.A.	—	227	—
Monte Carlo	37,865	24.1	15,397	9.8	46,820	29.8	8,798	5.6	N.A.	—	9,270	5.9	N.A.	—	314	0.2
Chevrolet	49,763	26.9	23,493	12.7	22,017	31.7	9,805	5.3	N.A.	—	15,169	8.2	N.A.	—	2,220	1.2
Corvette	N.A.	—	958	2.1	5,795	12.7	9,309	20.4	913	2.0	25,736	56.4	2,647	5.8	N.A.	—
Oldsmobile Division	105,100	11.2	37,306	4.0	499,328	53.1	67,286	7.2	3,407	0.4	152,246	16.2	4,976	0.6	9,938	1.1
Omega	51,651	34.9	10,502	7.0	68,834	46.5	2,296	1.6	N.A.	—	10,874	7.4	N.A.	—	486	0.3
Cutlass	27,389	13.9	12,663	6.4	110,733	56.5	6,204	3.2	N.A.	—	20,803	10.6	N.A.	—	1,320	0.7
Cutlass Supreme	17,446	6.1	10,201	3.5	166,940	58.4	17,469	6.1	N.A.	—	43,969	15.4	N.A.	—	986	0.3
Oldsmobile	8,614	3.2	3,940	1.4	144,291	53.7	29,496	11.0	2,108	0.8	59,706	22.2	2,738	1.0	6,042	2.2
Toronado	N.A.	—	N.A.	—	8,530	20	11,821	27.7	1,299	3.0	16,894	39.7	2,238	5.0	1,104	2.6
Pontiac Division	83,179	17.3	33,201	6.9	213,482	44.4	22,332	4.6	N.A.	—	53,147	11.0	N.A.	—	3,279	0.7
Firebird	6,378	9.0	2,042	2.9	23,856	33.6	5,023	7.1	N.A.	—	20,527	28.9	N.A.	—	267	0.4
Phoenix	52,858	41.3	14,243	11.1	46,940	36.7	1,830	1.4	N.A.	—	6,377	5.0	N.A.	—	N.A.	—
Grand Prix	10,184	9.4	4,550	4.2	56,339	52.0	5,742	5.3	N.A.	—	12,135	11.2	N.A.	—	433	0.4
LeMans	20,073	27.9	8,130	11.3	30,434	42.3	1,007	1.4	N.A.	—	2,878	4.0	N.A.	—	216	0.3
Pontiac	7,394	7.2	4,236	4.2	55,913	54.8	8,730	8.6	N.A.	—	11,230	11.0	N.A.	—	2,363	2.3
VOLKSWAGEN	N.A.	N.A.	42,487	23.6	21,919	12.2	N.A.	N.A.	N.A.	—	15,741	8.8	N.A.	—	N.A.	—
Total Cars, U. S.	1,976,016	29.2	604,720	8.9	2,049,879	30.3	319,227	4.7	27,482	0.4	743,136	11.0	31,436	0.5	46,548	0.7

*Lincoln-Mercury does not break out specific radio types with CB. All sound systems equipped with a CB are included in the AM/FM w/CB column.

**—Cimarron offered only AM/FM stereo with cassette tape during the abbreviated '81 production run. Some 39.4 percent of buyers chose to delete it, since it was billed as a delete option. Cadillac does not promote radios in its other lines as delete options, although it said customers always retained that prerogative. It didn't track deletes of radios on other lines, but guessed they were fewer than 1 percent. AM/FM stereo is standard on all Cadillac lines, except Cimarron.

factories list auction dates

Chrysler Corp.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

American Motors

April 20—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, New Stanton, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 21 — Southern Auto Sales, Warehouse Point, Conn.; Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Central States Auto Auction, Mason City, Ia.

April 22—Atlanta Auto Auction, Red Oak, Ga.

April 23—Concord Auto Auction, Acton, Mass.

April 27—Aptco Auto Auction, Taylor, Mich.

April 28—Minneapolis Auto Auction, Shakopee, Minn.

April 29—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 30—Union Pacific Railhead, Montebello, Calif.

Colorado dealers to hear Naughton

COLORADO SPRINGS. — John Naughton, Chrysler Corp. executive vice president, sales and marketing, will be principal speaker at the annual meeting April 25-27 of the Colorado Automobile Dealers Assn. at the Broadmoor Hotel.

Used car sales
Auction Averages

April to date	$4,592
Month ago	$4,823
Year ago	$4,068

Japan's imports exceed exports in know-how field

TOKYO. — It will surprise many Americans to learn Japan is a bigger importer than exporter when it comes to technical know-how, particularly in the auto field.

That fact was revealed in the Scientific and Technology Research Report, 1982 edition, published by the Statistics Bureau of the Prime Minister's Office.

In fiscal 1980, the most recent year for which figures are available, Japan paid out $42 million for imported technology and received $34 million for exported know-how.

According to the report, technical imports pertained to many car parts. For example, Jidosha Kiki was listed as acquiring turbocharger technology from Bendix Corp. and fuel injector technology from Robert Bosch of West Germany.

Mitsubishi Motors Corp. was cited as having received front-wheel suspension technology from BMW and Toyo Kogyo as getting suspension strut technology from BMW.

Honda Motor Co. was shown as having bought interior and exterior designs from Pininfarina of Italy and Isuzu Motors, Ltd., acquired electronic control technology from General Motors.

Cream of American design

High fashion and luxury car design combined in display at Fashion Island shopping mall, Newport Beach, Calif. Atlas Chrysler-Plymouth, Costa Mesa, provided LeBaron, Imperial and New Yorker models in conjunction with Harper's Bazaar magazine promotion "Fashion '82: American Design at its Best." Kathleen Lauren, left, director of advertising and promotion for Fashion Island, and Curt Davis, Atlas general sales manager, check out the display prior to opening.

Model breakdown
Auction Averages

	April To Date	March	February
1982	$9,855	$9,019	$7,719
1981	7,037	6,839	6,422
1980	5,468	5,439	5,282
1979	4,491	4,759	4,487
1978	3,589	3,849	3,658
1977	2,853	2,953	2,783
1976	2,038	2,281	2,189
1975	1,553	1,695	1,798
Overall Average	$4,592	$4,781	$4,687

Mitsubishi names Lepley Eastern regional chief

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America has appointed Rick A. Lepley Eastern regional manager. He will be based in Bridgeport, N. J.

Lepley most recently was director of corporate marketing for Mid-Atlantic Toyota Distributors, Glen Burnie, Md. Earlier, he was with Chrysler Corp. as Chrysler-Plymouth zone sales manager, Los Angeles.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

TEXAS

Announcing
Dallas Auto Auction's Two Day Sale-A-Rama
TUESDAY, MAY 4th
11:00 A.M.
—1st ANNUAL CORVETTE AND SPECIAL INTEREST SALE—
(MERCEDES, ROLLS ROYCE, etc.)
(We are now reserving numbers)
We expect over 400 Corvettes & other unique automobiles
WEDNESDAY, MAY 5th
11:00 A.M. SHARP!
Gigantic Consignment Sale
OVER 1500 CARS AND TRUCKS
EXPECTED FOR THIS SALE
THIS WILL BE THE LARGEST TWO DAY SALE EVER!
A Giant Texas Bar-Be-Que and Country Dance
will conclude these two great days
MAKE YOUR PLANS "TODAY" TO ATTEND THIS SALE OF SALES
CALL OR WRITE
Dallas Auto Auction
(214) 264-2344
BOX 210488 DALLAS, TEXAS 75211

SOUTH CAROLINA

Bruce Auto Auction & Lease Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

AUCTION SCHOOL

Woodenhull School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 40th Street, Phoenix, 602-994-2211. Since 1971.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300
TUESDAY, APRIL 27, 1982
11 A.M.
AMC FACTORY SALE
CENTRAL OFFICE UNITS
OVER 200 UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.
APTCO DETROIT

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4265 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8456, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-887-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Alex Pate, Gen. Manager
Every Thursday, 10:30 A.M.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

After cutback in holiday week

Auto production climbs to 113,476

U. S. auto makers last week scheduled output of 113,476 units, a 25.88-percent boost from the previous work week when schedules were cut to four days because of the Good Friday holiday.

Last week's output was up substantially from the previous week's production of 90,147 but was still down 7.12 percent from the 122,173 assemblies of the comparable 1981 week.

The return to a five-day work week was enough to offset downtime last week at five U. S. assembly plants. General Motors closed its Framingham, Lordstown, Fremont and Leeds assembly points, while Ford Motor Co. shut its Lorain point.

All of those plants except GM Leeds were scheduled to return to work today (April 19). The GM Janesville and Oklahoma City plants are still down for changeover.

Last week's production was also boosted by Saturday overtime at the GM Tarrytown and Van Nuys plants. Tarrytown builds Skylark, Phoenix and Citation. Van Nuys is a source for Camaro and Firebird.

All Chrysler Corp. plants were reported open last week. American Motors also was open last week. An AMC spokesman said no downtime was expected until June, at which time Kenosha will close for two weeks for changeover to production of the new AMC/Renault Alliance model.

Breakdown for last week's production was GM, 56.42 percent; Ford, 25.55 percent; Chrysler, 13.66 percent; Volkswagen of America, 3.14 percent, and AMC, 1.23 percent.

Year-to-date automotive production trails last year's by 30.99 percent. At the end of last week, makers had assembled 1,333,326 cars this year, down from the 1,932,162 assembled during the equivalent period in 1981.

Japanese car shipments to U.S. post a decline

WASHINGTON. — Exports of Japanese cars to the U. S. in February were down 18 percent from the year-earlier month, but exports of trucks to the U.S. were up 29.7 percent, the Japan Automobile Manufacturers Assn. reported.

Trucks are not covered by the voluntary export limitations the Japanese makers adopted effective April 1, 1981. The agreement, which calls for a maximum of 1,680,000 cars a year, has been extended for another year.

Car exports to the U. S. for the month totaled 123,458, down from 150,517 a year earlier. On an annualized basis, the February figure would be about 1.48 million, well below the voluntary quota.

Industry sources suggested that difficulties encountered in shipping cars during the winter could be a factor. The January total of 131,498 was also below average.

For the first two months of this year, car exports to the U.S. were 254,956, down 19.8 percent from the 1981 total of 317,992. There were no restrictions during the 1981 period.

Truck exports to the U. S. in February were 50,578, compared with 39,006 last year. For two months, the truck total was 90,860, up 12.5 percent from 80,736 in 1981.

Combined car and truck exports to the U.S. were 174,036 in February, which was 8.2 percent below last year's 189,523. For two months, the total was down 13.3 percent, 345,816 this year and 398,728 in 1981.

• JAMA reported that Japan's motor-vehicle production, domestic registrations and overall exports were all lower in February than in the year-earlier month.

Car production was 560,291 in February, about the same as 557,791 a year ago, but truck output (313,513) was down 4.8 percent and bus production (5,919) was off 40.2 percent. Total production of 879,723 vehicles was off 1.9 percent from 896,981 in 1981.

Car registrations in Japan in February rose 5.8 percent to 209,752 from 198,251 in 1981. But truck registrations slipped to 82,004, down 18.7 percent, and bus registrations of 1,737 were down 14 percent from 1,524.

Total registrations for February were 293,493, down 2.4 percent from 300,691 in 1981.

Worldwide car exports were 307,305 in February, down 15.9 percent from 365,319 a year ago. Truck exports were up 2.9 percent at 161,514 vs. 156,917, but bus exports fell by almost half, to 4,162 from 8,216.

Hall of Fame to meet May 12

MIDLAND, Mich. — Automotive Hall of Fame, Inc. (formerly AOT, Inc.) will hold its fifth annual convention and dinner reception May 12 at the Hyatt Regency Hotel in Dearborn.

Main speaker will be Stanley W. Gustafson, president of Dana Corp.

The third annual award for young leadership and excellence will be presented during the meeting.

Truck production nears 40,000 on full work week

U. S. truck production increased 19.90 percent last week as assembly plants returned to normal scheduling following the previous week's holiday-shortened period.

Makers built 39,776 units last week, up from 33,173 built the previous four-day work week, and up 13.62 percent from the 35,008 assembled during the comparable 1981 week.

General Motors' St. Louis plant was scheduled to work Saturday overtime last week. The plant builds C and K series pickups. In addition, Chrysler Corp.'s Warren truck assembly plant worked a daily nine-hour shift last week, the seventh consecutive week of such overtime at the plant.

Ford's Kentucky Truck plant was closed last week. American Motors' Toledo assembly plant reopened April 13 following an extended holiday sojourn.

Year-to-date, U. S. truck manufacturers have assembled 541,579 units, up 1.16 percent from 535,358 built during the equivalent period last year.

Car-truck output climbs in Canada after holiday lag

Canadian car manufacturers last week slated production of 21,150 units, a 29.81-percent increase over the 16,292 built during the previous holiday-shortened week.

Last week's Canadian output also represented a 11.40-percent increase over the 18,984 cars built during the corresponding week in 1981.

All makers except AMC reported production increases. AMC output remained steady.

Year-to-date, Canadian makers have assembled 249,958 cars, up 6.22 percent from the 235,310 built during the comparable 1981 period.

Canadian truck production also posted a substantial increase last week. Truck builders assembled 12,469 units, up 38.43 percent from the 9,007 built the previous week and up 29.75 percent from 9,610 built during the comparable week last year.

Year-todate, 1982 truck production is running 12.26 percent behind last year. Makers have built 147,261 units this year, down from 167,834 built during the equivalent 1981 period.

U. S. CAR PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
AMERICAN MOTORS	1,400*	2,220*	1,400*	3,061*	30,654*	16,695*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,500	14,778	11,067	28,702	238,721	167,765
Plymouth Total	6,300	7,424	4,484	11,624	118,237	70,159
Horizon	2,700	3,241	1,433	4,133	44,023	21,167
Reliant	3,600	4,057	3,051	7,491	65,052	48,992
Caravelle	.....	126	.....	.....	1,714	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,100	1,054	2,045	5,670	19,092	31,714
LeBaron	3,100	1,054	2,045	5,670	14,230	31,714
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,100	6,300	4,538	11,408	101,392	65,892
Omni	2,200	2,055	1,513	3,713	33,524	19,899
Aries	3,300	3,454	2,399	6,304	52,959	36,971
Diplomat	.....	791	.....	.....	11,227	.....
Dodge 400	600	.....	626	1,391	.....	9,022
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	28,989	27,356	20,883	54,469	404,721	270,928
Ford Division	18,683	18,747	14,272	35,818	281,225	166,069
Escort	7,923	5,291	5,714	14,732	118,448	74,801
Fairmont	3,544	4,314	2,363	6,508	55,806	26,232
Must./Must. II	3,511	3,547	2,632	6,728	41,516	30,471
Granada	3,513	2,426	1,969	6,027	21,333	25,289
Thunderbird	.....	1,785	1,447	1,447	19,065	7,527
Ford	.....	1,384	.....	.....	25,057	.....
EXP	192	.....	147	376	.....	1,749
L-M Division	10,306	8,609	6,611	18,651	123,496	104,859
Mercury Total	8,246	7,291	5,360	14,923	105,896	76,140
Lynx	2,620	2,101	1,592	4,546	40,640	30,516
Capri	1,007	1,127	531	1,733	12,270	8,145
Zephyr	1,066	1,153	741	1,982	15,407	21,570
Cougar	1,755	1,050	781	2,793	10,023	13,114
XR-7	.....	808	478	478	7,861	2,561
Mercury	1,740	1,052	1,186	3,272	19,695	21,111
LN7	58	.....	51	119	.....	382
Lincoln Total	2,060	1,318	1,251	3,728	17,600	28,719
Continental ('82)	413	.....	250	746	.....	6,274
Lincoln	1,013	659	609	1,791	8,348	11,795
Mark VI	634	659	392	1,191	9,252	10,650
GENERAL MOTORS	64,022	74,364	53,889	132,230	1,199,644	846,298
Buick Division	14,017	16,690	12,657	30,163	283,550	201,480
Skylark	3,074	4,000	1,994	5,753	78,706	36,650
Skyhawk J	.....	.....	2,494	3,061	.....	22,327
Century	2,258	3,653	1,852	4,589	57,044	36,122
Regal	4,555	5,346	3,209	8,709	78,933	51,111
Buick	3,170	2,709	2,444	6,260	50,907	46,436
Riviera	960	982	664	1,791	17,960	8,834
Cadillac Division	5,700	5,021	4,187	11,022	89,201	69,599
Cimarron	.....	13	.....	.....	39	1,401
Seville	600	553	414	1,134	9,749	7,096
Eldorado	1,500	956	1,033	2,832	20,307	18,617
Cadillac	3,600	3,499	2,740	7,056	59,106	42,485
Chevrolet Division	23,285	26,014	19,694	48,340	420,687	247,146
Chevette	6,550	5,968	5,323	13,237	92,693	52,317
Cavalier	.....	448	1,325	1,706	1,161	28,189
Celebrity	.....	.....	1,676	2,171	.....	14,473
Camaro	6,025	2,455	3,872	10,983	39,587	61,227
Citation	4,590	6,087	2,536	7,987	109,179	38,714
Malibu	3,280	4,373	2,687	5,619	76,517	23,541
Monte Carlo	1,765	2,571	1,413	3,494	39,508	14,011
Chevrolet	475	3,792	380	940	51,574	5,537
Corvette	500	320	482	1,203	10,468	8,737
Oldsmobile Division	12,547	17,363	10,647	25,594	283,671	228,083
Omega	1,710	2,489	1,129	3,160	47,310	24,620
Firenza	.....	.....	1,371	1,767	.....	23,615
Cutlass	2,400	9,264	1,560	3,960	132,885	59,075
Cutlass/Ciera	2,542	.....	2,057	5,064	.....	33,635
Oldsmobile	5,355	4,715	4,162	10,602	88,224	77,113
Toronado	540	895	368	1,041	15,252	10,025
Pontiac Division	8,473	9,276	6,704	17,111	122,535	99,990
Acadian†	490	422	492	1,055	7,392	2,970
J2000	.....	719	817	979	1,916	5,172
T1000	400	1,754	236	703	12,572	2,776
Firebird	3,305	795	2,098	5,995	15,399	33,529
Phoenix	998	1,963	523	1,696	35,444	8,230
Grand Prix	1,640	1,970	1,020	2,991	28,026	21,793
Bonneville ('82)	1,640	.....	1,031	2,998	.....	21,721
A6000	.....	.....	487	694	.....	3,799
LeMans	.....	1,279	.....	.....	17,099	.....
Pontiac	.....	374	.....	.....	4,687	.....
VOLKSWAGEN	3,565	3,475	2,908	6,473	57,789	30,740
CHECKER	.....	.....	.....	20*	633*	900*
Total Cars, U. S.	113,476	122,173	90,147	224,975	1,932,162	1,333,326

TRUCK PRODUCTION IN U. S.†

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
CHEVROLET	13,645	12,826	10,231	26,391	183,167	185,574
DODGE	3,200	1,744	1,740	5,487	23,355	36,921
FORD	12,948	12,168	13,989	30,600	182,002	186,017
GMC	5,748	3,029	4,010	10,823	63,091	68,896
INTERNATIONAL	950	1,359	742	1,924	23,740	15,008
VOLKSWAGEN	715	862	481	1,196	14,082	5,933
JEEP	1,520*	1,600*	1,140*	3,040*	27,386*	23,390*
AM GENERAL	50*	70*	40*	100*	1,285*	640*
MISCELLANEOUS	1,000*	1,350*	800*	2,000*	17,250*	19,200*
Total Trucks, U. S.	39,776	35,008	33,173	81,561	535,358	541,579

CANADIAN TRUCK PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
CHRYSLER CORP.	2,080	1,500	1,453	3,713	19,691	27,616
FORD MOTOR	3,345	2,333	2,227	6,283	52,420	36,010
GENERAL MOTORS	6,784	5,571	5,166	13,328	91,892	80,010
INTERNATIONAL	260	197	161	474	3,831	3,598
Total Trucks, Canada	12,469	9,610	9,007	23,798	167,834	147,261
N. American Trucks	52,245	44,618	42,180	105,359	703,192	688,840

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
AMERICAN MOTORS	480	581	486	1,068	9,132	7,775
CHRYSLER CORP.	3,440	1,537	2,396	6,110	6,796	48,462
FORD MOTOR	9,005	5,952	6,147	16,891	49,774	77,634
GENERAL MOTORS	8,000	10,734	7,063	16,592	166,357	112,880
VOLVO	225	180	180	450	3,251	3,207
Total Cars, Canada	21,150	18,984	16,292	41,131	235,310	249,958
N. American Cars	134,626	141,157	106,439	266,106	2,167,472	1,583,284
N. American Trucks	52,245	44,618	42,180	105,359	703,192	688,840
North American Cars and Trucks	186,871	185,775	148,619	371,465	2,870,664	2,272,124

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2200-1 4/27/82

Automotive News

April 26, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Nissan's newest

Stingy Sentra bows in U. S.

The XE hatchback coupe is one of the new Nissan Sentra models debuting in the U. S. May 1. The 1982½ front-drive replacement for the 210 series is also offered in two-door and four-door sedans and four-door station wagon. Nissan said the Sentra MPG version is the highest-mileage gasoline-engine car sold in the U. S., yielding EPA ratings of 58 MPG highway, 43 MPG city and 48 MPG combined. Prices range from $4,949 to $6,899. Story and another photo on Page 8.

New-car sales inch ahead, stir cautious optimism

By Kathleen Hamilton
News Editor

Maybe it's the warmth of spring, or maybe it's the latest round of factory incentives, but domestic dealers surveyed by AUTOMOTIVE NEWS last week were cautiously optimistic in their short-term sales forecasts and many reported their business is inching ahead of 1981.

Ford Motor Co. dealers were happiest of the lot. Blessed with a rebate and an extended warranty and free maintenance package, dealers said Ford customers seem to be responding and shopping.

General Motors dealers unanimously agreed their 12.8-percent interest plan isn't generating the same degree of enthusiasm that a similar incentive did last year.

"We're having a better month than March—sales are up 10 to 15 percent — but last time, it doubled our sales," said John Carnahan, general manager of Woodfin-Smith Pontiac (and Isuzu), Baton Rouge, La.

Beyond that, reaction was mixed. GM dealers who specialize in the smaller cars that had been covered by the last round of rebates generally were unimpressed by the 12.8-percent program.

Others, like Harry Hollywood, president of Harry Hollywood Cadillac, Miami, reported that rebates on Seville and Cimarron—his top sellers—had already bled the market.

Del Richardson, vice president of Tom Naquin Chevrolet-DeLorean, Elkhart, Ind., said the 12.8-percent plan has been "no significant help."

Like several Chrysler Corp. dealers surveyed, Richardson explained that rebates worked better for his clientele.

Seventy percent used the rebates for downpayments. For many of those buyers, the rebate made the difference in whether they could qualify for a loan. But the other 30 percent of Naquin Chevrolet's customers in recession-hit Elkhart took the cash.

Perhaps this wasn't the most sophisticated thing to do, Richardson said, but the low-interest plan's savings of $900 or so over four years doesn't seem to have the impact of instant cash.

• Chrysler Corp. dealers reported business had slowed down in mid-April, when their free-maintenance/extended-warranty package was introduced. But many were loathe to knock the incentive.

Some theorized that Easter, tax time and bad weather conspired against sales. Others thought customers were confused by the variety of factory incentives. Others said Chrysler's plan didn't convey a sense of urgency to would-be customers to buy.

"There's a lot of enthusiasm for the idea of the new warranty and extra protection, but the customers aren't coming in as fast as they were," reported Lewis H. Goodman, president of Lewis Goodman (Chrysler-Plymouth), Syracuse.

"Customers have been pretty impressed by it, but I don't think it's going to draw them in," agreed Russell Macey Jr., general sales manager at Tate Dodge of Annapolis (Md.).

Chrysler dealers agreed the incentive is a bargain for customers. Many dealers welcomed

Continued on Page 4, Col. 1

Financial pressures on industry seen continuing

Auto czar expects late-year gains

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The outlook for domestic new-car sales for the second quarter offers "little or no improvement," but the production outlook for the third and fourth quarters "shows promise."

This comes from the first Congressional testimony of Michael Driggs, the new coordinator of auto industry policy for the Reagan Administration.

Driggs, now on board as deputy assistant secretary for the Commerce Department, noted the "dismal 4.2 million unit annual rate" for the first quarter and said the second-quarter production is scheduled for only 5.8 million units — the lowest since 1961.

The output for the first 9 months of 1982 is predicted to trail that of 1981's comparable period by 16 percent.

Although production planning for the fourth quarter is "rather nebulous" and dependent on a reasonably strong economic recovery, Driggs projected an annual rate of 8 million units — making full-year production virtually the same as last year's 6.25 million units.

Driggs told the House Banking subcommittee chaired by Michigan Rep. James Blanchard, the truck outlook is somewhat more encouraging — an increase of 300,000 or 18 percent over last year and perhaps more if there is further improvement in the second quarter.

Even though 1982 will be a "slightly better year" for the industry than last year, Driggs said, he warned that higher production "will only partially alleviate financial pressures" and 1982 will likely be another year of negative cash flow. If so, then the industry's "financial resilience will be further weakened."

Even so, he said, 1982 might be a "turning point" so that if the economy improves, the companies can start to stabilize their finances and improve their competitive position.

Driggs repeated the Administration's position that its job is to reduce inflation, foster growth that generates new job opportunities and remove impediments; the rest is up to management and labor within the auto industry itself.

This includes the enacted tax package and regulatory relief (the only remaining major relief measure to be done—heavy-duty truck emissions estimated to save the industry about $100 million—is expected this summer).

Driggs reaffirmed the Administration's support of the leasing provisions whereby firms can trade tax credits, and the return of auto emission standards to 1980 levels, saving consumers between $100 and $300 per car and perhaps one MPG.

But Driggs repeated the Administration's opposition to setting local content requirements on cars and imposing import quotas.

"These proposals are well intentioned," he said, "but we believe they will harm the domestic industry in the long term."

• While complimenting the industry on its successful and expensive turnaround to more fuel-efficient vehicles, Driggs noted this was made possible only by higher debt and eroding working capital.

"Between 1978 and 1981, long-term debt of the companies increased from $3.4 billion to $9.1

Continued on Page 39, Col. 5

World Congress to be opened by GM's McDonald

F. James McDonald, president of General Motors, will keynote the seventh annual Automotive News World Congress.

The World Congress will be held Aug. 22-25 in Detroit's Westin Hotel, in tandem with the Automotive News World Expo, scheduled Aug. 24-27 in nearby Cobo Hall.

F. James McDonald

McDonald is expected to deliver a "state of the industry" report to those attending the Sunday night opening of the 3½-day affair.

Used-car rule nears oblivion

By Miles Moore
Washington Staff Writer

WASHINGTON. — The FTC's proposed used-car rule took a step closer to oblivion last week as the House Commerce, Transportation and Tourism subcommittee voted 6-4 to approve a resolution to veto the measure.

The resolution now goes to the full Energy and Commerce Committee, which currently is embroiled in deliberations on the Clean Air Act. Rep. James J. Florio, New Jersey Democrat and chairman of the subcommittee, said he hoped the full committee would act on the resolution this week.

Florio said he was "committed" to bringing the veto resolution before the full committee despite his opposition to it.

In his opening statement, Florio said the FTC used-car rule would provide consumers with two things: A written statement of the warranty on a used car, and a written statement of any potential defects in the car of which the dealer knows.

"It is, plain and simple, a disclosure rule," he said. "Despite the rhetoric and tortured logic

Continued on Page 39, Col. 4

breaking news

GM gives in to UAW on bonus plan

DETROIT. — After a daylong confrontation between top officials of General Motors and the UAW, GM announced that it would not put its proposed liberalized bonus plan into effect for the life of the renegotiated UAW contract, even if stockholders approve the plan May 21. The decision was announced after angry auto workers had urged a one-day protest strike and after 11 hours of company-union talks. Earlier story on Page 6.

New rebates, incentives on Dodge truck

HIGHLAND PARK, Mich.—Dodge is offering April 23-June 6 rebates of $300 on '82 Rampage and Ram Miser pickups; $500 on '81/'82 domestic pickups, excluding Royal SE, which gets $750; $1,000 on '81/'82 Royal SE wagons, and $2,000 on Ramcharger. Previous April 11-22 buyers get a "goodwill bonus" of half these amounts, plus vouchers equal

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER
AN JAN83
M020814CNGLIAD OE 1N09S 920013
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Job security, money are issues

UAW drafting demands for Chrysler contract

By Marjorie Sorge
Labor Editor

The UAW will demand a moratorium on plant closings and a further commitment from Chrysler Corp. to idle supervisory personnel in the same ratio as hourly workers when talks begin this July. The contract expires Sept. 14.

The union won a commitment from Chrysler in 1979 bargaining to idle supervisory personnel and hourly workers in the same ratio and to remove management personnel from bargaining units where there are a higher number of supervisory workers than hourly employes.

That problem still remains in certain employment pockets, especially the salaried areas where there are numerous job titles, the UAW said.

According to Marc Stepp, UAW vice president and director of the Chrysler department, the union wants a guaranteed income stream for high-seniority workers, a company prepaid legal services plan, a resumption of cost-of-living adjustments (COLA) and the annual improvement factor (AIF) and the reopening of some plants.

While both Chrysler and the UAW have indicated it is possible to restore COLA, they admit it might not be with the same formula as in previous contracts.

Stepp said the trigger mechanism might differ from Ford and General Motors where workers get one cent per hour for every 0.26 percent rise in the Consumer Price Index. The AIF has been a 3 percent annual raise.

According to a Chrysler official, the restoration of COLA payments and/or a wage increase might be possible in some form if the workers are willing to make cost-reducing changes in other demands.

• Both sides realize the workers want money since they have not received a raise in 19 months while their counterparts at GM and Ford have received both COLA and AIF benefits. Currently, Chrysler workers lag behind by over $2.00 an hour in COLA alone.

The workers made concessions worth over $1 billion during the last round of bargaining to help Chrysler qualify for federal loan guarantees.

Money in the paycheck seems to be the most important goal of the Chrysler hourly workers, and a Chrysler official said if the workers want more expendable income, then "we must look at areas where Chrysler is spending other money, such as pensions and health care."

Both those benefits will be major topics in the summer bargaining, and a Chrysler insider indicated that money could be diverted from those two programs into workers' paychecks if concessions were made in those areas.

Chrysler is also prepared for the UAW to make arrangements to continue its seat on the board of directors. The seat is currently held by UAW President Douglas A. Fraser, but he has said he will step down when he retires as union president in May, 1983.

It is expected that the union will want Fraser's successor to take over the seat if it wants to remain on the board, a Chrysler official said.

In addition, both the company and union are planning to introduce a plan to decrease absenteeism by tying excessive truancy to a worker's paycheck.

Chrysler's 1981 absenteeism rate was 5.6 percent, down from 6.0 percent in 1980. But Stepp said the union "cannot tolerate it as it is" and is planning an attack on absenteeism.

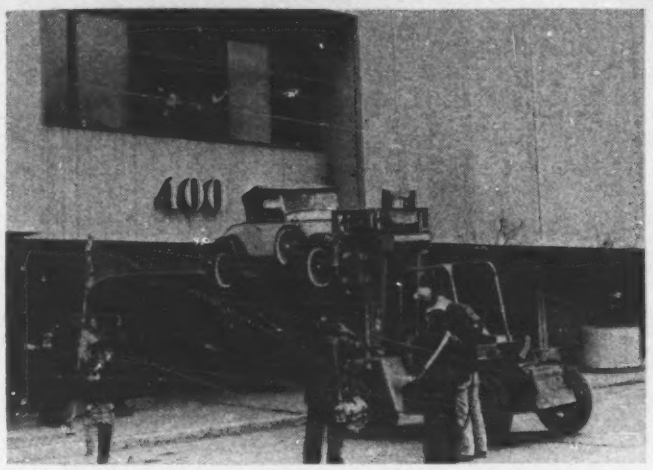
A plan was introduced in the new GM-UAW settlement which penalizes workers economically if they miss 20 percent or more of the scheduled work in a six-month period. Stepp said the Chrysler plan could be different.

The union is interested in tying absenteeism to peer pressure. That has worked well in plants using quality circle programs, Stepp said. At the Kokomo (Ind.) transmission plant, there is a 3-4 percent absenteeism rate, he said, and a quality circle program.

• Besides absenteeism, health care and pension costs are a major problem at Chrysler. There is currently one active worker for every retiree at Chrysler which raises the health care and pension costs.

According to a Chrysler offi-

Continued on Page 45, Col. 1



Rising ride for a roadster

A giant forklift moved a restored 1930 Model A Ford roadster from a specially prepared transport vehicle up two floors of the Renaissance Center in Detroit to Anton's Gentlemen's Apparel Store for its grand opening in April. The Model A will remain on permanent display, according to the clothier, to demonstrate Anton's recognition of tradition and quality.

Calm annual meeting likely for Chrysler

By Edward Lapham
Financial Editor

Chrysler Corp.'s June 3 annual meeting in St. Louis should be a rather calm affair, based on the proxy statement mailed to shareholders last week.

Shareholders will be asked to approve a management proposal to alter the stock option plan, reappoint the auditors and elect directors. Only one shareholder proposal will be presented at the meeting.

The proxy disclosed that former Congresswoman Martha W. Griffiths, John H. Coleman and George B. Young are retiring as non-employe board members.

Lilyan H. Affinito, 50, president and treasurer of Simplicity Pattern Co., Inc., has been nominated as part of the management slate.

John B. Naughton, sales and marketing executive vice president; Stephen Sharf, manufacturing executive vice president, and J. Paul Sticht, chairman of R. J. Reynolds Industries, Inc., were elected to the board in September and will be elected at an annual meeting for the first time.

Shareholders also will be asked to reappoint Touche Ross & Co. as independent public accountants and auditors.

There is only one shareholder proposal included in the proxy, unlike recent years when dissident groups offered a multitude of proposals which often drew a fairly large percentage of the shareholders' votes.

The lone proposal, opposed by management, was submitted by Evelyn Y. Davis. If approved, it would prohibit use of corporate funds as contributions to charitable, educational or other similar organizations except where it directly benefits the company.

• The proxy also disclosed that Chrysler Chairman Lee Iacocca took a 1.6 percent pay cut in 1981 to $362,313, including all forms of cash and cash-equivalent compensation, from $368,321 in 1980.

For the first eight months of 1981, Iacocca and other Chrysler executives had a reduction of 10 percent of their base salaries as part of the Salary Reduction Program. Iacocca's base salary of $360,000 was restored Sept. 1, 1981.

Gerald Greenwald, vice chairman, and Harold Sperlich, North American automotive operations president, both received raises last April when they were promoted from their executive vice president positions. They, too, had their base salaries reduced 10 percent as part of the Salary Reduction Program.

Greenwald received total compensation of $234,403 last year, up 16.1 percent from $201,910 in 1980. Sperlich received total compensation of $238,686 in 1981, up 21.3 percent from $196,813 in 1980.

In 1981, all 56 officers and directors as a group received total compensation of $5,152,688, for a per-person average of $92,012. In 1980, all 50 directors and officers as a group received total compensation of $4,735,986, for a per-person average of $94,720. The per-person average declined 2.9 percent, again as part of the Salary Reduction Program.

The board of directors' proposal to re-adopt the stock option plan would extend the plan until 1992, increase the number of grantable shares by 3.5 million and allow options to be granted at "fair market value" below the $6.25 per share minimum established at the 1981 annual meeting.

Shareholders will be asked to approve the plan, in order to replace the old qualified and non-qualified plans which expired April 17, 1982.

For new 4-cylinder engine for 626, Topaz and Tempo

Ford, Mazda seeking diesel waiver

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Ford Motor Co. and Mazda are asking the EPA to see it their way on a new diesel engine the companies hope to bring to the U.S. market by the 1984 model year.

Ford owns 25 percent of Toyo Kogyo, maker of Mazda vehicles.

The companies want the EPA to grant the engine a waiver from the oxides of nitrogen standard of 1.0 grams per mile, a standard diesel engines are having trouble meeting.

Such waivers are available through the 1984 model year under provisions of the 1977 Clean Air Act amendments and have been given to all other diesel engine makers under previous waiver requests.

The TX1 engine, as it is designated by both Ford and Mazda, is an in-line 4-cylinder prechamber type displacing 2 liters. Mazda will use it in its revised 626 model, and Ford will make it available as an option in its Topaz and Tempo cars scheduled for introduction as '83½ models.

Ford Escort and Mercury Lynx are also to get the new engine.

The Ford Ranger truck is also to get a Mazda-made diesel engine, but this will be a 2.2-liter model that Toyo Kogyo now sells in the domestic market.

Dieselizing the Topaz/Tempo line would mark the first entry by Ford into the diesel market and would allow the company to advertise some substantial mileage numbers as the cars are expected to produce mileage figures in the high 30s.

Ford plans to offer a larger BMW/Steyr-produced diesel engine in its reskinned Lincoln Mark VII in 1984. EPA previously granted the company a waiver from the same NOx standard for that engine.

Highway Patrol opts for Mustangs

The California Highway Patrol has stocked up on 400 1982 Ford Mustangs with the new high-output 5.0-liter V-8 engine. Downtown Ford, Inc., of Sacramento, handled the transaction. Here, Sgt. Dick Rademacher stands beside one of the fleet, which is powered to accelerate from zero to 60 MPH in seven seconds.

index

Advertising news	28
Auction reports	32
Classified advertising	33
Editorial page	10
Production by makes	45
Truck highlights	14

57th year — No. 4912

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Dodge ragtop paces Boston Marathon

BOSTON. — The official "pace" car for the 86th annual running of the Boston Marathon on April 19 was a 1982 Dodge 400 convertible.

It led 7,000 runners away from the starting line and preceded them along the 26.1-mile course. An electronic digital clock on the deck lid of the convertible told spectators the leader's exact time.

truck watch

By Jack Walsh
Truck Editor

Archie R. McCardell, chairman of financially troubled International Harvester, ruffled a few feathers in his keynote address at the recent convention of NADA's American Truck Division in New Orleans.

While McCardell was critical of a wide range of industry and government practices, there were many in the audience who thought that he was particularly rough on the suppliers of heavy-truck components.

First, he noted that although most U. S. truck manufacturers and dealers have seen a reduction in profits, the supplier industry, in general, "has maintained an acceptable level of performance."

Changes in some supplier marketing practices could benefit both the truck manufacturer and the dealer, he indicated, and he called supplier co-operation a "key to the improved performance of the truck industry."

McCardell took issue with what he called supplier claims that the Robinson-Patman Act requires that components be sold to all manufacturers at the same price.

He said suppliers could reduce the product prices and offer volume adjustments if they offered innovative manufacturing, selling or credit terms to manufacturers and if they eliminated the high cost of marketing their products direct to the users.

"The marketing of our products and their components should be the responsibility of the truck manufacturers and their distribution organization," he said. By approaching customers directly, he added, suppliers duplicate dealers' marketing efforts.

Suppliers' extra marketing and administrative costs, McCardell charged, are passed on to assemblers, "which further diminishes dealer profit margins and inflates the price paid by customers."

He also noted that component selection by customers leads to parts proliferation and requires

Continued on Page 16, Col. 3

Liftgate designed for U. S. compacts

A liftgate designed for Chevrolet S-10, GMC S-15 and Ford Ranger compact pickup trucks has been introduced by DEL America Corp., Buffalo. The DL-10 has a capacity of 1,000 pounds, features chain drive and is 48 inches wide, 24 inches wide with a five-inch ramp. It bolts into the tailgate opening on the pickup box.

GM Worldwide Truck expanded on wide front

Truck manufacturing and assembly operations of GM Assembly Division, Chevrolet and GMC Truck & Coach will be merged into a single division within the Worldwide Truck and Bus Group, General Motors announced last week.

GM President F. James McDonald said the new division will have overall responsibility for all GM truck, bus and van manufacturing and assembly.

The division will be headed by Robert W. Truxell, currently GMC general manager and group manager of worldwide medium and heavy-truck and bus operations.

Detroit Diesel Allison Division also will become a part of the worldwide group, with responsibility for truck and bus diesel engines and heavy-duty transmissions.

As part of the consolidation, McDonald said a number of light-truck and van plants will be transferred to the worldwide group over the next few months.

These include GMAD plants at Shreveport, La., and St. Louis; Chevrolet plants at Indianapolis, Moraine, O. (both diesel-engine manufacturing and S-truck assembly), Detroit (truck chassis assembly) and Flint (truck assembly).

All related engineering activities also will be transferred to the worldwide group.

McDonald said the consolidation will not cause any realignment of current dealer franchises or changes in truck nameplates.

GM currently sells GMC, Chevrolet, Bedford (British) and Isuzu (Japanese) trucks and vans in various countries throughout the world, and buses in the U. S. and Canada.

"This consolidation will enable us to more effectively inte-

Continued on Page 44, Col. 5

Datsun, Toyota offer incentives of up to $1,040

By Joseph Bohn
Marketing Editor

Truck marketers continue using big cash incentives to move their merchandise in a competitive market.

Recently, Datsun and Toyota were among those announcing new programs, with Datsun paying up to $1,040 per 2-wheel-drive diesel pickup and Toyota up to $1,000 on comparable models.

Datsun's new program is called "Trucks-Cash on Delivery." It runs from April 9 to May 31, and provides cash payments to dealers, sales managers and salespeople.

The program covers all new '81 and '82 2-wheel-drive gasoline and diesel engine trucks. Four-wheel-drive units may be counted toward attainment of objectives, but don't provide any direct payment.

Dealers have a two-unit qualifer before they begin earning money.

Thereafter, they earn $300 on every 2-wheel-drive gasoline model and $500 on every 2-wheel-drive diesel pickup.

If Datsun dealers exceed 35 percent of their objectives by April 30, they receive an additional $100 on every two-wheel-drive model, bringing their gasoline-engine-model earnings to $400 and diesel earnings to $600 per unit.

If they exceed 100 percent of their objective, they receive another $100 bonus, non-retroactively, bringing payments up to

Continued on Page 16, Col. 5

truck personnel

Volvo White appoints Oliphant Autocar chief

Laurence E. Oliphant has been appointed director of Volvo White Corp.'s Autocar Division, with responsibility for operations at the firm's Ogden (Utah) plant and marketing activities for all Autocar products. He also will head Volvo White's International Sales Group.

L. E. Oliphant

Oliphant began his truck career with White Motor Corp. in 1962 and had been Great Lakes regional vice president and Autocar national sales manager before leaving in 1979 to join International Harvester. He was general manager of the IH Worldwide Parts Operation prior to joining Volvo White.

Ford shifts Rivard to light-truck post

Daniel L. Rivard has been appointed manager of light-truck product development for Ford Motor Co. Truck Operations. He had been chief engineer of the vehicle development engineering office, Car Engineering Group, since 1978.

D. L. Rivard

Rivard joined Ford in 1959, and held supervisory and managerial positions with the Product Development Group and Chassis Division prior to being named chief engineer for chassis structures in 1973.

In 1975, he was appointed executive engineer of the light-vehicle department and later of

Continued on Page 16, Col. 3

truck industry news

2-month total off slightly from year ago

February registrations top '81 by 4.8 percent

Registrations of new trucks of all types in the U. S. were up in February for the first time since last September, with light trucks carrying the load. The two-month total, however, was down slightly from a year ago.

During the month, according to R. L. Polk & Co. statistics, 171,075 new vehicles were registered, an increase of 4.8 percent over last year's 163,195. Through February, the count was 326,674 units, off 0.6 percent from the year-earlier 324,703.

In February, light trucks showed an increase of almost 8 percent over a year ago, rising from 146,980 units in 1981 to 158,631. There were gains in all three weight groups in this segment of the market.

Medium trucks were down 28.7 percent during the month, from 4,287 units last year to 3,073. Heavies were off 21.4 percent to 9,371 tallies, compared with 11,928 a year ago.

Through February, light trucks were up 3.2 percent, with increases in two of the three weight groups. The total was 301,410, compared with 292,061 a year ago.

Group 1 registrations through February were 7.1 percent higher than a year ago. The total was 167,590 units, compared with 156,489 in 1981. The Group 3 count was up 12 percent, from 2,153 units a year ago to 2,411.

Group 2 tallies were off 1.5 percent to 131,409 units, compared with 133,429 last year.

Group 2 was the hardest-hit light-truck category in the nose-dive that started three years ago, but has been showing steady improvement since the start of the 1982 model year.

Registrations of non-captive light trucks in the first two months totaled 45,381 units, an increase of 16.3 percent over

Continued on Page 44, Col. 3

HD registrations for two months dip 17.1 percent

Two-month registrations of new heavy trucks in the U. S. dropped 17.1 percent below last year's level, with only two makes showing any appreciable increase in penetration.

R. L. Polk & Co. reported 19,598 Groups 7 and 8 truck tallies through February, compared with 23,648 in the like period in 1981. The February total was 9,371, down 21.4 percent from the year-earlier 11,928 units.

GMC's two-month registrations were almost 14 percent higher than a year ago, rising from 3,078 units in 1981 to 3,498. Its share of the industry total through February was 17.85 percent, 4.83 percentage points greater than last year's 13.02 percent.

Peterbilt tallies for the two

Continued on Page 44, Col. 4

U. S. TRUCK REGISTRATIONS

TWO MONTHS, 1982 VS. 1981★

	2 mos., 1982	Percent Share of '82 market	2 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	110,805	33.92	103,188	31.78	+ 2.14
Ford	87,651	26.83	105,562	32.51	− 5.68
Dodge	30,678	9.39	24,047	7.41	+ 1.98
GMC	28,049	8.59	23,618	7.27	+ 1.32
Jeep	8,690	2.66	7,878	2.43	+ 0.23
International	6,146	1.88	10,298	3.17	− 1.29
Mack	2,577	0.79	2,748	0.85	− 0.06
Plymouth*	1,924	0.59	2,902	0.89	− 0.30
Kenworth	1,220	0.37	1,517	0.47	− 0.10
Freightliner	1,119	0.34	1,120	0.34	.....
Peterbilt	1,022	0.31	825	0.25	+ 0.06
Mercedes-Benz	486	0.15	602	0.18	− 0.03
White	320	0.10	570	0.18	− 0.08
Western Star	124	0.04	112	0.03	+ 0.01
Autocar	104	0.03	203	0.06	− 0.03
Volvo	59	0.02	166	0.05	− 0.03
Misc.**	45,700	13.99	39,347	12.13	+ 1.86
TOTALS	326,674	100.00	324,703	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes Imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

TWO MONTHS, 1982 VS. 1981★

	2 mos., 1982	Percent Share of '82 market	2 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
International	4,222	21.54	6,144	25.98	− 4.44
Ford	4,161	21.23	5,229	22.11	− 0.88
GMC	3,498	17.85	3,078	13.02	+ 4.83
Mack	2,204	11.25	2,599	10.99	+ 0.26
Kenworth	1,220	6.23	1,517	6.41	− 0.18
Freightliner	1,119	5.71	1,120	4.74	+ 0.97
Chevrolet	1,103	5.63	1,656	7.00	− 1.37
Peterbilt	1,022	5.22	825	3.49	+ 1.73
White	320	1.63	570	2.41	− 0.78
Mercedes-Benz	128	0.65	152	0.64	+ 0.01
Western Star	124	0.63	112	0.47	+ 0.16
Autocar	104	0.53	203	0.86	− 0.33
Volvo	59	0.30	165	0.70	− 0.40
Misc.	314	1.60	278	1.18	+ 0.42
TOTALS	19,598	100.00	23,648	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981.

NEW TRUCK REGISTRATION BY MAKE AND GVW CLASS

FEBRUARY, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Feb. '82	.....	.....	.....	.....	.....	.....	.....	46	46
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	109	109
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**104**	**104**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	203	203
BROCKWAY	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Feb. '82**	**33,854**	**24,155**	**994**	.....	**68**	**602**	**997**	**50**	**60,510**
	Feb. '81	26,506	21,611	791	.....	75	735	745	100	50,563
	Year to Date '82	**60,203**	**46,583**	**2,150**	.....	**73**	**713**	**999**	**104**	**110,805**
	Year to Date '81	53,377	44,435	2,048	.....	157	1,515	1,478	178	103,188
(Memo Units) #	**Feb. '82**	**19,486**	**7,284**	.....	.....	.....	.....	.....	.....	**26,770**
	Feb. '81	10,207	5,838	.....	.....	.....	.....	.....	.....	16,045
	Year to Date '82	**34,409**	**13,930**	.....	.....	.....	.....	.....	.....	**48,339**
	Year to Date '81	20,409	11,783	.....	.....	.....	.....	.....	.....	32,192
DODGE	**Feb. '82**	**10,168**	**5,115**	**4**	.....	.....	.....	.....	.....	**15,287**
	Feb. '81	7,768	4,896	53	1	.....	.....	.....	.....	12,718
	Year to Date '82	**20,229**	**10,438**	**11**	.....	.....	.....	.....	.....	**30,678**
	Year to Date '81	14,346	9,613	87	1	.....	.....	.....	.....	24,047
(Memo Units) #	**Feb. '82**	**6,233**	**3,498**	.....	.....	.....	.....	.....	.....	**9,731**
	Feb. '81	4,900	2,747	5	.....	.....	.....	.....	.....	7,652
	Year to Date '82	**12,544**	**6,974**	.....	.....	.....	.....	.....	.....	**19,518**
	Year to Date '81	9,012	5,388	10	.....	.....	.....	.....	.....	14,410
FORD	**Feb. '82**	**14,628**	**29,215**	.....	.....	.....	**789**	**1,470**	**533**	**46,635**
	Feb. '81	18,247	30,998	.....	.....	.....	1,116	2,025	697	53,083
	Year to Date '82	**25,722**	**56,220**	.....	.....	.....	**1,548**	**2,913**	**1,248**	**87,651**
	Year to Date '81	34,928	63,170	.....	.....	.....	2,235	3,904	1,325	105,562
(Memo Units) #	**Feb. '82**	**5,463**	**9,947**	.....	.....	.....	.....	.....	.....	**15,410**
	Feb. '81	7,223	9,567	.....	.....	.....	.....	.....	.....	16,790
	Year to Date '82	**10,141**	**19,516**	.....	.....	.....	.....	.....	.....	**29,657**
	Year to Date '81	13,454	19,153	.....	.....	.....	.....	.....	.....	32,607
FREIGHTLINER	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	**497**	**497**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	604	604
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,119**	**1,119**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,120	1,120
GMC	**Feb. '82**	**6,439**	**6,667**	**124**	.....	**24**	**255**	**966**	**554**	**15,029**
	Feb. '81	4,505	5,387	.....	.....	45	478	770	765	11,950
	Year to Date '82	**11,187**	**12,442**	**250**	.....	**71**	**601**	**2,248**	**1,250**	**28,049**
	Year to Date '81	8,771	10,703	.....	.....	73	993	1,591	1,487	23,618
(Memo Units) #	**Feb. '82**	**2,955**	**1,720**	.....	.....	.....	.....	.....	.....	**4,675**
	Feb. '81	654	1,177	.....	.....	.....	.....	.....	.....	1,831
	Year to Date '82	**5,036**	**3,263**	.....	.....	.....	.....	.....	.....	**8,299**
	Year to Date '81	1,284	2,379	.....	.....	.....	.....	.....	.....	3,663
INTERNATIONAL	**Feb. '82**	.....	.....	.....	.....	.....	**973**	**860**	**1,075**	**2,908**
	Feb. '81	.....	290	.....	.....	.....	1,493	1,584	1,514	4,881
	Year to Date '82	.....	.....	.....	.....	.....	**1,924**	**1,866**	**2,356**	**6,146**
	Year to Date '81	.....	780	.....	.....	.....	3,374	3,118	3,026	10,298
(Memo Units) #	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Feb. '82**	**2,130**	**1,790**	.....	.....	.....	.....	.....	.....	**3,920**
	Feb. '81	1,905	1,707	.....	.....	.....	.....	.....	.....	3,612
	Year to Date '82	**4,474**	**4,216**	.....	.....	.....	.....	.....	.....	**8,690**
	Year to Date '81	4,204	3,674	.....	.....	.....	.....	.....	.....	7,878
(Memo Units) #	**Feb. '82**	**2,130**	**1,338**	.....	.....	.....	.....	.....	.....	**3,468**
	Feb. '81	1,905	1,279	.....	.....	.....	.....	.....	.....	3,184
	Year to Date '82	**4,474**	**3,122**	.....	.....	.....	.....	.....	.....	**7,596**
	Year to Date '81	4,204	2,740	.....	.....	.....	.....	.....	.....	6,944
KENWORTH	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	**548**	**548**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	712	712
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,220**	**1,220**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,517	1,517
MACK	**Feb. '82**	.....	.....	.....	.....	.....	**193**	**58**	**830**	**1,081**
	Feb. '81	.....	.....	.....	.....	.....	77	1	1,170	1,248
	Year to Date '82	.....	.....	.....	.....	.....	**373**	**102**	**2,102**	**2,577**
	Year to Date '81	.....	.....	.....	.....	.....	149	10	2,589	2,748
MERCEDES-BENZ	**Feb. '82**	.....	.....	.....	.....	.....	**166**	**52**	.....	**218**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	.....	313
	Year to Date '82	.....	.....	.....	.....	.....	**358**	**128**	.....	**486**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	602
PETERBILT	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	**481**	**481**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	441	441
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,022**	**1,022**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	825	825
PLYMOUTH	**Feb. '82**	**686**	**305**	.....	.....	.....	.....	.....	.....	**991**
	Feb. '81	1,241	310	.....	.....	.....	.....	.....	.....	1,551
	Year to Date '82	**1,271**	**653**	.....	.....	.....	.....	.....	.....	**1,924**
	Year to Date '81	2,207	695	.....	.....	.....	.....	.....	.....	2,902
VOLVO	**Feb. '82**	.....	.....	.....	.....	.....	.....	**13**	**10**	**23**
	Feb. '81	.....	.....	.....	.....	.....	.....	49	23	72
	Year to Date '82	.....	.....	.....	.....	.....	.....	**36**	**23**	**59**
	Year to Date '81	.....	.....	.....	.....	1	.....	95	70	166
WESTERN STAR	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	**69**	**69**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	62	62
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**124**	**124**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	112	112
WHITE	**Feb. '82**	.....	.....	.....	.....	.....	.....	.....	**174**	**174**
	Feb. '81	.....	.....	.....	.....	.....	.....	.....	330	330
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**320**	**320**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	570	570
MISCELLANEOUS*	**Feb. '82**	**22,067**	**500**	.....	**2**	**1**	.....	**20**	**148**	**22,738**
	Feb. '81	20,512	253	.....	1	2	264	112	99	21,243
	Year to Date '82	**44,504**	**877**	.....	**4**	**1**	.....	**28**	**286**	**45,700**
	Year to Date '81	38,656	359	.....	1	3	500	226	185	39,930
TOTALS	**Feb. '82**	**89,772**	**87,747**	**1,112**	**2**	**93**	**2,978**	**4,436**	**4,935**	**171,075**
	Feb. '81	80,684	85,452	844	2	122	4,163	5,286	6,642	163,195
	Year to Date '82	**167,590**	**131,409**	**2,411**	**4**	**145**	**5,517**	**8,320**	**11,278**	**326,674**
	Year to Date '81	156,489	133,429	2,135	2	234	8,766	10,422	13,226	324,703

★—No Oklahoma registrations 1982 and 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

THE START OF THE '80s.

Now there's an automotive battery with more efficient starting power than the original Freedom Battery. The Delco Freedom II Battery. Designed to meet the demanding requirements of today's vehicles.

Freedom II's new plate and grid design helps produce efficient cranking power and reserve capacity. New grid guards and other features resist road shock and vibration.

The Delco Freedom II Battery—for powerful starts in the '80s.

Delco Remy

The leader under the hood

Supreme Spartan Truck Bodies

The kind of value the times demand.

Times are changing. Today's customer is demanding truck bodies that offer more value for the dollar. Like our new Spartan series. Built especially for any of the new mini truck chassis including the GM S-trucks or the Ford Ranger, the Spartan is true to its name. Compact. Lightweight. Tough. And designed to be very stingy with a tank of gas.

Then there's our hy-cube Iner-City. Engineered to big truck specs, the Iner-City features solid rivets and one-piece roof construction. And we have a large inventory of pool chassis for the Iner-City ready for immediate shipment.

Supreme also makes vans, reefers, cargo trucks and trailers. A full line of truck bodies designed with all the features and the extra value the times demand.

SUPREME CORPORATION

Supreme Corporation Dry Freight & Insulated Van Bodies.

Midwest: (219) 642-4888

Southeast: (404) 228-6742

An Ad in the Classified Section of

AUTOMOTIVE NEWS

Will get you quick action, and a satisfactory return for your investment.

BODY SIDE MOLDING TAPE

GORILLA Tape™ cuts installation time in half and at the same time acts as a water tight gasket around rivet holes.
A super tack "ACRYLIC" adhesive allows installation in almost any temperature. ***SPECIAL DISCOUNT***
1/2" X 1/32" X 72 yds. @ $6.90 Roll. (24 rolls per case)
1" X 1/32" X 72 yds. @ $13.80 Roll. (12 rolls per case)

VALLEY INDUSTRIAL PRODUCTS
1145 MICHAEL DRIVE, SYOSSET, NEW YORK 11791
Phone 516-364-3200 — 212-343-4664

An Ad in the Classified Section of
AUTOMOTIVE NEWS
Will get you quick action, and a satisfactory return for your investment.

RETURN ON INVESTMENT AND CASH FLOW

These vital ingredients are what Lo Kost Rent-a-Car was designed for. Rental vehicles costing $750.00 to $1,500.00 will gross $5,000.00 to $8,000.00 per year and ALL CASH! What other department can compare?
Lo Kost is not just another "rent-a-junker" fad, but a broad 8 department (optional) extra profit and traffic builder program designed for dealers to take advantage of inflation and depression.
Liability insurance $25.00/mo./vehicle is only 4 to 8% of sales. People will drive 25 miles to rent at $5.00 to $7.00/day. Think of the "ALL MAKE" traffic this will build for new and used sales.
Total early, one time sign-up $1,000.00; $1,500.00 or $2,000.00 depending on trade area size, only $200.00 down, balance in 24 monthly payments.
Phone collect (414) 527-9869 or write P.O. Box 56
Richland Center, Wisconsin 53581
LO KOST RENT-A-CAR

By 4.8 percent

Feb. truck market tops '81 level

Continued from Page 14

last year's 39,015. Group 1 tallies were up 15.1 percent, from 38,656 in 1981 to 44,504. The Group 2 total was 877 units, 144.3 percent higher than the year-ago 359.

Medium-truck registrations through February were 37.1 percent lower than a year ago, dropping from 9,002 units in 1981 to 5,666.

The Group 6 count was 5,517 units, a decline of 37.1 percent from the year-earlier 8,766. There were 145 Group 5 tallies, off 38 percent from last year's 234. Only four Group 4 units were registered, compared with two in 1981.

Two-month registrations of heavy trucks dropped 17.1 percent to 19,598 units, compared with 23,648 a year ago.

Group 8 was down 14.7 percent, from 13,266 units in 1981 to 11,278, while the Group 7 total of 8,320 tallies was 20 percent lower than the 10,422 registered in the same period a year ago.

No. 1 Chevrolet, the leader in retail truck sales since last November, boosted its edge in registrations over runnerup Ford by more than 15,000 units in February.

Chevrolet's two-month total of 110,805 tallies widened its margin over Ford by more than 20,000 units. Through February, the Ford count was 87,651.

Chevrolet accounted for 33.92 percent of the industry's two-month registrations, an improvement of 2.14 percentage points over the year-ago 31.78 percent of the total on 103,188 tallies.

Ford, the leader a year ago, had more than 15,000 fewer registrations through February than last year, and suffered a loss of 5.68 points in its share of the industry total.

This year, Ford accounted for 26.83 percent of the two-month count, compared with 32.51 percent in 1981 with 105,562 registrations.

Registrations of Dodge and GMC trucks were up significantly over the first two months of 1981, and their penetration showed a marked improvement. The Dodge share was up almost two points, and GMC's was close to 1.5 points.

2 dealer groups endorse American Warranty

LOS ANGELES. — The New Mexico Automotive Dealers Assn. here has endorsed American Warranty Corp. after a review of service contract companies.

Earlier, American Warranty won endorsement from the Georgia Automobile Dealers Assn.

HD registrations for two months dip 17.1 percent

Continued from Page 14

months totaled 1,022 units, an increase of 24 percent over the year ago 825. Its penetration was up 1.73 points, from 3.49 percent of the 1981 total to 5.22 percent.

International lost a little ground in February, with No. 2 Ford narrowing the gap to only 61 units. International had 4,222 registrations, compared with 4,161 for Ford.

International's share of the industry total through February was down 4.44 points from last year. In 1981, it accounted for 25.98 percent with 6,144 tallies, compared with 21.54 percent this year with 4,222 units units.

Two-month registrations were down significantly this year in both Groups 7 and 8.

The Group 7 count was off 20 percent, from 10,422 units last year to 8,320. There were 11,278 Group 8 tallies this year, a decline of 14.7 percent from the year-ago 13,226 units.

Alfa Romeo adds electronics, holds price for Spider

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo has added fuel injection and electronic ignition for its 1982 Spider Veloce, increased its price by five dollars and increased dealer margins.

The two-seat convertible gets Bosch L-Jetronic fuel injection. A color-keyed interior is also offered this year, with more colors available.

Standard equipment includes leather seats, power windows and mirrors, alloy wheels and ZF limited-slip differential. Optional Daytona-style wheels are new this year.

The Spider Veloce's list price is $14,990 — $5 more than for '81 models. Dealer discount has been increased to 17 percent from 15 percent.

Worldwide Truck gets bigger share of GM operations

Continued from Page 14

grate and strengthen the Truck and Bus Group to capitalize on the long-term needs of an expanding worldwide market," McDonald said.

"We have continued to be impressed with the potential for growth in the years ahead, particularly in the developing nations.

"In bringing together our expertise in design, engineering, manufacturing, sales and service on a worldwide basis, we will maximize the opportunity to provide the types of products needed to meet customer demands around the world," he said.

In addition to the U. S. operation, the worldwide group also will have operational responsibility for the Bedford truck operations of Vauxhall Motors, Ltd., and product design responsibility for the truck and bus operations of GM of Canada, Diesel Division of Canada and the North American Vehicles Overseas organization.

The worldwide group will continue to co-ordinate its activities with those of GM do Brasil, Isuzu Motors, Ltd., Tokyo, of which GM owns 45 percent.

ATTENTION: FORD, CHRYSLER, GM DEALERS

Thank you for the great response at the NADA Convention to our new term life insurance rates. $25 million in sales in 3 days reflects what you think about our life insurance program.

EXAMPLE

GM MAXIMUM AMOUNT: $400,000
Male, Age 50
Non-Smoker Rate: $ 933.00
GM Annual Premium: $2,400.00
SAVINGS OF: $1,467.00
Smoker Rate: $1,960.00
GM Annual Premium: $2,400.00
SAVINGS OF: $ 440.00

CHRYSLER MAXIMUM AMOUNT: $200,000
Male, Age 50
Non-Smoker Rate: $ 501.00
CHRYSLER Annual Premium: $1,800.00
SAVINGS OF: $1,299.00
Smoker Rate: $1,034.00
CHRYSLER Annual Premium: $1,800.00
SAVINGS OF: $ 766.00

FORD MAXIMUM AMOUNT: $300,000
Male, Age 50
Non-Smoker Rate: $ 706.00
FORD Annual Premium: $2,040.00
SAVINGS OF: $1,334.00
Smoker Rate: $1,470.00
FORD Annual Premium: $2,040.00
SAVINGS OF: $ 570.00

Still have life insurance, even if you sell your dealership. Renewable and Convertible to age 100, rather than to age 70.
No maximum limit. **DON'T DELAY, ENROLL NOW!!!**

FOR FURTHER INFORMATION, PLEASE CALL
Donna L. Palmore, Collect
SPECIALIZING IN ESTATE PLANNING & TAX SHELTERS
Serving over 7,000 automobile dealers for the past 23 years, coast to coast
Joe Gandolfo, C.L.U. and Associates
2016 South Florida Avenue • Lakeland, Florida 33803 • 813/683-6441

ANNUAL RENEWABLE AND CONVERTIBLE TERM LIFE INSURANCE TO AGE 100 FOR NON-SMOKERS
($25.00 POLICY FEE)

M	F	$100,000 - $249,999	$250,000 & Over
20	20-25	$ 2.00	$ 0.76
21	26	2.00	0.77
22	27	2.00	0.79
23	28	2.00	0.80
24	29	2.00	0.82
25	30	2.00	0.83
26	31	2.00	0.83
27	32	2.00	0.85
28	33	2.00	0.86
29	34	2.00	0.88
30	35	2.00	0.89
31	36	2.00	0.89
32	37	2.00	0.90
33	38	2.00	0.91
34	39	2.00	0.93
35	40	2.00	0.96
36	41	2.00	1.00
37	42	2.00	1.04
38	43	2.00	1.10
39	44	2.00	1.14
40	45	2.00	1.19
41	46	2.00	1.22
42	47	2.00	1.24
43	48	2.00	1.27
44	49	2.00	1.31
45	50	2.00	1.38
46	51	2.00	1.52
47	52	2.00	1.68
48	53	2.00	1.85
49	54	2.17	2.06
50	55	2.38	2.27
51	56	2.60	2.48
52	57	2.83	2.71
53	58	3.07	2.95
54	59	3.33	3.20
55	60	3.60	3.47
56	61	3.88	3.75
57	62	4.16	4.03
58	63	4.46	4.33
59	64	4.80	4.67
60	65	5.19	5.06
61	66	5.62	5.48
62	67	6.08	5.94
63	68	6.58	6.44
64	69	7.15	7.01
65	70	7.79	7.65
66	71	8.51	8.36
67	72	9.28	9.13
68	73	10.12	9.98
69	74	11.08	10.94
70	75	12.18	12.04

EX: M, AGE 35, $100,000
$2.60 x 100=$260.00
$260.00 + $25.00=$325.00

EX: M, AGE 35, $300,000
.06 x 500=$480.00
$480.00 + $25.00=$505.00

SMOKERS RATES ALSO AVAILABLE EXCEPT SLIGHTLY HIGHER

factories list auction dates

Chrysler Corp.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

American Motors

April 27—Aptco Auto Auction, Taylor, Mich.

April 28—Minneapolis Auto Auction, Shakopee, Minn.

April 29—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 30—Union Pacific Railhead, Montebello, Calif.

Used car sales
Auction Averages

April to date	$4,711
Month ago	$4,781
Year ago	$4,087

Model breakdown
Auction Averages

	April To Date	March	February
1982	$9,478	$9,019	$7,719
1981	7,187	6,839	6,422
1980	5,472	5,439	5,282
1979	4,642	4,759	4,487
1978	3,747	3,849	3,658
1977	2,903	2,953	2,783
1976	2,173	2,281	2,189
1975	1,487	1,695	1,798
Overall Average	$4,711	$4,781	$4,587

Chevrolet signs Kehl

MECHANICSBURG, O. — Dave Kehl has been franchised here by Chevrolet.

Prostrollo's 25th

Jerry L. Prostrollo, right, owner of Prostrollo Motor Co., Madison, S. D., receives Chevrolet's 25-year dealer plaque award from Sherman F. Fortner Jr., Fargo zone manager.

Kaisers, Frazers to be displayed

OAKLAND, Calif. — About 50 Kaiser and Frazer autos will be displayed here May 8 at a meet organized by the Kaiser-Frazer Owners Club International. The meet is in conjunction with the opening of a Henry J. Kaiser exhibit at the Kaiser Center.

The exhibit will depict the life of Henry Kaiser through photographs and memorabilia. Kaiser headed the company that built Kaiser, Frazer and Henry J cars at Willow Run, Mich., from 1946 to 1955. The company produced about 750,000 cars.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 366-8873

Thursday
ONTARIO AUTO AUCTION
408 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4861

Special & Immediate Service to:
- Lease & Daily Rental Companies
- Dealers, Fleet Owners
- Banks & Finance Companies

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Alex Pate, Gen. Manager
Every Thursday, 10:30 A.M.

WASHINGTON

Bob McCoskey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

Use Automotive News Want Ads

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MAY 4, 1982
10 A.M.
CHRYSLER CORPORATION AUCTION SALE
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A BREAKFAST & LUNCH ON US.

APTCO DETROIT

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Meadowhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, ME 6-0821. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-781-1410, 303-781-1458.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-9458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-697-3600.

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M. — *OUR SPECIALTY IS LEASE & FLEET ACCOUNTS*
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-0540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3060, Greenville, S. C.

Make a Smooth Shift.

Prices are rising—and your market is changing.

More and more, customers who once would have insisted on brand new automobiles are opting for the savings and satisfaction of quality late-model used cars. The kind that may be scarce on your lot.

How can you smooth this shift in market conditions? Regulate your used car inventory at a Manheim Auction. You'll find more of those front-line '78's, '79's and '80's you need—at profit-boosting prices. You'll find plenty of buyers for your real performers!

And you'll find something else equally important: fair and equal treatment—the Manheim way!

Make a smooth shift—at a Manheim Auction. Send for our free brochure today.

MANHEIM AUCTIONS, P.O. BOX 4087, LANCASTER, PA 17604
Phone (717) 569-4861

1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545
Sale Friday. Phone 717/665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505
Sale Wednesday. Phone Bordentown: 609/298-3400—
Camden 609/662-6700—Philadelphia 215/923-1382
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401
Sale Thursday. Phone 703/898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
Sale Wednesday. Phone 816/241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
Sale Wednesday. Phone 813/984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
Sale Thursday. Phone 404/762-6211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
Sale Tuesday. Phone 919/886-7081
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
Sale Wednesday. Phone 412/443-7211
Pittsburgh 412/961-0808
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
Sale Wednesday. Phone Caledonia 414/835-4438
Chicago 312/235-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
Sale Tuesday. Phone 305/656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
Sale Thursday. Phone 209/268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92805
Sale Wednesday. Phone 714/998-2400
13 AMERICAN AUTO AUCTION, Walpole, Mass. 02081
Sale Tuesday. Phone Boston 617/329-4800 or 329-4868 —
Walpole 617/668-9138

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
- Our 29th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-6100
4 Lane Selling Every Tuesday

But output of 117,628 is far below last year's

Car production edges up for week

By Patricia Hoffman
Staff Writer

Downtime at Volkswagen of America's Westmoreland facility and the one-day closing at General Motors' Framingham point in observance of Patriot's Day were offset by the return of three car assembly points last week, and U. S. auto production rose 2.58 percent from the previous week's total.

The auto makers targeted production at 117,628 units, up from 114,664 the previous week, but down 26.49 percent from the year-ago total of 160,006.

With the return of Ford's Lorain facility, all of Ford's assembly points were reported working last week. Also operating last week were all Chrysler Corp., Checker Motors and American Motors plants.

Production resumed last week at GM's Fremont and Lordstown points. Both were idle one week for inventory control.

VW of A's Westmoreland plant began the first of a two-week shutdown last week to control inventory. The plant is slated to return May 3.

GM's Leeds facility remained idle last week for inventory control.

Also at GM, the Oklahoma City and Janesville plants remain down for model changeover. Janesville is scheduled to resume operations Tuesday June 1 (the day after the Memorial Day Holiday) with production of the Cadillac Cimarron. Cimarron assembly was dropped from the South Gate assembly point when the plant was mothballed March 23.

Saturday overtime was scheduled last week at GM's Tarrytown facility. It was the third consecutive week of overtime at the plant.

Breakdown for the week by company is: GM, 58.66 percent; Ford, 26.46 percent; Chrysler, 13.60 percent; AMC, 1.19 percent and Checker Motors, 0.09 percent.

UAW drafting its demands for Chrysler negotiations

Continued from Page 3

cial, it is estimated that it will cost the company $2,873 for the health care benefits of each active worker and $1,745 for each retiree in 1982. That is $2.22 an hour.

According to the official, that reduces the labor cost gap between Chrysler and Ford-GM, currently set at about $3.50 an hour, to about $1.50 an hour. While the Chrysler ratio of active to retired workers is about one to one, GM has a little over two active workers to each retiree and Ford has about two to one, he said.

Chrysler had 105,000 active hourly workers in the U. S. in 1979 compared with 44,400 today. There currently are 40,600 hourly and salaried retirees.

"The only way we are going to be able to increase the number of workers is if the Chrysler market penetration fairy comes along and sales increase," said a Chrysler official.

Because of the high cost of pensions, Chrysler and the union will look at the structure of pension plans, hoping to cut the ratio. Besides increasing the number of people working, it is also possible to cut the number of workers who "bail out early," a Chrysler official said.

With the high cost of health care programs, it could be possible that vast changes might be made in eligibility. One program which has some support in the union is requiring workers who elect to have private physicians co-pay while those who use HMO's get full coverage.

"If this came up, I would not fight the concept," Stepp said. "I would look at it objectively."

Other areas of price cutting could be in an expanded use of generic drugs.

"The health care costs are a burden to the company," Stepp said. "A tripartite discussion is needed, but the insurance companies, the manufacturers and the workers must come to the party."

Stepp said the union also is interested in getting a guaranteed income stream (GIS) for Chrysler workers, but he indicated that it might not follow the same pattern as those recently negotiated at GM and Ford where high-seniority workers get a minimum of 50 percent of their pay if they are permanently laid off.

A Chrysler official said the company cannot afford a GM or Ford GIS plan.

Neither side expects profit sharing to be a major part of negotiations although it was a demand in the 1979 talks. So far, Chrysler has not generated enough profit to share under the negotiated formula.

Truck production jumps to 46,370, highest in 2 years

Domestic truck production last week was the highest in more than two years as three plants worked overtime and all of Ford Motor's facilities were operating.

Last week's truck production was targeted at 46,370 units, up 14.88 percent from 40,364 the previous week and a substantial increase of 48.47 percent from 31,232 in the comparable 1981 period. It was the highest weekly output for the makers since they finished 47,541 trucks in the week ended March 24, 1980.

General Motors scheduled Saturday overtime last week at its Janesville and St. Louis plants.

Also working six days was Chrysler Corp.'s Warren truck point. The plant has been operating a daily nine-hour shift.

All Ford Motor, International Harvester and American Motors facilities were reported working last week. Ford's Kentucky plant resumed operations last week.

GM's Flint point and Volkswagen of America's Westmoreland plant were both idle last week. Westmoreland began a two-week shutdown to control inventory. Operations are slated to resume May 3.

Car production rises in Canada, but trucks dip

With all Canadian car assembly points reported operating, last week's auto production climbed 1.97 percent from the previous week's total, but output fell 7.30 percent from last year's comparable week.

Last week's car output was targeted at 21,259 units, up from 20,848 the previous week, but down from 22,932 in the comparable 1981 week.

So far this year, the manufacturers have finished 270,925 cars, a 4.34 percent gain from 259,653 in the same period last year.

Truck production fell 1.09 percent last week to 12,926 units from 13,068 in the previous week, but the total was up 1.73 percent from 12,706 in the comparable 1981 week.

Year-to-date the truck makers built 160,786 units, down 10.52 percent from 179,681 in the same 1981 period.

Ford Motor's St. Thomas car point operated on two daily nine-hour shifts last Monday through Thursday, returning to normal eight-hour shift operations on Friday. The facility began working the four-day-a-week overtime schedule April 12 and plans to continue it for "the immediate future," Ford said.

General Motors' Oshawa (No. Two) car facility continued on a one-shift operation last week. The second shift was idled indefinitely April 12.

All car and truck facilities were reported working last week.

U. S. CAR PRODUCTION

	Week Ended April 24, 1982	Week Ended April 25, 1981	Week Ended April 17, 1982	April to Date	Jan. 1 to April 25, 1981	Jan. 1 to April 24, 1982
AMERICAN MOTORS	1,400*	2,300*	1,400*	4,481*	32,854*	18,095*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,000	21,754	15,674	44,876	260,499	183,939
Plymouth Total	6,800	10,913	6,596	18,720	129,211	77,255
Horizon	2,700	4,608	2,684	6,817	48,664	23,851
Reliant	4,100	6,019	3,912	11,903	71,109	53,404
Caravelle	.....	286	.....	.....	1,990	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	1,595	2,883	8,053	20,746	34,097
LeBaron	2,600	1,595	2,883	8,053	15,884	34,097
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,600	9,246	6,195	18,103	110,542	72,587
Omni	2,400	3,150	2,277	6,190	36,774	22,376
Aries	3,300	5,075	3,261	9,565	57,913	40,232
Diplomat	.....	1,021	.....	.....	12,168	.....
Dodge 400	900	.....	657	2,348	.....	9,979
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	31,129	34,563	29,226	85,835	439,245	302,294
Ford Division	20,373	23,939	18,781	56,289	304,940	186,540
Escort	8,374	6,841	7,832	23,015	125,166	83,084
Fairmont	3,539	5,722	3,593	10,096	61,432	29,820
Must./Must. II	3,573	4,362	3,598	10,388	45,911	34,131
Granada	3,436	2,913	3,586	9,536	24,311	28,738
Thunderbird	1,258	2,351	.....	2,705	21,344	8,785
Ford	.....	1,730	.....	.....	26,776	.....
EXP	193	.....	172	549	.....	1,922
L-M Division	10,756	10,624	10,445	29,546	134,305	115,754
Mercury Total	8,690	8,984	8,368	23,735	115,058	84,952
Lynx	2,611	2,499	2,756	7,293	43,282	25,118
Capri	910	1,508	1,000	2,636	13,734	9,048
Zephyr	1,067	1,324	1,050	3,033	16,834	9,507
Cougar	1,818	1,449	1,713	4,569	11,395	14,890
XR-7	355	889	.....	833	8,814	2,916
Mercury	1,815	1,315	1,766	5,113	20,999	22,952
LN7	114	.....	83	258	.....	521
Lincoln Total	2,066	1,640	2,077	5,811	19,247	30,802
Continental ('82)	413	.....	416	1,162	.....	6,690
Lincoln	1,038	820	1,021	2,837	9,173	12,841
Mark VI	615	820	640	1,812	10,074	11,271
GENERAL MOTORS	58,999	97,243	64,501	201,708	1,296,317	815,776
Buick Division	14,037	22,516	14,181	44,364	306,501	215,681
Skylark	3,097	5,232	3,063	8,839	84,232	39,736
Skyhawk J	.....	.....	.....	3,061	.....	22,327
Century	2,255	5,231	2,330	6,916	61,830	38,449
Regal	4,555	6,881	4,609	13,318	86,465	55,720
Buick	3,170	3,847	3,149	9,409	54,856	49,585
Riviera	960	1,325	1,030	2,821	19,218	9,864
Cadillac Division	5,700	4,018	5,865	16,887	93,390	75,464
Cimarron	.....	80	.....	.....	46	1,401
Seville	600	503	642	1,776	10,460	7,738
Eldorado	1,500	1,314	1,603	4,435	21,534	20,220
Cadillac	3,600	2,116	3,620	10,676	61,350	46,105
Chevrolet Division	26,110	31,327	23,144	74,309	453,224	273,115
Chevette	6,070	8,338	6,541	19,298	102,302	58,379
Cavalier	1,490	1,029	.....	3,196	2,009	29,679
Celebrity	2,200	.....	.....	4,371	.....	16,673
Camaro	5,460	2,693	5,612	16,030	42,152	66,274
Citation	4,770	8,561	4,892	13,059	118,192	43,786
Malibu	3,280	6,542	3,261	9,880	83,227	26,802
Monte Carlo	1,765	3,764	1,774	5,268	42,948	15,785
Chevrolet	475	.....	464	1,404	51,526	6,401
Corvette	600	400	600	1,803	10,868	9,337
Oldsmobile Division	12,618	25,646	12,890	38,555	309,001	241,044
Omega	1,710	3,185	1,774	4,934	50,572	26,394
Firenza	.....	.....	.....	1,767	.....	23,615
Cutlass	2,400	14,178	2,580	6,540	146,862	61,655
Cutlass/Ciera	2,545	.....	2,614	7,681	.....	36,252
Oldsmobile	5,423	7,045	5,333	16,003	95,138	82,514
Toronado	540	1,238	589	1,630	16,429	10,614
Pontiac Division	10,534	13,736	8,421	27,593	136,101	110,472
Acadian†	460	476	460	1,485	7,539	3,400
J2000	1,230	1,044	.....	2,209	2,972	6,402
T1000	910	2,723	550	1,763	15,280	3,836
Firebird	2,941	1,366	3,067	8,698	16,898	36,232
Phoenix	1,033	2,967	1,051	2,782	38,383	9,316
Grand Prix	1,640	3,097	1,648	4,639	31,191	23,441
Bonneville ('82)	1,640	.....	1,645	4,643	.....	23,366
A6000	680	.....	.....	1,374	.....	4,479
LeMans	.....	1,837	.....	.....	18,961	.....
Pontiac	.....	226	.....	.....	4,877	.....
VOLKSWAGEN	.....	4,146	3,763	6,671	62,096	30,938
CHECKER	100*	.....	100*	220*	633*	1,100*
Total Cars, U. S.	117,628	160,006	114,664	343,791	2,093,644	1,452,142

TRUCK PRODUCTION IN U. S.†

	Week Ended April 24, 1982	Week Ended April 25, 1981	Week Ended April 17, 1982	April to Date	Jan. 1 to April 25, 1981	Jan. 1 to April 24, 1982
CHEVROLET	14,970	5,392	14,277	41,993	189,095	201,176
DODGE	3,200	2,792	3,211	8,698	27,899	40,132
FORD	19,259	15,424	13,009	49,920	197,370	205,337
GMC	5,421	1,433	5,999	16,495	64,537	74,568
INTERNATIONAL	950*	1,688	740*	2,664*	25,099	15,748*
VOLKSWAGEN	.....	1,013	558	1,039	15,152	5,776
JEEP	1,520*	2,000*	1,520*	4,560	28,986*	24,910
AM GENERAL	50*	90*	50*	150*	1,355*	690*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	18,600*	20,200*
Total Trucks, U. S.	46,370	31,232	40,364	128,519	568,093	588,537

CANADIAN TRUCK PRODUCTION

	Week Ended April 24, 1982	Week Ended April 25, 1981	Week Ended April 17, 1982	April to Date	Jan. 1 to April 25, 1981	Jan. 1 to April 24, 1982
CHRYSLER CORP.	2,463	1,912	2,467	6,563	21,536	30,466
FORD MOTOR	3,434	4,049	3,437	9,809	55,537	39,555
GENERAL MOTORS	6,760	6,499	6,894	20,196	98,590	86,888
INTERNATIONAL	269	246	270	753	4,028	3,877
Total Trucks, Canada	12,926	12,706	13,068	37,323	179,681	160,786
N. American Trucks	59,296	43,938	53,432	165,842	747,774	749,323

†—Also includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 24, 1982	Week Ended April 25, 1981	Week Ended April 17, 1982	April to Date	Jan. 1 to April 25, 1981	Jan. 1 to April 24, 1982
AMERICAN MOTORS	600	726	487	1,595	9,833	8,382
CHRYSLER CORP.	3,440	1,797	3,471	9,581	8,693	51,933
FORD MOTOR	9,004	7,049	9,151	26,041	57,553	86,784
GENERAL MOTORS	7,990	13,135	7,514	24,096	180,143	120,384
VOLVO	225	225	225	675	3,431	3,432
Total Cars, Canada	21,259	22,932	20,848	62,088	259,653	270,915
N. American Cars	138,887	182,938	135,512	405,879	2,353,297	1,723,057
N. American Trucks	59,296	43,938	53,432	165,842	747,774	749,323
North American Cars and Trucks	198,183	226,876	188,944	571,721	3,101,071	2,472,380

†—All Acadians and Corvettes are built for sale in Canada. *—Estimated.

C2700-1 5/3/82

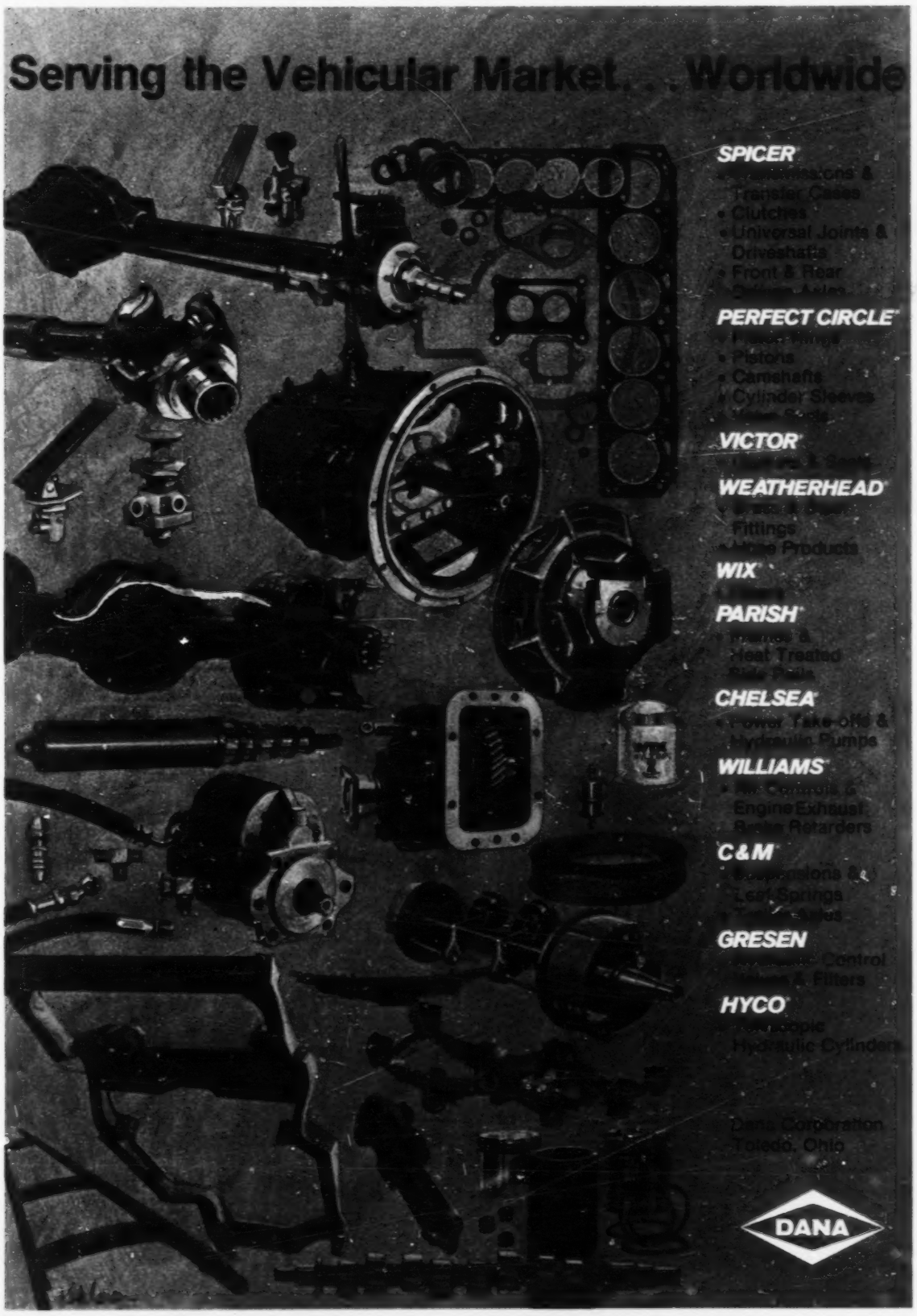
Automotive News

Detroit, April 28, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, this issue $20.00 per copy

1982 Market Data Book Issue



AN
DC20014CNGLIAQ QEA FMJT
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Automotive News

The weekly newspaper of the industry

Established in 1925
Published Every Monday by Crain Automotive Group, Inc., a Division of CRAIN COMMUNICATIONS, INC.
DETROIT, MICH. 48207

Cable Address—TWX 810-221-5122 AUTNEW
965 East Jefferson Ave. Telephone 313-567-9520

NEW YORK	WASHINGTON	CHICAGO	LOS ANGELES	CLEVELAND
10017	20004	60611	90048	44114
220 E. 42nd St.	515 Nat'l. Press Bldg.	740 Rush St.	6404 Wilshire Blvd.	140 Public Square
212-210-0100	202-638-5360	312-649-5258	213-651-3710	216-525-0850

CRAIN AUTOMOTIVE GROUP, INC., a Division of CRAIN COMMUNICATIONS, INC.

Mrs. G. D. Crain Jr. — Chairman; S. R. Bernstein — Chairman, Executive Committee; Keith E. Crain — Vice-Chairman; Rance Crain — President; M. K. Crain — Treasurer; M. P. Crain — Secretary.

ABC ☆ABP RED TAG

1982 MARKET DATA BOOK ISSUE

Keith E. Crain, publisher and editorial director
Robert M. Lienert, editor
John K. Teahen Jr., managing editor

•

MARKET DATA BOOK STAFF:

Richard A. Wright, assistant managing editor; **Mary Cavanagh,** consultant; **Kathleen Hamilton,** news editor; **Jack Walsh,** truck and recreational vehicle editor; **Francis J. Gawronski,** service editor; **Roger Rowand,** engineering editor; **Richard Feast,** European editor; **Joseph J. Bohn,** marketing editor; **Edward Lapham,** financial editor; **Marjorie Sorge,** labor editor; **Al Fleming,** industry editor; **Helen Kahn,** Washington Bureau Chief; **Jim Plegue,** staff writer; **Jenny King,** staff writer; **Patricia Hoffman,** staff writer; **Jake Kelderman, Miles Moore,** Washington staff writers; **John A. Russell,** New York staff writer; **Matt DeLorenzo,** Los Angeles staff writer; **Maria Meli, Susan Barkume-Larson,** editorial assistants

•

ADVERTISING:

M. Reid MacGuidwin, director of marketing
Phillip L. Buck, Tony Merpi, Detroit
Howard Bradley, manager; **Thomas J. Collins New York**
William Gallagher, manager; **James R. Farnan Jr., Chicago**
James S. Mills, manager **Los Angeles**
Penelope A. Geismar, promotion director
R. J. Pitchwak, controller

•

PRODUCTION:

Carol LeVeque, manager

•

TYPOGRAPHY AND COMPOSITION:

Donald M. Berkseth, superintendent; **Jim Abbamonte, Vincent Agius, Williams Beers, Larry Bennett, John J. Cadariu, John B. Cooil, Larry Williams**

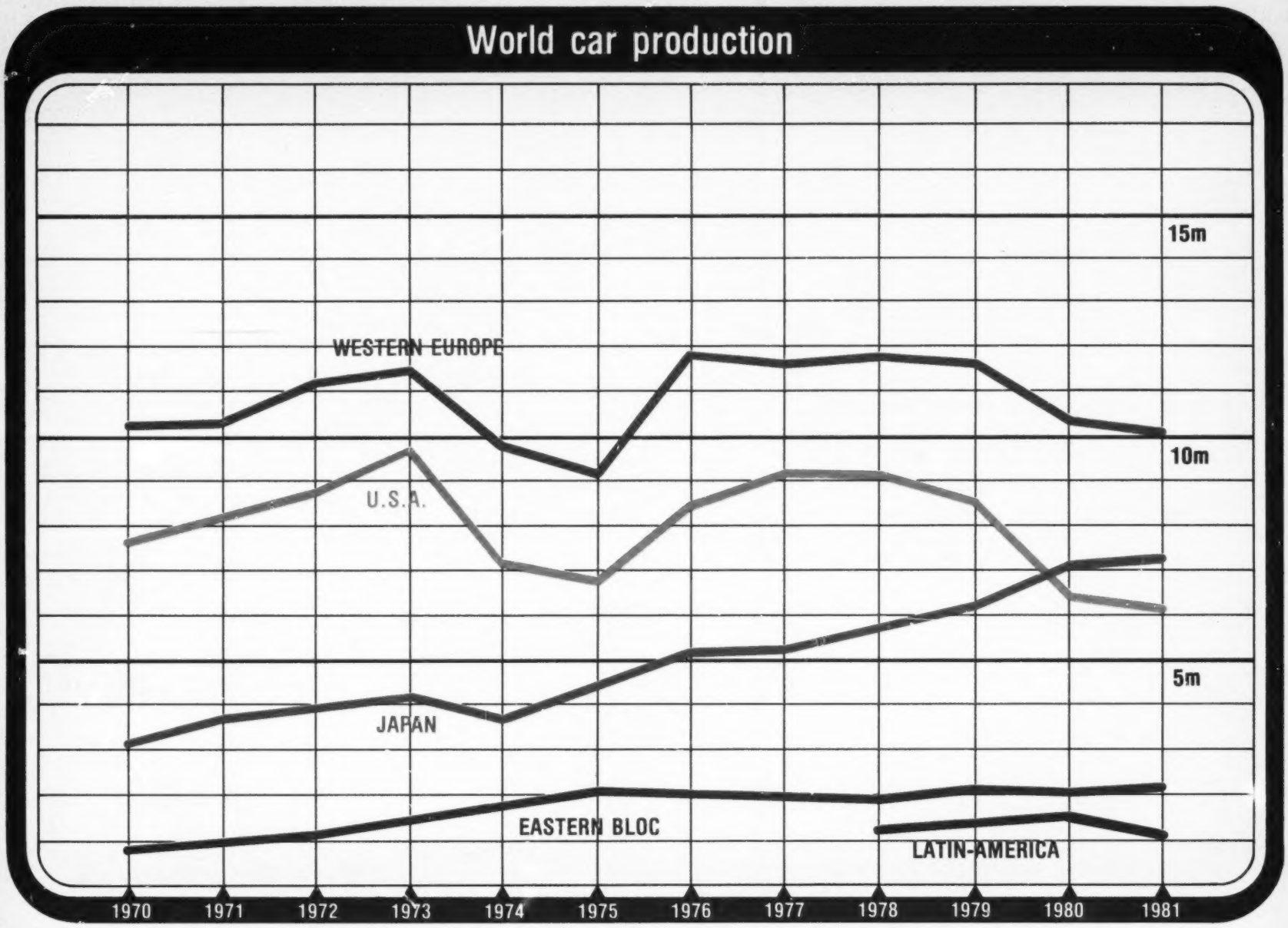
57th year — No. 4913

Automotive News (ISSN 0005-1551) is published weekly except semi-weekly fourth week in April at 965 E. Jefferson Ave., Detroit, Michigan 48207. Second-class postage paid at Detroit, Michigan, and at additional mailing offices.

CONTENTS

World Industry	2	Worldwide production Top 50 auto makers
Sales and Registrations	8	Analysis of car sales Statistics and records Registrations by states
Production in U.S.	21	Car production by months Geographical trends Canadian output
Trucks	32	Truck registrations by GVW Registrations by makes, years
Imports	43	Import sales, registrations Import franchises Cars, specs and prices
Product Information	59	Specifications of the '81s Pictures of U. S. models Prices of U. S. models
Option Installations	74	Luxury and comfort Engine, power train Power equipment Air Conditioning Tires
Dealers	86	Number of dealers Association managers
Advertising and Marketing	94	Factory media spending Ad agencies, executives
Used Cars	94	Auction trends Sales by dealers
Directories	98	Top executives Who's Who in the industry Roster of automotive companies Auto dealer buyers' guide Associations

Detailed index on Page 184



WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	.....	.....	170,695	34,625	28,983	14,921	.....	.....	7,336	359,634	3,100,620	102,171	30,671	2,117	3,913,410
1947	.....	.....	242,107	96,062	43,736	11,320	.....	.....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	.....	.....	261,009	137,383	59,953	20,367	.....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	.....	.....	290,664	198,372	86,054	28,700	.....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	.....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	.....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	.....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	.....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,648	10,498,265
1954	200,605	.....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	.....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	.....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,063
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,682	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,661	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467
1980	364,109	1,165,207	1,374,329	3,378,433	1,611,856	11,042,884	490,006	1,181,659	298,400	1,312,914	8,009,841	2,197,000	3,878,415	2,055,495	38,360,548

Compiled by MVMA

NEW-CAR REGISTRATIONS OVERSEAS

AUSTRIA

Cars

	1981	1980
Alfa Romeo	2,147	3,201
BL	954	1,279
BMW	6,866	7,550
Daihatsu	363	455
Datsun	11,212	10,637
Fiat Auto	12,134	14,819
Ford	17,528	15,468
General Motors	23,116	29,644
Honda	1,835	2,027
Lada	2,678	2,955
Mazda	17,389	12,605
Mercedes-Benz	5,369	6,464
Mitsubishi	5,169	7,096
Peugeot SA	17,005	24,855
Citroen	6,381	8,173
Peugeot/Talbot	10,624	16,682
Porsche	428	503
Renault	9,715	12,696
Saab	666	841
Skoda	432	658
Subaru	3,209	1,728
Suzuki	1,403	669
Toyota	8,321	11,186
VAG	41,613	49,736
Volvo	3,409	4,498
Others	212	499
TOTAL	193,173	222,059

HOLLAND

Cars

	1981	1980
Alfa Romeo	4,006	4,791
American Motors	74	131
BL	6,834	8,516
BMW	11,435	10,712
Chrysler	105	76
Dacia	5	17
Daihatsu	1,961	2,191
Datsun	17,506	23,790
Fiat Auto	16,489	18,584
FSO (Polonez)	141	221
Ford	40,159	41,155
General Motors	55,434	69,246
Honda	16,879	25,001
Hyundai	1,969	1,159
Lada	6,638	5,790
Mazda	17,368	17,495
Mercedes-Benz	8,173	9,384
Mitsubishi	18,282	21,544
Peugeot SA	51,963	59,420
Citroen	21,994	22,072
Peugeot	16,528	22,447
Talbot	13,441	14,901
Polski-Fiat	50	179
Porsche	176	265
Renault	31,818	39,427
Saab	3,216	2,800
Skoda	381	597
Subaru	1,143	792
Suzuki	3,565	1,284
Toyota	18,394	27,182
VAG	38,541	39,621
Volvo	15,783	19,285
Zastava	694	603
TOTAL	389,312	451,587

BELGIUM

Cars

	1981	1980
Alfa Romeo	3,348	3,845
BMW	10,460	11,808
Datsun	15,316	15,258
Fiat	19,412	19,443
Ford (D)	29,939	32,343
Honda	14,933	17,568
Lada	12,825	10,280
Mazda	13,774	12,733
Mercedes-Benz	8,776	10,743
Mitsubishi	13,963	14,101
Opel	27,962	35,192
Peugeot SA	51,023	63,049
Citroen	22,305	24,730
Peugeot	17,008	22,950
Talbot	11,710	15,369
Renault	31,084	35,814
Toyota	26,100	36,031
VAG	45,100	45,079
Volvo	7,842	11,233
Others	18,873	24,720
TOTAL	350,730	399,240

Trucks, Buses

Bedford	755	843
Daf	973	1,284
Datsun	521	1
Fiat group	2,126	2,688
Ford	2,702	3,424
MAN	235	322
Mercedes-Benz	3,470	3,938
Mitsubishi	461	271
Peugeot SA	3,182	3,586
Citroen	1,779	1,793
Peugeot	678	1,020
Talbot	725	773
Renault	4,011	2,972
Scania	489	546
Suzuki	1,392	1,303
Toyota	3,098	3,785
Van Hool	319	219
Volkswagen	3,194	3,544
Volvo	862	1,209
Others	2,149	4,233
TOTAL	29,647	34,478
Total vehicles	380,377	433,718

JAPAN

Cars

	1981	1980
Daihatsu	80,966	91,181
Fuji	71,904	77,190
Honda	186,198	166,975
Isuzu	64,990	62,806
Mitsubishi	235,704	250,713
Nissan	806,878	828,158
Suzuki	63,132	71,559
Toyo Kogyo	220,794	196,560
Toyota	1,098,018	1,064,172
Imports	38,110	44,871
TOTAL	2,866,694	2,854,185

Trucks, Buses

Daihatsu	232,740	196,338
Fuji	158,336	114,023
Hino	38,922	47,180
Honda	148,241	103,952
Isuzu	124,485	132,038
Mitsubishi	279,619	338,281
Nissan Diesel	20,905	25,688
Suzuki	369,768	301,415
Toyo Kogyo	165,130	195,489
Toyota	394,681	430,179
TOTAL	2,260,296	2,161,305
Total vehicles	5,126,990	5,015,490

SWITZERLAND

Cars

	1981	1980
Alfa Romeo	8,553	8,447
AMC	560	806
BL	2,777	3,700
BMW	11,478	11,046
Daihatsu	1,300	1,240
Datsun	16,726	11,809
Fiat Auto	25,992	23,265
Ford	24,001	21,405
General Motors	34,196	34,739
Honda	8,973	7,602
Lada	1,044	1,445
Mazda	15,324	11,308
Mercedes-Benz	4,360	4,466
Mitsubishi	6,575	6,539
Peugeot SA	29,499	34,263
Citroen	12,600	13,515
Peugeot	11,154	12,707
Talbot	5,745	8,041
Porsche	1,082	1,155
Renault	20,205	23,253
Rolls-Royce	72	51
Saab	1,658	1,417
Skoda	470	605
Suzuki	3,037	.....
Toyota	18,021	19,494
VAG	41,833	41,196
Volvo	5,845	6,271
TOTAL	298,000	287,000

FRANCE

Cars

	1981	1980
Alfa Romeo	24,923	25,380
BL	23,996	25,359
BMW	24,521	17,239
Chrysler	58	43
Datsun	13,822	17,700
Fiat Auto	82,575	68,706
Ford	101,332	68,426
General Motors	34,667	33,641
Honda	6,649	8,293
Lada	21,628	14,989
Mazda	12,568	13,021
Mercedes-Benz	16,258	14,430
Mitsubishi	3,213	2,788
Peugeot SA	606,573	605,318
Citroen	260,286	270,983
Peugeot	256,287	293,461
Talbot	90,000	120,874
Polski	1,639	1,331
Porsche	1,283	1,060
Renault	713,195	759,312
Rolls-Royce	19	29
Saab	336	147
Skoda	3,892	1,636
Suzuki	15	.....
Toyota	10,509	13,095
VAG	122,212	93,182
Volvo	9,789	8,207
Zastava	1,203	1,370
Others	34	28
TOTAL	1,834,826	1,873,302

THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

Rank	(1980)	Company	Nationality	Cars 1981	Trucks and Buses 1981	Total 1981	Total 1980
1.	(1)	General Motors	U.S.A.	3,925,679	687,163	4,612,842	4,729,551
2.	(2)	Toyota	Japan	2,240,000	1,050,000	3,290,000	3,220,000
3.	(3)	Nissan	Japan	1,864,000	950,000	2,814,000	2,590,000
4.	(8)	Ford	U.S.A.	1,320,197	617,375	1,937,572	1,888,456
5.	(6)	Volkswagen Group	West Germany	1,462,231	82,258	1,544,489	1,631,807
6.	(4)	Renault	France	1,295,713	230,902	1,526,615	1,713,185
7.	(5)	Peugeot	France	1,316,151	168,310	1,484,461	1,647,221
8.	(7)	Fiat-Group	Italy	1,120,000	110,000	1,230,000	1,522,000
9.	(9)	Mazda	Japan	830,000	400,000	1,230,000	1,043,000
10.	(11)	Honda	Japan	945,000	100,000	1,045,000	875,000
11.	(10)	Mitsubishi	Japan	650,000	350,000	1,000,000	915,000
12.	(13)	Lada	U.S.S.R.	750,000	100,000	850,000	800,000
13.	(14)	Chrysler	U.S.A.	749,687	98,240	847,927	757,932
14.	(12)	Opel	West Germany	810,158	6,490	816,648	792,800
15.	(16)	General Motors	Canada	478,389	278,743	757,132	769,040
16.	(15)	Daimler-Benz	West Germany	449,010	183,270	632,280	627,221
17.	(20)	Subaru	Japan	375,640	225,000	582,640	550,000
18.	(21)	Ford	United Kingdom	327,120	220,000	547,120	481,104
19.	(17)	BL	United Kingdom	420,100	120,000	540,100	518,231
20.	(19)	Isuzu	Japan	130,000	390,000	512,000	500,000
21.	(22)	Ford	West Germany	486,917	.....	486,917	419,517
22.	(25)	Daihatsu	Japan	160,000	275,000	435,000	375,000
23.	(24)	GAZ (Volga)	U.S.S.R.	145,000	250,000	395,000	395,000
24.	(26)	Suzuki	Japan	90,000	270,000	360,000	355,000
25.	(29)	BMW	West Germany	337,757	.....	337,757	330,087
26.	(23)	Ford	Canada	209,494	122,437	331,931	434,311
27.	(18)	Volkswagen	Brazil	250,000	75,000	325,000	514,237
28.	(30)	Polski Fiat	Poland	256,000	.....	256,000	320,000
29.	(32)	Ford	Spain	253,751	.....	253,751	265,839
30.	(35)	Volvo	Sweden	212,000	32,000	244,000	218,000
31.	(34)	Moskwich	U.S.S.R.	230,000	.....	230,000	230,000
32.	(37)	Skoda	Czechoslovakia	180,000	30,000	210,000	215,000
33.	(27)	FASA-Renault	Spain	208,552	.....	208,552	343,678
34.	(38)	Volkswagen	U.S.A.	167,829	37,379	205,208	197,106
35.	(28)	American Motors	U.S.A.	109,319	95,864	205,183	288,844
36.	(31)	SEAT	Spain	200,000	.....	200,000	297,632
37.	(36)	Alfa-Romeo	Italy	190,000	.....	190,000	218,000
38.	(33)	General Motors	Brazil	128,000	48,000	176,000	231,557
39.	(43)	Zastava	Yugoslavia	153,000	12,000	165,000	150,000
40.	(39)	Vauxhall	United Kingdom	70,197	80,000	150,197	183,509
41.	(42)	ZAZ	U.S.S.R.	150,000	.....	150,000	140,000
42.	(45)	GM-Holden	Australia	132,000	15,000	147,000	122,900
43.	(41)	Fiat	Brazil	128,000	6,000	134,000	165,000
44.	(46)	Volkswagen	Mexico	121,000	.....	121,000	119,500
45.	(49)	Ford	Australia	108,158	12,500	120,658	97,100
46.	(47)	Trabant	East Germany	120,000	.....	120,000	110,000
47.	(40)	Ford	Brazil	86,900	32,000	118,900	165,456
48.	(50)	Saab-Scania	Sweden	74,000	27,000	101,000	94,000
49.	(44)	Citroen/Talbot	Spain	100,500	.....	100,500	131,393
50.	(—)	Nissan	Mexico	75,000	20,000	95,000	72,000

NEW-CAR PRODUCTION OVERSEAS

WEST GERMANY

Cars

	1981	1980
BMW	337,757	330,087
Daimler-Benz	440,778	429,078
Ford*	688,326	592,812
Opel	810,158	786,663
Porsche	31,734	28,622
Audi	321,717	346,235
Volkswagen	1,058,094	1,073,932
VAG	1,379,811	1,420,167
TOTAL	3,668,564	3,587,428

Trucks, buses

Auwarter	944	903
Daimler-Benz	191,502	198,143
Faun	578	485
Ford*	45,973	51,605
Kassbohrer	1,941	2,037
Magirus-Deutz	18,246	20,619
MAN	25,473	24,455
Opel	6,490	6,137
Volkswagen	164,678	211,640
TOTAL	455,775	516,024
Total vehicles	4,144,339	4,103,452

*—Includes Genk (Belgium) production

UNITED KINGDOM

Cars

	1981	1980
BL	413,440	395,820
DeLorean	7,409	.....
Ford	342,171	342,767
Lotus	345	384
Reliant	89	582
Rolls-Royce	3,087	3,108
Talbot	117,439	125,314
TVR	164	144
Vauxhall	69,932	55,002
Others	574	623
TOTAL	954,650	923,744

Trucks, buses

Bedford	48,311	96,424
BL	83,308	129,632
Dodge	8,457	16,334
ERF	1,093	1,982
Foden	613	1,340
Ford	85,324	138,373
Hestair-Dennis	835	721
MCW	641	618
Seddon Atkinson	1,353	2,943
Others	713	974
TOTAL	229,555	389,170
Total vehicles	1,184,205	1,312,914

BELGIUM

Cars

	1981	1980
Ford	160,406	136,742
General Motors	306,449	304,535
Renault	181,959	173,428
Volkswagen	81,936	80,579
Volvo	30,189	22,730
TOTAL	760,939	718,014

JAPAN

Cars

	1981	1980
Daihatsu	147,219	155,604
Fuji	190,451	202,038
Honda	852,177	845,514
Isuzu	129,564	107,057
Mitsubishi	606,883	659,622
Nissan	1,864,251	1,940,615
Suzuki	94,785	87,830
Toyo Kogyo	840,630	736,544
Toyota	2,248,171	2,303,284
TOTAL	6,974,131	7,038,108

Trucks, Buses

Daihatsu	325,035	276,770
Fuji	282,188	223,595
Hino	69,276	74,890
Honda	156,750	111,388
Isuzu	327,678	365,070
Mitsubishi	487,910	445,308
Nissan	720,037	703,437
Nissan Diesel	44,041	48,121
Suzuki	484,091	380,853
Toyo Kogyo	335,978	384,472
Toyota	972,247	990,060
Others	600	812
TOTAL	4,205,831	4,004,776
Total vehicles	11,179,962	11,042,884

SPAIN

Cars

	1981	1980
Citroen	74,495	84,836
Ford	248,045	260,005
Renault	269,029	324,680
Seat	204,847	293,536
Talbot	58,909	65,756
TOTAL	855,325	1,028,813

FRANCE

Cars

	1981	1980
Peugeot SA	1,316,151	1,446,242
Citroen	533,922	536,366
Peugeot	569,287	607,033
Talbot	212,942	302,843
Renault	1,295,713	1,492,339
TOTAL	2,611,864	2,938,581

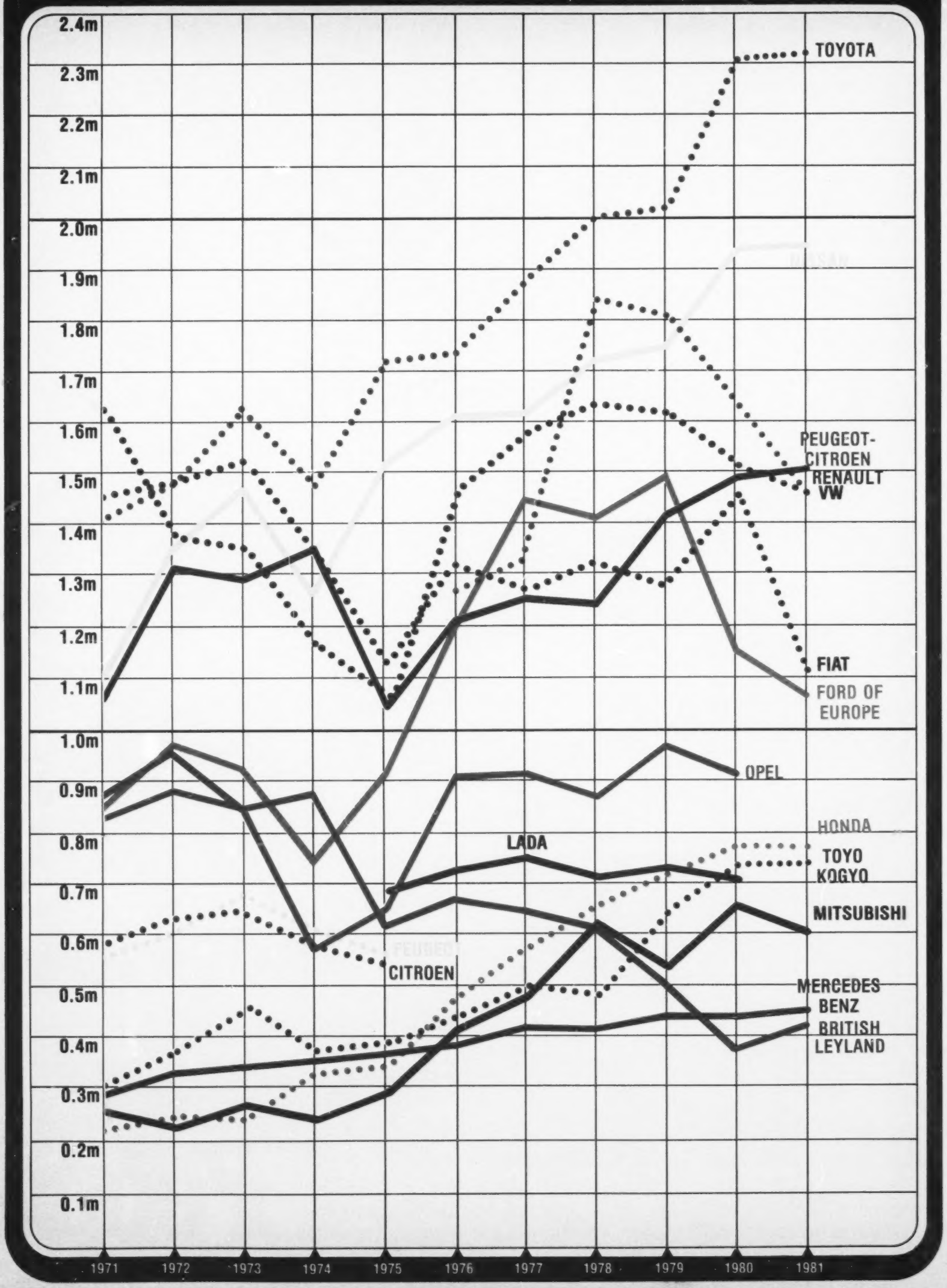
Trucks, Buses

CBM	97	105
Peugeot SA	168,310	200,979
Citroen	44,559	49,034
Peugeot	108,286	127,428
Talbot	15,465	24,517
Renault	230,902	220,846
Sovam	128	113
Unic	8,069	17,809
TOTAL	407,506	439,852
Total vehicles	3,019,370	3,378,433

10 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1981	1980
1—General Motors	6,762,000	7,101,000
2—Ford Motor Co.	4,402,000	4,426,000
3—Toyota	3,290,000	3,220,000
4—Nissan	2,814,000	2,590,000
5—Volkswagen	2,196,000	2,478,000
6—Peugeot-Citroen	1,585,000	1,779,000
7—Renault	1,527,000	1,713,000
8—Fiat	1,364,000	1,687,000
9—Toyo Kogyo	1,230,000	1,153,100
10—Chrysler Corp.	1,082,500	1,018,400

Car production by major makers outside North America



Car population getting older

New registrations dip and owners delay scrapping

DETROIT. — Americans are not only buying fewer new cars but they are holding on to their autos longer before sending them to the scrap pile, according to R. L. Polk & Co.

The result is an aging car population that has considerable significance for the aftermarket (replacement parts) industry and potentially pent-up demand for new cars.

Polk said the median age of the 106 million cars on America's highways has increased in a decade from 4.9 years to 6.0 years, highest since the 1950s. Polk's figures are compiled from registrations as of June 30, 1981, the latest available.

Polk's report showed that more than 9 million cars and trucks were not re-registered during the year ending June 30, 1981, and are presumed to have been scrapped during the previous year.

Of the 9,061,026 not re-registered, 7,542,480 were passenger cars and 1,518,546 were trucks.

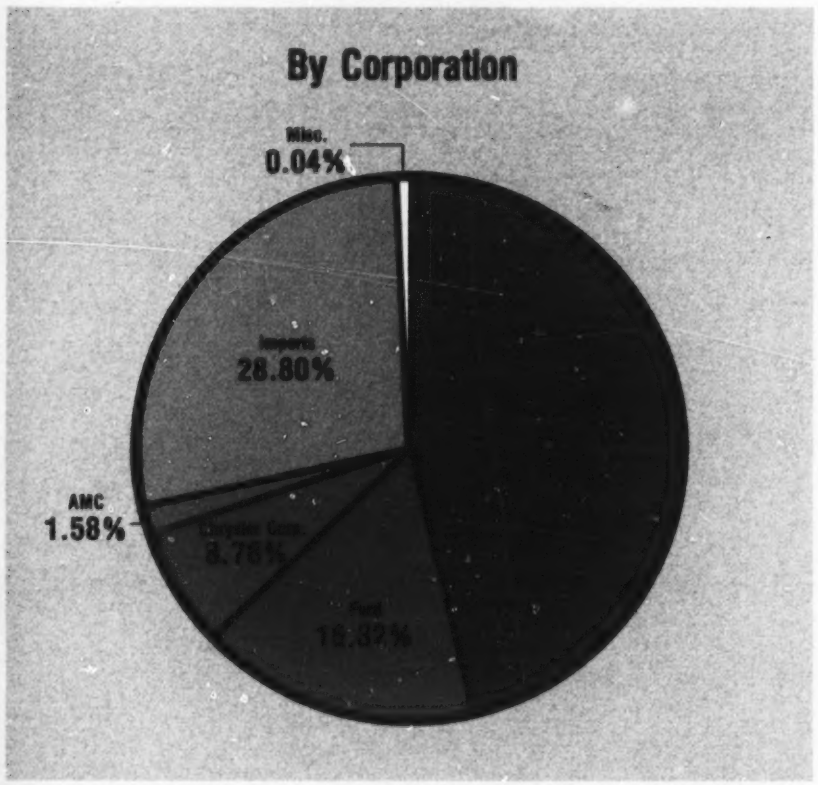
The percentage of cars on the road as of June 30, 1981, that were scrapped during the year was 7.2, second lowest since 1958.

Total growth of the nation's motor vehicle car population was 2,076,463 during the period. Cars were up 1,274,801, and trucks by 801,662.

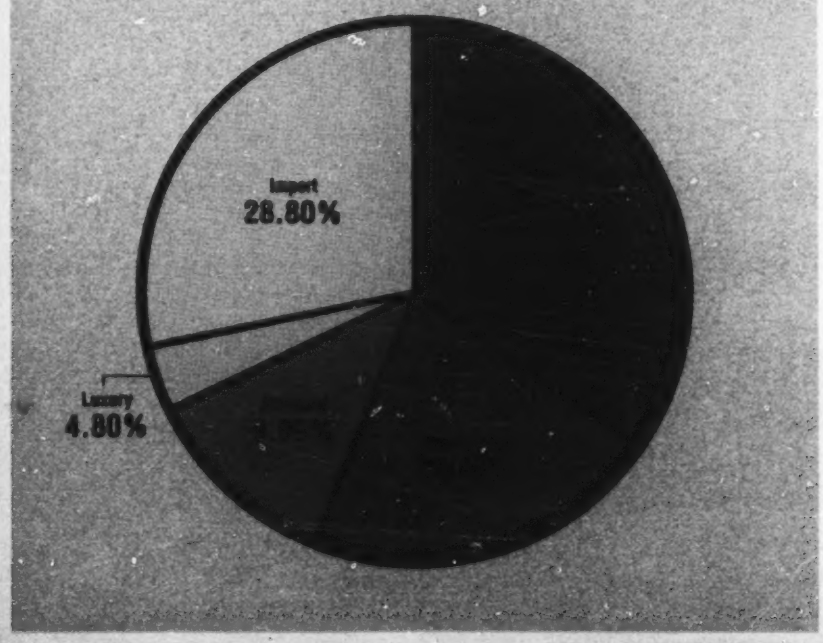
Total increase in the car population was 1.2 percent, same as the preceding year and the lowest rate since World War II.

1981 New-Car Registrations Market Shares

By Corporation



By Size Class



Automotive News Analysis of New-Car Registrations

Based on R. L. Polk & Co. Statistical Report

	1981	1980
AMC Spirit	33,842	50,257
Concord	43,198	50,656
Concord SW	15,005	17,170
Eagle 4WD	6,650	12,548
Eagle 4WD SW	17,225	16,224
Eagle SX4 4WD	17,535	4,013
TOTAL AMC	133,455	150,878
Chrysler LeBaron '81	32,598	55,045
LeBaron '81 SW	5,232	8,661
LeBaron '82 FWD	9,129	
LeBaron '82 SW FWD	1	
Cordoba	25,114	43,817
Newport	4,131	12,803
New Yorker '81	5,659	16,449
New Yorker '82	5,301	
Imperial	4,940	1,610
Total	92,105	138,385
Plymouth Horizon FWD	130,106	128,225
Reliant FWD	137,031	17,454
Reliant SW FWD	52,353	6,301
Volare	6,734	58,873
Volare SW	1,398	14,044
Gran Fury '81	6,721	11,625
Gran Fury '82	1,348	
Total	335,691	236,522
Omni FWD	110,209	103,425
Aries FWD	106,146	12,896
Aries SW FWD	39,409	4,693
Dodge 400 FWD	2,843	
Aspen	5,713	45,648
Aspen SW	1,295	10,754
Diplomat	23,799	26,630
Diplomat SW	2,631	4,531
Mirada	14,695	26,402
St. Regis	5,084	15,577
Total	311,824	250,556
Total Chrysler Corp.	739,620	625,463
Escort FWD	175,798	28,529
Escort SW FWD	110,174	16,843
EXP FWD	51,685	2
Pinto	9,368	112,112
Pinto SW	2,770	32,133
Fairmont	144,683	206,322
Fairmont SW	44,647	71,099
Granada	97,899	84,585
Granada SW	6,853	
LTD II		3,200
LTD	50,256	87,090
LTD Crn. Victoria	39,648	29,085
Ford SW	19,237	24,435
Mustang	153,211	222,549
Thunderbird	69,083	128,903
Total	975,312	1,046,887
Lincoln Town Car	28,695	31,267
Mark VI	29,265	36,901
Versailles		4,572
Continental	3,815	
Total	61,775	72,740
Mercury Lynx FWD	61,769	9,106
Lynx SW FWD	31,983	4,219
LN7	17,210	1
Bobcat	2,122	23,022
Bobcat SW	487	4,839
Zephyr	42,489	65,614
Zephyr SW	11,189	18,683
Cougar	42,597	30,758
Cougar SW	3,284	
Marquis	7,686	13,570
Marquis Brougham	12,575	12,536
Grand Marquis	24,303	19,124
Marquis SW	7,124	7,260
XR7	28,497	54,655
Capri	47,553	62,974
Total	340,868	326,361
Linc. Merc. Div. Total	402,643	399,101

	1981	1980
Total Ford Motor Co.	1,377,955	1,445,988
Buick Skyhawk		5,856
Skylark FWD	200,350	174,150
Century '82 FWD	1,812	
Regal/Century	316,998	320,622
Regal/Century SW	15,060	16,561
Le Sabre	22,782	30,035
Le Sabre Limited	46,962	49,260
Electra	56,264	59,722
Buick SW	10,855	9,240
Riviera FWD	47,221	42,098
Total	718,304	707,544
Cadillac de Ville	99,179	97,496
Cimarron FWD	13,406	
Fleetwood & Chassis	35,586	28,549
Eldorado FWD	53,233	51,065
Seville FWD	23,054	35,347
Total	224,458	212,557
Chevrolet Chevette	347,488	369,180
Camaro	93,706	117,164
Monza	16,088	148,867
Cavalier FWD	55,107	
Cavalier SW FWD	17,031	
Citation FWD	302,301	370,605
Malibu	153,396	200,790
Malibu SW	56,126	61,815
Celebrity FWD	935	
Monte Carlo	159,863	163,097
Impala	61,165	84,601
Caprice	99,230	118,407
Chevrolet SW	45,018	54,940
Corvette	29,637	36,408
Total	1,437,091	1,725,874
Oldsmobile Starfire		5,614
Omega FWD	109,189	86,504
Cutlass Ciera FWD	2,007	
Cutlass Salon '81	155,088	172,087
Cut. Sup./Calais '81	263,425	258,134
Cut. Sup./Calais '82	22	
Cutlass SW	30,598	31,008
Delta 88	11,759	19,369
Delta Royale	124,690	111,107
98	79,932	70,398
Oldsmobile SW	17,319	16,533
Toronado FWD	36,863	36,246
Total	830,892	807,000
Pontiac T1000	53,365	
Firebird	51,576	83,832
Sunbird	28,203	129,312
J2000 FWD	40,479	
J2000 SW FWD	6,971	
Phoenix FWD	83,299	99,542
LeMans/Bonn. '82	51,499	54,307
LeMans/Bonn. '82 SW	22,691	24,115
6000 FWD	864	
Grand Prix	126,714	117,225
Catalina	6,053	13,331
Bonneville '81	37,944	47,394
Bonneville Brougham	29,441	32,479
Pontiac SW	7,837	11,257
Total	546,936	612,794
TOTAL GM CORP.	3,757,681	4,065,769
(Checker)	2,939	3,346
Misc. Domestic	3,528	3,659
Domestic Station Wag. Total	601,803	487,797
Domestic Grand Total	6,012,239	6,291,757
Import Total	2,431,680	2,469,180
Grand Total All Reg.	8,443,919	8,760,937

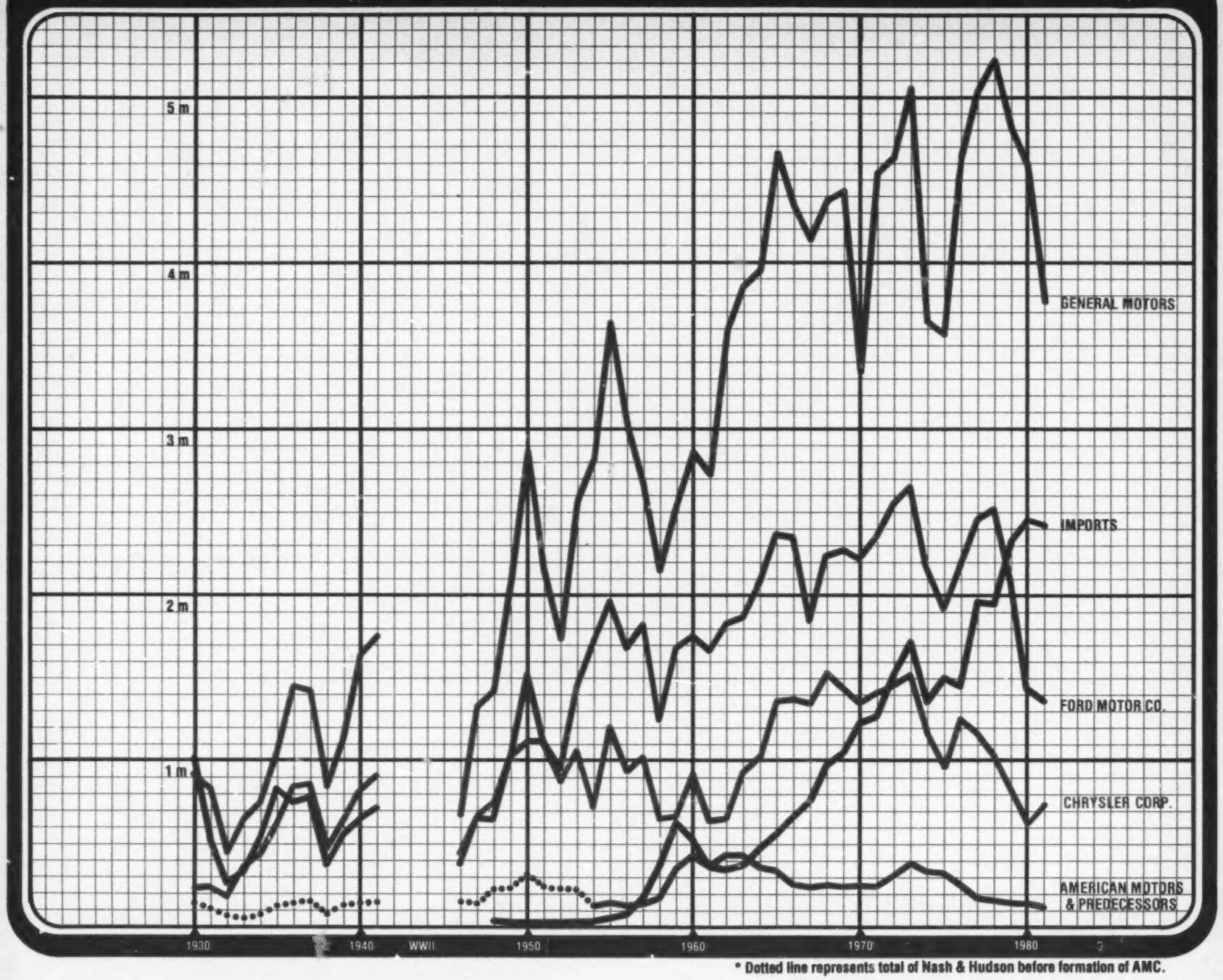
Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1981-1980

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL	Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'81	490	793	3139	2949	5981	13825	699	3748	18363	11878	2313	25748	11746	8242	54919	32299	112961	'81
	'80	697	1441	3180	1564	6185	16731	1017	4739	22487	11802	2200	25766	11689	9343	62000	32703	124072	'80
Alaska	'81	871	178	724	780	1682	1954	79	814	2968	828	187	1986	781	667	4039	7223	16682	'81
	'80	439	152	513	400	1065	1098	77	485	1660	295	127	1869	490	442	3223	6222	12609	'80
Arizona	'81	1539	1118	2185	2158	5361	12887	781	2780	16448	6486	2292	18548	6504	3991	35691	39383	96982	'81
	'80	2125	1481	1946	1962	5389	13805	815	2739	17359	6862	2128	20681	7625	4881	41977	32083	98933	'80
Arkansas	'81	499	826	3179	2161	6166	11884	977	4381	17012	5479	1868	14809	9672	5862	37129	12786	73479	'81
	'80	686	1191	2054	1567	4812	11966	1065	4083	17114	4979	1568	15372	8011	5417	35347	14183	72142	'80
California	'81	8584	6838	17182	13974	37994	82709	4356	25639	112701	61487	29598	92468	58962	28492	259027	429823	848239	'81
	'80	8216	8192	13280	9435	30907	89242	7129	28072	124443	48206	28343	107614	56588	32862	273613	465274	902453	'80
Colorado	'81	2789	1294	3679	3683	8756	12914	882	4686	18481	7557	2996	15513	7962	4341	37379	49593	115879	'81
	'80	2973	1436	2945	2762	7143	14096	936	4313	19345	6279	1746	19030	6631	4444	38130	50251	117842	'80
Connecticut	'81	1939	1237	5332	7091	13660	11890	426	4191	16977	9442	2194	20474	9186	6990	48276	47964	127987	'81
	'80	2458	1716	3760	4284	9760	11275	490	4211	15982	10590	2155	25926	10732	8420	57823	47538	133571	'80
Delaware	'81	484	278	1128	1329	2734	2436	151	1200	3787	2351	616	6358	3341	1946	14584	9396	30999	'81
	'80	456	475	739	910	2124	3110	182	1216	4508	2106	481	7734	2986	2200	15509	9226	31817	'80
Florida	'81	8301	5783	16227	12919	33529	62461	6331	22980	90787	39304	29426	79983	44833	40183	223749	149382	505754	'81
	'80	9400	7187	12824	9674	29885	56320	5937	17548	79805	36711	18545	86970	41366	42700	226292	132460	477842	'80
Georgia	'81	1258	2001	5616	4183	11798	23691	1286	7089	31486	16838	5498	28984	19479	13963	84725	84117	193338	'81
	'80	1713	2493	4705	3521	10719	29347	1608	7841	38796	17669	4783	36504	20219	15815	94990	63957	210175	'80
Hawaii	'81	357	171	434	457	1062	3917	296	2183	6396	1528	291	2741	825	1085	6470	24911	33188	'81
	'80	228	294	370	601	1265	3273	459	1245	4977	1731	369	2811	962	1010	6883	23753	37104	'80
Idaho	'81	422	298	1380	884	2483	3510	136	1457	5103	1511	434	4243	2250	1777	10233	11611	29832	'81
	'80	392	348	762	560	1670	2712	158	1357	4227	1297	376	4870	1877	1616	10036	10719	27044	'80
Illinois	'81	6802	4997	17088	16891	38948	46892	3630	17749	67971	55362	13263	82689	60988	34991	247045	93234	454098	'81
	'80	8169	7909	13997	12357	34263	54059	4909	17759	76727	57232	13913	108406	62240	41825	283616	91363	494138	'80
Indiana	'81	2999	2584	6319	10173	21656	21979	973	7972	30915	16858	4862	35444	25387	12524	94365	32231	180567	'81
	'80	3234	3869	7181	6877	17927	24821	1326	6617	32764	17634	3662	44346	24077	14372	104091	35794	193810	'80
Iowa	'81	1419	1239	4560	3912	9719	13691	883	4993	19567	8341	1493	21885	10813	6488	48192	18621	94442	'81
	'80	1631	1831	3763	3254	8848	14120	690	4472	19282	7706	1252	23878	8810	7353	48999	18379	97129	'80
Kansas	'81	1125	1192	2283	2992	6467	10359	799	3818	14976	7572	1736	14549	9529	6309	39694	18090	80960	'81
	'80	1454	1759	2434	2870	7063	12468	828	4460	17756	7467	1591	18167	9138	7085	43448	20940	90661	'80
Kentucky	'81	1733	1652	2907	3389	7288	14399	812	4443	19763	8182	2449	22888	11499	7182	52192	24492	105448	'81
	'80	1529	1302	2084	2200	5586	12720	740	3422	16882	5894	1697	19488	7968	6103	41130	20426	85553	'80
Louisiana	'81	885	2051	4947	3096	9896	23427	2929	8195	34542	15888	5096	27275	22587	12348	83148	34492	162999	'81
	'80	1204	2942	4438	2955	10335	26508	2791	8234	37833	14370	4515	31191	19239	13259	82574	32474	164420	'80
Maine	'81	973	373	2249	2225	4847	9668	197	1992	7794	2596	883	6142	2788	1828	13613	43825	67881	'81
	'80	812	450	1439	1144	3033	3669	75	1557	5301	1763	195	7223	1967	2381	13529	11376	34051	'80
Maryland	'81	2313	2305	7943	10754	20787	22640	905	6640	30085	19148	4300	43840	29905	14,50	102349	59348	214882	'81
	'80	2273	3566	5348	6264	15180	25939	1047	7518	34504	15092	4354	50358	19976	16373	106153	58211	216321	'80
Massachusetts	'81	4698	1978	10199	11199	23376	23318	967	8885	33170	19838	3494	42389	16473	11912	91296	99974	222316	'81
	'80	5264	2681	7224	6765	16670	22513	1101	7592	31206	15657	3078	48253	16921	12983	96892	65784	215816	'80
Michigan	'81	14687	7317	26993	30037	64347	53198	3918	31362	88478	41918	11488	78977	47516	37523	215643	53211	445758	'81
	'80	14325	12552	20473	19116	52141	60802	5305	25786	91893	42353	11088	94604	44731	37392	230168	60960	449487	'80
Minnesota	'81	2967	2132	5865	13389	24386	21278	729	7298	29854	19279	2998	23998	23221	11388	80471	36867	177285	'81
	'80	3290	4350	7264	8561	20175	24498	933	6921	32352	19079	2610	45135	23456	13116	103396	32510	191723	'80
Mississippi	'81	380	790	1218	1629	3632	9258	791	2994	13043	6215	1372	11258	8999	8559	32884	14498	64055	'81
	'80	547	1194	1644	1077	3915	11899	762	2895	15556	6292	1288	13439	7775	6505	35299	14283	69600	'80
Missouri	'81	1853	1851	6758	7111	15822	22761	1253	7429	31853	16857	3416	27891	20412	11907	80383	36821	165782	'81
	'80	2911	3567	5646	5337	14550	25172	1552	7755	34479	16016	3351	35160	19653	14155	88335	36027	176002	'80
Montana	'81	665	248	848	917	1918	2968	133	1533	4616	2184	370	4388	2284	1228	10686	7298	28125	'81
	'80	802	365	788	629	1782	2862	153	1255	4270	1796	296	4811	1564	1245	9714	8832	25400	'80
Nebraska	'81	636	647	1851	2999	4587	6499	332	2242	9036	8218	999	16253	8232	2113	24635	10857	48980	'81
	'80	742	1222	1580	1804	4606	7237	434	2795	10466	4776	754	12584	4813	3768	26695	12595	55104	'80
Nevada	'81	1019	449	1327	821	2488	3811	429	1944	6984	1582	1235	5386	2463	1639	12309	11764	34563	'81
	'80	1006	494	1214	785	2493	5507	402	857	6766	1895	1255	6090	2448	2258	13946	12650	36921	'80
New Hampshire	'81	1590	488	2923	2438	5781	5390	223	1971	7584	3572	742	11183	3847	3509	22933	29825	58192	'81
	'80	1723	671	2136	1768	4575	5450	270	1998	7718	3652	714	12827	3761	3972	24926	20702	59644	'80
New Jersey	'81	3843	3688	13888	12487	29143	28895	2591	10312	41598	30258	11758	81919	28367	20928	143224	182189	319977	'81
	'80	5714	5376	11611	9499	26586	33929	3341	10855	48125	32910	12747	72512	30964	27778	176911	108024	365370	'80
New Mexico	'81	565	488	1211	1258	2957	5248	354	2932	7535	3999	992	7018	3779	2986	17733	14312	43282	'81
	'80	631	640	950	956	2546	5824	407	2172	8403	2565	785	7949	3303	2842	17444	14737	43761	'80
New York	'81	10987	7426	28343	31481	67228	49049	3366	29691	71997	39333	20631	106138	56738	36822	259782	158618	578284	'81
	'80	11588	11234	20575	21561	53370	54000	3741	17480	75221	55168	20796	131208	61749	43015	311956	153329	605464	'80
North Carolina	'81	1796	1337	4827	5378	11242	22687	791	8107	29585	16789	3108	34218	17139	14387	85813	64336	191889	'81
	'80	2326	1945	3748	3574	9267	26550	1116	7014	34680	15555	3067	41879	16889	16501	93891	61043	201207	'80
North Dakota	'81	334	472	1099	1173	2794	3640	188	1291	4886	1927	441	4598	3004	1949	11817	4545	23996	'81
	'80	375	705	834	1013	2552	2976	186	1148	4310	1520	285	5529	2069	1651	11064	4710	23011	'80
Ohio	'81	7983	4448	20684	20102	45054	45925	2219	17719	65863	39049	6340	78994	42182	27532	199116	81957	365858	'81
	'80	10344	7771	16547	16014	40332	50914	3125	17209	71248	41222	8702	102417	47079	34214	233634	83048	436606	'80
Oklahoma	'81																		'81
	'80																		'80
Oregon	'81	884	618	2327	2911	5483	9524	282	2681	12437	4858	1682	12183	5416	3784	27943	43882	92249	'81
	'80	1464	874	1731	1831	4436	9821	436	2556	12813	4893	1697	14764	5699	4103	31156	51616	101485	'80
Pennsylvania	'81	13861	8745	21898	26188	52987	48976	1969	14672	63617	39894	9419	82193	34701	26782	192789	187188	429114	'81
	'80	13922	8932	17614	20254	46800	50299	2457	15091	67847	38320	9354	104252	37438	32935	222299	117065	467933	'80
Rhode Island	'81	879	347	1382	1439	3168	3187	198	1737	4458	2431	488	4335	2732	1461	11427	10857	29869	'81
	'80	1167	445	1265	942	2652	3699	198	1126	5023	2436	529	5939	2931	2112	13947	10902	33691	'80
South Carolina	'81	882	782	2749	2619	6119	12791	498	3395	16685	8982	1777	16529	9889	6989	43046	31864	96384	'81
	'80	840	1462	2656	1947	6067	15622	705	4168	20495	9168	1603	20902	9542	8483	49696	31777	108877	'80
South Dakota	'81	799	484	952	924	2279	2829	111	1211	4159	1818	230	4981	2183	1315	9348	3825	19982	'81
	'80	790	589	790	840	2219	2984	167	1123	4274	1448	221	4788	1573	1316	9346	3875	20093	'80
Tennessee	'81	1245	1388	3911	3957	9828	17199	1952	4998	23319	11196	3927	24898	14056	11014	64170	40680	138901	'81
	'80	1699	2231	4016	3198	9445	19647	1346	5240	26233	11606	3396	28649	14041	11997	69589	42110	149176	'80
Texas	'81	4861	7419	10998	11982	30399	66289	3825	29486	119988	69475	25153	109825	97319	49498	344474	147472	646487	'81
	'80	5509	9106	10185	10255	29546	83683	3639	26683	119205	60975	21390	113824	74308	47773	318270	135274	607804	'80
Utah	'81	1832	827	1552	2079	4258	8896	309	2369	8960	5451	836	8855	5199	2376	18899	29729	62922	'81
	'80	609	539	931	778	2248	3910	234	1424	5568	1923	560	7087	2135	1655	13360	13061	34848	'80
Vermont	'81	797	259	1143	1688	3018	2544	48	1307	3899	1485	193	4812	988	1187	8325	8284	24388	'81
	'80	658	344	833	1295	2472	2086	61	1245	3392	1362	120	4759	1024	1217	8502	8551	23575	'80
Virginia	'81	2727	1832	7145	9478	18455	37295	921	6697	38917	11682	3454	38953	18517	12729	82296	69329	257821	'81
	'80	3078	2548	5497	6472	14517	26017	1128	6153	33298	10574	3404	46171	15564	13752	89465	65105	205463	'80
Washington	'81	992	754	3871	3987	8122	17141	343	5057	22571	7814	1787	18488	9848	4223	38360	54896	124848	'81
	'80	1523	1262	3444	2225	6931	16263	601	5114	21978	6257	1705	22662	6849	5078	42751	67094	140277	'80
West Virginia	'81	2592	792	2778	3987	7557	8291	295	2331	10887	4121	998	14409	5214	3936	28795	13798	62953	'81
	'80	2315	1272	2521	2669	6462	7608	380	2320	10308	4024	774	16009	4731	4256	29794	14248	63127	'80
Wisconsin	'81	4302	1995	9433	10937	21428	16794	642	7197	25453	14485	3,98	24992	17492	19139	79988	31474	187814	'81
	'80	5401	3242	7340	7978	18560	19585	916	6857	27360	16336	2023	34187	18515	16457	87498	32594	171413	'80
Wyoming	'81	772	299	729	574	1602	2977	112	1063	3442	1378	274	2796	1429	1139	6919	9827	18277	'81
	'80	781	342	664	411	1417	2303	172	1059	3534	1290	303	2950	1208	1374	7125	6565	19422	'80
Dist. of Columbia	'81	368	229	383	631	1243	1762	152	1032	2970	988	623	3376	1311	917	7113	8328	18815	'81
	'80	174	370	458	486	1314	2020	185	546	2756	701	648	3148	1299	995	6781	5804	16832	'80
Federal Government	'81	418	270	2348	9190	11788	4311	3	35	4349	132	2	1899	195	75	2313	33	18811	'81
	'80	514	24	413	1211	1648	13420		38	13458	156	4	2022	177	96	2454	48	18120	'80
United States Total	'81	133485	92196	311824	336881	739828	975312	91775	348868	1377955	718304	224458	1437091	839832	548835	3757981	2438208	8443919	'81
	'80	150878	138385	250556	236522	625463	1046887	72740	326361	1445988	707544	212557	1725674	807000	612794	4065769	2472839	8760937	'80

Registrations for the state of Oklahoma are not available.

U.S. registrations since 1930



* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1980

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,106,404	1,725,874
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,063	774,525	612,794
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967,896	931,836	807,000
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	687,182	707,544
Cadillac	196,498	209,546	209,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,897	212,557
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,807,844	4,065,769
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,475,178	1,046,887
Mercury	306,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560,259	498,326	326,361
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,262	72,740
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,101,766	1,445,988
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	323,225	236,522
Dodge	543,560	491,919	581,476	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,387	250,556
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,842	138,385
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	.....	.....	.....	.....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	934,454	625,463
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,926	150,878
Misc. Domestic	7,636	8,440	7,969	5,739	4,456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,652	3,659
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,351,053	2,469,180
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,356,695	8,760,937

SALES PER OUTLET BY MAKE, 1961-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Chevrolet	259	303	364	394	381	350	302	332	406	352	355	268	326	323	307	330	365	317	319	305	231
Oldsmobile	263	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	244	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Ford	197	204	269	326	335	306	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Pontiac	179	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Cadillac	144	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Mercury	127	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Dodge	126	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	129	97	110	133	143	174	127	176	218	187	185	186	174	186	165	157	166	138	131	96	88
AMC	85	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Chrysler	35	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	43	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
Imperial*	11	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

*—Imperial was not marketed as a separate domestic make before 1960: it was a Chrysler nameplate from 1971 to 1975.

© 1982, Automotive News

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,692	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,806	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,098	321,817	288,884	311,574	331,367
Edsel	.....	.....	.....	.....	.....	.....	.....	26,681	38,601	40,778	.....	.....	.....	.....	.....	.....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,698,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,063	.....	.....	.....	.....	.....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	.....	.....	.....	.....	.....	.....	10,460	33,017	14,823	18,498	16,360	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	.....	.....	.....	.....	.....	.....	.....	.....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	.....	.....	.....	.....	.....	.....	.....	.....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	.....	.....	.....	.....	7,018	6,807	7,145	11,791	.....	.....	.....	.....	.....	.....	.....	.....
AMERICAN MOTORS	.....	.....	.....	.....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	.....	.....	.....	.....	.....	.....	.....	.....
STUDEBAKER-PACKARD	.....	.....	.....	.....	.....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Frazer	11,884	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Henry J	14,339	51,372	28,718	10,710	1,123	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Allstate	.....	.....	1,566	675	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KAISER-FRAZER	112,055	103,658	71,306	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KAISER-WILLYS	.....	.....	.....	76,643	27,014	7,226	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Austin	5,452	3,800	4,804	3,087	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Crosley	6,896	5,304	2,679	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

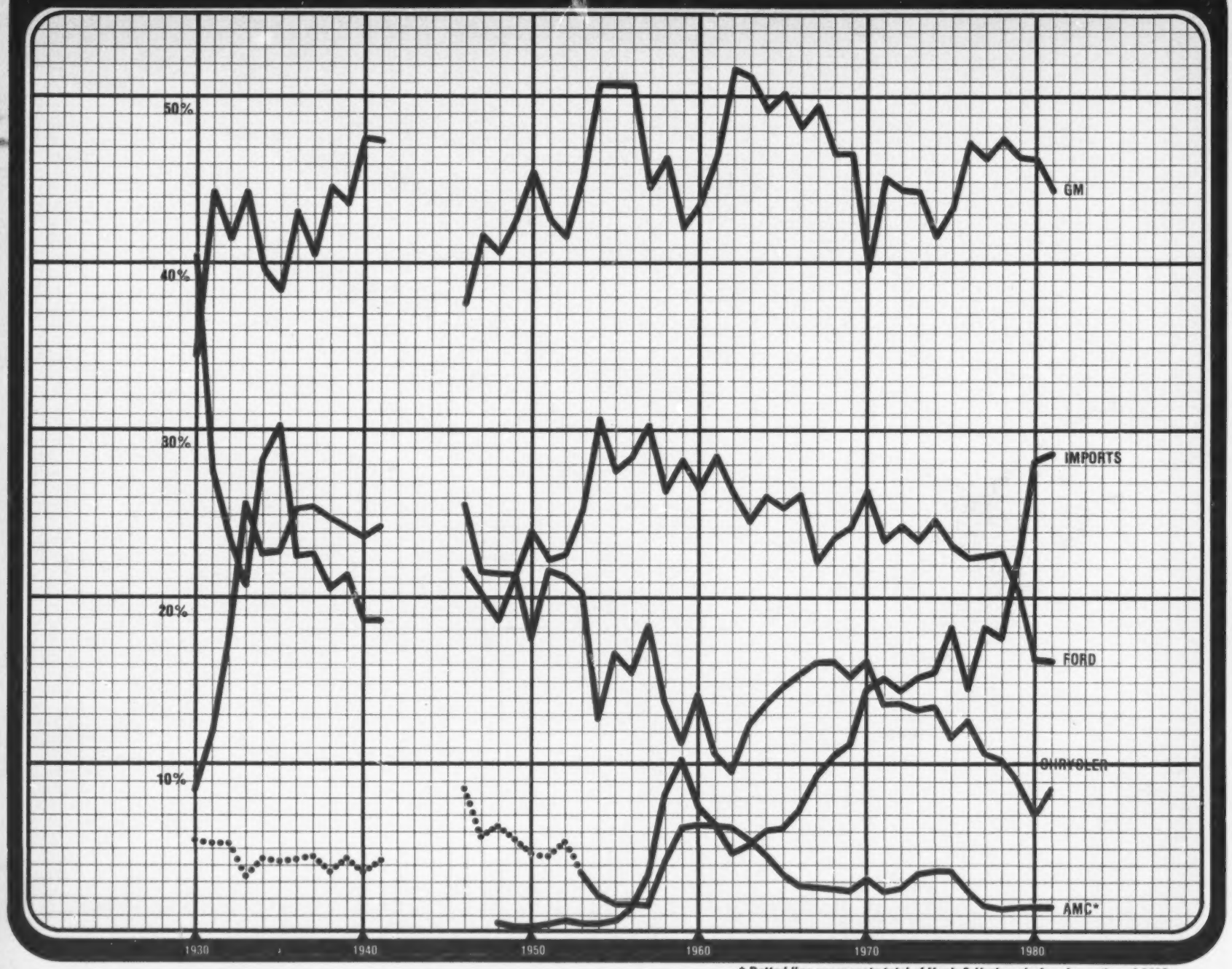
*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,676	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,706	43,809	63,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	5,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	.....	.....	.....	.....	.....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,888	806,766
Mercury	.....	.....	.....	.....	.....	.....	.....	.....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,061	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	26,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,866	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,510	21,587	20,825	15,819	.....	.....	.....	.....	.....	.....	.....	.....
Studebaker	56,525	46,532	41,968	36,242	41,560	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	6,552	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,501	55,571	108,367	57,995
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	5,374	106,729	186,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,038	5,536	5,163	3,022	1,292	.....	.....	.....	.....	.....	.....	.....	.....
Austin	4,354	2,941	2,520	3,675	1,057	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Crosley	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,967	4,139	3,860	1,856	.....	.....	.....	.....	.....
Hupmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	.....	.....	.....	.....	.....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	.....	.....	.....	.....	.....	.....	.....	.....
Reo	11,449	5,761	3,870	3,623	3,854	3,894	3,146	.....	.....	.....	.....	.....	.....	.....	.....	.....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes Imports.

U.S. registrations, market shares by corporation since 1930



* Dotted line represents total of Nash & Hudson before formation of AMC.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	——
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	——
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	——	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.08	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	15.12	2.54	——	——	0.06	11.24
1970	39.73	26.42	16.09	3.03	——	——	0.05	14.68
1971	45.16	23.52	13.71	2.50	——	——	0.05	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.05	15.15
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.89	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.42	20.29	9.02	1.52	——	——	0.05	22.70
1980	46.41	16.51	7.14	1.72	——	——	0.04	28.18
1981	44.50	16.32	8.76	1.58	——	——	0.04	28.80

*—And predecessors

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,169,906
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,969

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1980	2,476,777
1975	2,397,417
1981	2,185,489
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

NAMEPLATE SALES PER U.S. OUTLET

Per U.S. Outlet

U.S. new-car sales by market class

Subcompact

1981 Position			1980 Position
1—160	VW Rabbit	†	
2— 63	Chevette	65— 1	
3— 57	Escort	12— 8	
4— 50	Horizon/TC3	51— 2	
5— 45	Omni/024	44— 3	
6— 34	Lynx	7—10	
7— 25	Sunbird/J2000	42— 4	
8— 20	Spirit	30— 5	
9— 18	T1000	.....	
10— 16	Monza/Cavalier	26— 7	
11— 11	EXP	.....	
12— 7	LN7	.....	
13— 2	Pinto	27— 6	
14— 1	Bobcat	10— 9	

†—VW was counted as an import prior to 1981.

Compact

1— 78	Reliant/Volare*	13—15	
2— 68	Skylark	58— 2	
3— 62	Aries/Aspen*	11—16	
4— 29	Citation	65— 1	
5— 37	Fairmont	54— 3	
5— 37	Concord	39— 5	
7— 34	Omega	26— 9	
8— 31	Mustang	43— 4	
9— 26	Phoenix	31— 6	
9— 26	Eagle	19—14	
11— 19	Zephyr	31— 6	
12— 18	Capri	22—11	
13— 17	Camaro	20—13	
14— 16	Firebird	26— 9	

*—Combined nameplates for year. In 1980, Volare was 6th with 28 sales per dealer; Aspen was 11th with 22 sales per dealer.

Intermediate

1— 83	Cutlass Supreme	79— 1	
2— 71	Regal Coupe	66— 2	
3— 58	Cutlass	65— 3	
4— 42	Regal Sedan	49— 4	
4— 42	Grand Prix	37— 6	
6— 38	Malibu	46— 5	
7— 29	Monte Carlo	29— 7	
8— 24	LeMans	27— 8	
9— 22	Granada	17—12	
10— 17	Cougar	11—15	
11— 14	LeBaron (rear-drive)	23—10	
11— 14	Thunderbird	24— 9	
13— 11	Diplomat	14—14	
13— 11	XR-7	19—11	
15— 9	Cordoba	16—13	
16— 6	Mirada	11—15	
17— 4	LeBaron (FWD)	.....	
18— 2	New Yorker	.....	
19— 1	Dodge 400	.....	
19— 1	Cutlass Ciera	.....	
19— 1	Century (FWD)	.....	
19— 1	'82 Gran Fury	.....	
†	Pontiac 6000	.....	
†	Celebrity	.....	

†—New nameplate with less than one per dealer sold.

Standard

1— 49	Oldsmobile 88	45— 1	
2— 38	Chevrolet	45— 1	
3— 28	LeSabre	29— 4	
4— 27	Pontiac	33— 3	
4— 27	Oldsmobile 98	23— 6	
6— 23	Ford	27— 5	
7— 20	Mercury	19— 8	
8— 19	Electra	21— 7	
9— 7	Chrysler	10— 9	
10— 3	Gran Fury	15—10	
11— 2	St. Regis	6—11	

Luxury

1— 87	Cadillac	78— 1	
2— 34	Eldorado	32— 2	
3— 21	Mark VI	24— 3	
4— 20	Lincoln	20— 5	
5— 16	Riviera	15— 6	
6— 15	Seville	21— 4	
7— 12	Toronado	12— 7	
8— 11	Imperial	6— 9	
9— 9	Cimarron	.....	
10— 5	Corvette	6— 8	
11— 3	Continental/Versailles	3—10	

1958-1981

DOMESTIC SALES

Retail sales of U.S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,689,689
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - FEBRUARY, 1982 — BY YEAR, 1970 - 1981)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	870,901
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.88	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	8,531,531

*—Import yearly total adjusted in each grand total.

Nameplate sales in U. S.

Total industry 1981 vs. 1980

1981 Sales	Nameplate	1980 Sales
1—346,307	Chevette	373,988
2—300,184	Citation	374,706
3—284,907	Escort	60,196
4—266,070	Cutlass Supreme	258,789
5—241,603	Toyota Corolla	257,315
6—211,130	Malibu	267,732
7—210,424	Chevrolet	261,819
8—208,329	Regal Coupe	199,207
9—200,460	Skylark	175,741
10—196,997	Reliant/Volare	104,836
11—187,952	Cutlass	210,784
12—182,909	Fairmont	285,272
13—172,557	Honda Accord	185,977
14—162,445	VW Rabbit	177,140
15—161,158	Monte Carlo	165,638
16—159,939	Datsun 210	180,220
17—158,662	Olds 88	147,997
18—154,985	Mustang	225,290
19—154,698	Honda Civic	138,735
20—152,062	Subaru	142,968
21—149,653	Aries	80,876
22—138,948	Cadillac	126,151
23—128,236	Grand Prix	118,414
24—123,676	Regal Sedan	145,894
25—121,328	Corolla Tercel	99,067
26—120,025	Celica/Supra	162,476
27—113,109	Ford	142,819
28—109,981	Omega	87,262
29—106,996	Granada	88,371
30— 94,606	Camaro	116,824
31— 92,809	Lynx	18,196
32— 88,072	Cavalier/Monza	150,320
33— 84,583	Olds 98	73,464
34— 82,620	Pontiac	105,398
35— 82,285	Phoenix	98,952
36— 82,263	LeSabre	89,429
37— 77,980	Datsun 310	96,204
38— 77,062	Datsun 200SX	92,514
39— 75,884	J2000/Sunbird	132,630
40— 75,377	Horizon	78,823
41— 73,988	Bonneville G/LeMans	77,911
42— 69,775	Thunderbird	127,248
43— 62,800	Datsun 280ZX	71,533
44— 62,195	Mazda GLC	62,593
45— 60,475	Mazda 626	55,281
46— 59,846	Concord	64,991
47— 57,234	Electra	61,792
48— 56,038	Omni	61,240
49— 55,868	T1000	.....
50— 54,502	EXP	.....
51— 54,389	Eldorado	52,142
52— 53,145	Mercury	52,645
53— 52,188	Firebird	81,592
54— 51,815	TC3	53,971
55— 51,743	024	46,658
56— 50,603	Zephyr	87,032
57— 47,964	Riviera	42,917
58— 47,151	Capri	62,592
59— 46,750	Cougar	31,710
60— 43,450	Honda Prelude	50,676
61— 43,418	Mazda RX-7	43,743
62— 43,221	Eagle	32,641
63— 42,796	Dodge Colt	50,689
64— 42,128	Plymouth Champ	55,474
65— 38,609	Toronado	37,051
66— 37,558	Datsun 510	62,020
67— 36,311	LeBaron (M)	65,519
68— 35,853	Maxima/810	9,440
69— 33,504	Spirit	49,723
70— 32,856	Fiesta	68,595
71— 32,825	Toyota Starlet	6,195
72— 31,902	BMW 320i	25,786
73— 29,733	Mark VI	35,371
74— 29,583	Toyota Cressida	11,628
75— 29,178	Lincoln	30,114
76— 29,039	Corvette	36,507
77— 28,706	XR-7	51,857
78— 27,972	Jetta	10,967
79— 25,598	Diplomat	33,157
80— 23,904	Cordoba	44,908
81— 22,724	Seville	34,709
82— 22,337	Toyota Corona	35,686
83— 19,336	Le Car	22,955
84— 18,368	Volvo DL 4-dr.	13,864
85— 17,610	Audi 5000	16,000
86— 17,080	Chrysler	29,321
87— 17,043	VW Scirocco	22,450
88— 16,292	Mercedes 300SD	14,174
89— 14,612	Mercedes 240D	10,649
90— 14,604	Cimarron	.....
91— 13,947	Mirada	27,595
92— 13,688	Mercedes 300D	10,007
93— 13,634	Audi 4000 4-E	10,547
94— 13,326	Sapporo	10,263
95— 12,690	Challenger	12,924
96— 12,081	Rabbit convertible	8,819
97— 11,852	Dasher diesel	23,565
98— 11,570	Fiat Spider	9,735
99— 11,561	Volvo DL wagon	10,308
100— 11,533	Renault R-18	1,735
101— 10,881	VW Vanagon	13,169
102— 10,680	LeBaron (K)	.....
103— 10,368	Isuzu diesel	.....
104— 10,228	Volvo GL	5,908
105— 10,037	Pinto	142,467
106— 9,359	Volvo DL 2-dr.	12,579
107— 9,248	Peugeot 505 turbodiesel	623
108— 8,523	Nissan Stanza	.....
109— 7,998	Mercedes 380 SL	7,287
110— 7,437	Isuzu gasoline	.....
111— 7,380	Fiat Brava	7,425
112— 7,377	Saab 900 turbo	4,537
113— 6,873	Fiat Strada	12,257
114— 6,343	Fiat X-1/9	7,628
115— 6,137	Audi 5000 diesel	8,035
116— 5,894	New Yorker	.....
117— 5,628	Dodge St. Regis	16,934
118— 5,585	BMW 528i	7,992
119— 5,576	Audi 5000 turbo	3,767
120— 4,919	Continental	4,219
121— 4,649	Imperial	2,497
122— 4,618	Peugeot 505/504 diesel	9,714
123— 4,463	Jaguar XJ-6	2,346
124— 4,243	Triumph TR-7	10,313
125— 4,016	Porsche 911	3,459
126— 4,013	Triumph Spitfire	4,050
127— 3,765	Volvo GLE	6,698
128— 3,452	MG-B	11,824
129— 3,449	Volvo GLT turbo	.....
130— 3,448	Audi 4000 5+5	.....
131— 3,330	Mercedes 300TD	2,803
132— 3,251	Porsche 924	3,443
133— 3,150	Dodge 400	.....
134— 3,018	Saab 900S/GLE	2,978
135— 3,009	DeLorean	.....
136— 2,963	Volvo GLT wagon	.....
137— 2,882	Cutlass Ciera	.....
138— 2,691	Century (FWD)	.....
139— 2,553	Audi Coupe	.....
140— 2,454	BMW 733i	2,047
141— 2,436	Mercedes 380 SEL	2,777
142— 2,274	Peugeot 505/504	1,268
143— 2,226	Saab 900/900 GLi	1,481
144— 2,169	Bobcat	26,821
145— 2,027	Toyota Land Cruiser	3,058
146— 2,019	Porsche 928	1,466
147— 1,937	Porsche 924 Turbo	1,925
148— 1,756	Dasher gasoline	7,382
149— 1,622	Saab 900S/EMS	1,855
150— 1,562	Audi 4000 S-E	4,134
151— 1,512	Triumph TR-8	576
152— 1,432	Mercedes 300 CD	1,629
153— 1,409	Plymouth	13,682
154— 1,402	Mercedes 380 SLC	1,944
155— 1,361	Celebrity	.....
156— 1,325	Pontiac 6000	.....
157— 1,214	Alfa Romeo GTV 6	.....
158— 1,186	Mercedes 280E	877
159— 1,158	Rolls-Royce	942
160— 1,138	BMW 633 CSi	1,190
161— 1,126	Volvo Coupe	1,349
162— 1,078	Volvo DL diesel	2,502
163— 950	Alfa Romeo Spider Veloce	1,607
164— 781	Rover	481
165— 682	BMW 528e	.....
166— 599	Volvo GLT 2-dr.	.....
167— 590	Mercedes 280 CE	640
168— 589	Lancia Zagato	606
169— 555	VW Quantum	.....
170— 474	Peugeot 604 turbodiesel	.....
171— 444	Volvo DL diesel wagon	1,656
172— 418	Lancia Beta Coupe	1,160
173— 322	Volvo GL diesel	.....
174— 297	Audi diesel	.....
175— 277	Volvo GT	2,107
176— 267	Volvo GLE wagon	1,565
177— 262	Saab 99 GL	2,662
178— 260	MG Midget	1,906
179— 232	Jaguar XJ-S	420
180— 187	Volvo GLT turbo wagon	.....
181— 134	Lotus	150
182— 111	Peugeot 604 SL	.....
182— 111	Pacer	2,083
184— 110	Volvo GL diesel wagon	.....
185— 64	Alfa Sprint Veloce	932
186— 50	Lancia Beta Sedan	216
187— 45	Alfa Sedan auto.	193
188— 33	Beetle convertible	4,575
189— 21	Alfa sedan	265
190— 19	Fiat 128	139
191— 18	Porsche 930 turbo	197
192— 11	Lancia HPE	114
—	Skyhawk	5,388
—	Starfire	5,334
—	LTD II	3,012
—	Peugeot 604	1,202
N.A.	Ferrari	779
—	Renault Gordini	675
—	Jaguar XJ-12	263
11,694	Hawaii (Nissan and Toyota)	11,634
683	Tourist Deliveries	738
252	Miscellaneous	1,117
8,532,823	GRAND TOTAL	8,974,437

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

		PLANTS IN UNITED STATES				PLANTS IN CANADA				
PASSENGER CARS		U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
12 Months	1980	6,400,026	488,857	70,864	5,840,305	827,124	539,239	86,297	201,588	7,227,150
January	1981	438,561	26,559	4,866	407,136	43,556	29,256	5,437	8,863	482,117
February	1981	475,037	37,701	5,149	432,187	50,610	29,599	7,899	13,112	525,647
March	1981	620,286	49,908	4,892	565,486	81,738	51,499	6,644	23,595	702,024
April	1981	644,604	50,896	5,073	588,635	89,671	55,228	11,803	22,640	734,275
May	1981	670,196	58,107	4,464	607,625	83,402	49,477	11,150	22,775	753,598
June	1981	712,199	56,081	3,758	652,360	92,312	58,977	8,711	24,624	804,511
July	1981	512,723	39,291	1,440	471,992	60,794	37,376	14,399	9,019	573,517
August	1981	344,729	29,995	1,818	312,916	39,610	26,242	6,696	6,672	384,339
September	1981	521,775*	30,508	4,756*	486,511	58,382	40,494	10,894	6,994	580,157*
October	1981	519,548	27,753	5,368	486,427	57,286	45,469	6,755	5,062	576,834
November	1981	425,388	26,067	5,010	394,311	63,486	52,808	4,985	5,693	488,874
December	1981	370,294	21,701	4,804	343,789	51,290	40,005	6,722	4,563	421,584
12 Months	1981	6,255,340	454,567	51,398	5,749,375	772,137	516,430	102,095	153,612	7,027,477
TRUCKS AND BUSES										
12 Months	1980	1,667,283	86,420	117,055	1,463,808	525,968	290,529	47,228	188,211	2,193,251
January	1981	140,236	5,932	8,658	125,646	42,639	24,245	3,377	15,017	182,875
February	1981	135,300	7,024	10,640	117,636	43,503	21,806	4,247	17,450	178,803
March	1981	166,594	10,993	9,199	146,402	51,542	26,495	5,040	20,007	218,136
April	1981	161,779	10,614	8,991	142,174	48,257	23,571	6,459	18,227	210,036
May	1981	159,143	10,891	9,188	139,064	48,527	23,012	7,614	17,901	207,670
June	1981	179,794	10,193	8,550	161,051	52,771	29,519	3,949	19,293	232,565
July	1981	126,716	7,149	8,760	110,807	38,483	19,149	8,346	10,988	165,199
August	1981	86,554	5,183	6,024	75,347	23,111	12,317	5,319	5,475	109,665
September	1981	129,861*	4,902	9,472*	115,487	48,096	32,957	4,088	11,051	177,957*
October	1981	164,955	6,494	6,758	151,703	40,663	29,908	4,182	6,573	205,618
November	1981	122,650	4,965	5,206	112,479	42,574	33,017	4,215	5,342	165,224
December	1981	126,870	4,690	6,836	115,344	34,360	27,650	1,721	4,989	161,230
12 Months	1981	1,700,452	89,030	98,282	1,513,140	514,526	303,646	58,567	152,313	2,214,978
TOTAL MOTOR VEHICLES										
12 Months	1980	8,067,309	575,277	187,919	7,304,113	1,353,092	829,768	133,525	389,799	9,420,401
January	1981	578,797	32,491	13,524	532,782	86,195	53,501	8,814	23,880	664,992
February	1981	610,337	44,725	15,789	549,823	94,113	51,405	12,146	30,562	704,450
March	1981	786,880	60,901	14,091	711,888	133,280	77,994	11,684	43,602	920,160
April	1981	806,383	61,510	14,064	730,809	137,928	78,799	18,262	40,867	944,311
May	1981	829,339	68,998	13,652	746,689	131,929	72,489	18,764	40,676	961,268
June	1981	891,993	66,274	12,308	813,411	145,083	88,496	12,670	43,917	1,037,076
July	1981	639,439	46,440	10,200	582,799	99,277	56,525	22,745	20,007	738,716
August	1981	431,283	35,178	7,842	388,263	62,721	38,559	12,015	12,147	494,004
September	1981	651,636*	35,410	14,228*	601,998	106,478	73,451	14,982	18,045	758,114*
October	1981	684,503	34,247	12,126	638,130	97,949	75,377	10,937	11,635	782,452
November	1981	548,038	31,032	10,216	506,790	106,060	85,825	9,200	11,035	654,098
December	1981	497,164	26,391	11,640	459,133	85,650	67,655	8,443	9,552	582,814
12 Months	1981 *	7,955,792	543,597	149,680	7,262,515	1,286,663	820,076	160,662	305,925	9,242,455

*—Revised.

Source: Motor Vehicle Manufacturing Assn.

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars In Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1968 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Shaky start and abysmal finish result in lowest U. S. total since 1961

By Patricia Hoffman
Staff Writer

While domestic auto production held its own in the second and third quarters of 1981, a sluggish first three months and the worst fourth quarter in 22 years dragged car production down to its lowest point since the recession year of 1961.

The makers wrapped up 1981 with 6,280,045 units, down 2.13 percent from 6,416,885 in the comparable 1980 calendar year, and the lowest yearly output since 5,522,004 units were built in 1961.

Last year began on shaky ground as the auto makers put out only 1,565,531 units in the first quarter, a 12.99 percent decline from previous year's 1,799,171. It was the lowest output for that quarter since 1,300,972 units in 1973.

Production for the second three months fared considerably better with 2,032,219 units, a 23.74 percent gain from 1,642,293 in the same 1980 quarter, and the most for that period since 2,485,124 units were built in 1979.

It was the strong second quarter which helped boost the first six months total to 3,597,750 units, up 4.54 percent from 3,441,464 in the first half of 1980.

In the third quarter, the makers finished 1,373,521 units, up 8.64 percent from 1,264,276 in the comparable period last year, and the highest total for that quarter since 1,651,965 in 1979.

In the final period of 1981, the makers assembled only 1,308,774 units, down 23.51 percent from 1,711,145 completed in the last three months of 1980. It was the lowest fourth-quarter total since 1959 when 1,259,839 units were assembled.

Chrysler Corp., and Ford Motor Co. offered the only gains in production for 1981. Chrysler finished with 749,687 units, up a substantial 17.41 percent from 638,535 in 1980, and Ford completed 1,320,198 units, up 1.01 percent from 1,306,948.

Due to stabilizing gas prices towards the latter part of 1981, production of intermediate and luxury cars rose from that of the comparable 1980 period, as did that of subcompacts.

1980 U. S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	7,095	5,715	9,613	22,423	11,957	11,998	14,492	38,447	13,732	4,921	10,252	28,905	9,278	5,232	5,034	19,544	109,319
Spirit	1,991	1,860	3,063	6,914	4,522	4,641	5,721	14,884	5,339	1,059	2,175	8,573	2,224	1,507	1,041	4,772	35,143
Concord	2,278	2,160	3,364	7,802	4,489	5,169	6,737	16,395	6,737	2,875	5,974	15,586	5,141	2,422	2,134	9,697	49,480
SX-4 Eagle	2,826	1,695	3,186	7,707	2,946	2,188	2,034	7,168	1,656	987	2,103	4,746	1,913	1,303	1,859	5,075	24,696
CHRYSLER CORP.	41,725	64,033	86,512	192,270	83,540	74,816	83,784	242,140	71,760	40,916	55,540	168,216	67,354	42,554	37,153	147,061	749,687
Plymouth Total	20,204	32,542	42,539	95,285	41,441	43,119	45,272	129,832	37,234	21,131	26,703	85,068	23,356	15,935	16,365	55,656	365,841
Horizon	7,225	11,249	15,664	34,138	17,475	17,065	15,994	50,534	14,631	10,777	9,880	35,288	7,666	4,130	7,597	19,393	139,353
Reliant	12,266	18,680	22,105	53,051	22,477	26,052	29,278	77,807	22,603	10,354	16,823	49,780	15,690	11,805	8,768	36,263	216,901
Caravelle	224	228	784	1,236	901	2	.....	903	.....	.....	.....	.....	.....	.....	.....	.....	2,139
Gr. Fury	489	2,385	3,986	6,860	588	.....	.....	588	.....	.....	.....	.....	.....	.....	.....	.....	7,448
Chrysler Total	3,299	4,924	7,235	15,458	6,587	53	.....	6,640	.....	25	4,628	4,653	15,434	9,915	5,240	30,589	57,340
LeBaron	2,497	3,325	4,862	10,684	6,499	53	.....	6,552	.....	25	4,628	4,653	15,434	9,915	5,240	30,589	52,478
Chrysler	802	1,599	2,373	4,774	88	.....	.....	88	.....	.....	.....	.....	.....	.....	.....	.....	4,862
Dodge Total	18,222	26,567	36,738	81,527	35,512	31,644	38,512	105,668	34,526	19,760	24,209	78,495	28,564	16,704	15,548	60,816	326,506
Omni	6,327	7,252	12,939	26,518	12,552	12,747	15,197	40,496	18,167	10,723	8,936	37,826	10,079	3,821	7,484	21,384	126,224
Aries	9,964	15,846	16,864	42,674	18,985	18,881	23,315	61,181	16,359	9,023	12,677	38,059	13,294	8,612	6,319	28,225	170,139
Diplomat	1,622	2,429	4,915	8,966	3,662	16	.....	3,678	.....	.....	.....	.....	.....	.....	.....	.....	12,644
Dodge 400	.....	.....	.....	.....	.....	.....	.....	.....	.....	14	2,596	2,610	5,191	4,271	1,745	11,207	13,817
St. Regis	309	1,040	2,020	3,369	313	.....	.....	313	.....	.....	.....	.....	.....	.....	.....	.....	3,682
FORD MOTOR	97,698	97,505	130,070	325,273	142,077	144,890	149,930	436,897	75,637	110,450	127,012	313,099	123,620	70,764	50,545	244,929	1,320,198
Ford Division	67,629	67,226	91,115	225,970	98,365	96,770	98,243	293,378	53,163	74,899	87,353	215,415	83,052	41,983	32,245	157,280	892,043
Escort	33,385	32,400	35,555	101,340	29,229	29,062	35,342	93,633	18,395	31,656	39,488	89,539	39,448	17,260	10,217	66,925	351,437
Fairmont	13,880	10,297	18,938	43,115	22,892	23,438	22,248	68,578	10,509	12,189	14,162	36,860	12,242	10,073	5,378	27,693	176,246
Mustang	5,399	10,928	15,726	32,053	17,552	18,145	22,120	57,817	11,414	15,289	14,817	41,520	9,716	5,937	6,676	22,329	153,719
Granada	5,166	4,027	5,763	14,956	11,441	8,462	9,753	29,656	7,556	9,571	14,265	31,392	15,470	5,798	6,430	27,698	103,702
T-Bird	3,025	2,756	7,786	13,567	9,702	8,748	5,297	23,747	5,289	6,194	4,303	15,786	5,292	2,723	3,213	11,228	64,328
Ford	6,774	6,818	7,347	20,939	7,549	8,915	3,483	19,947	.....	.....	.....	.....	.....	.....	.....	.....	40,886
EXP	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	318	318	884	192	331	1,407	1,725
L-M Division	30,069	30,279	38,955	99,303	43,712	48,120	51,687	143,519	22,474	35,551	39,659	97,684	40,568	28,781	18,300	87,649	428,155
Mercury Total	26,013	26,510	33,085	85,608	36,684	39,965	44,268	120,917	22,474	31,650	33,830	87,954	31,430	22,397	15,664	69,491	363,970
Lynx	10,367	11,461	12,538	34,366	10,650	9,688	13,102	33,440	6,481	11,407	13,022	30,910	10,112	5,440	2,637	18,189	116,905
Capri	1,727	3,083	4,555	9,365	5,622	7,846	8,934	22,402	3,869	4,412	3,289	11,570	2,907	2,100	1,992	6,999	50,336
Zephyr	4,354	3,185	4,784	12,323	5,628	7,908	8,626	22,162	2,833	3,373	2,953	9,159	2,694	2,758	2,772	8,224	51,868
Cougar	2,212	1,904	3,105	7,221	5,595	4,973	5,300	15,868	3,605	3,859	4,844	12,308	6,107	5,109	3,218	14,434	49,831
XR-7	1,645	1,882	2,320	5,847	3,658	4,272	2,528	10,458	2,546	3,273	3,032	8,851	1,857	831	379	3,067	28,223
Mercury	5,708	4,995	5,783	16,486	5,531	5,278	5,776	16,587	3,140	5,326	6,547	15,013	7,239	5,983	4,412	17,634	65,720
LN7	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	143	143	514	176	254	944	1,087
Lincoln Total	4,056	3,769	5,870	13,695	7,028	8,155	7,419	22,602	.....	3,901	5,829	9,730	9,138	6,384	2,636	18,158	64,185
Continental	.....	.....	.....	.....	.....	.....	.....	.....	.....	423	2,392	2,815	4,569	3,192	1,318	9,079	11,894
Lincoln	1,747	1,945	2,706	6,398	3,513	4,077	3,711	11,301	.....	1,664	1,814	3,478	2,795	1,946	733	5,474	26,651
Mark VI	2,309	1,824	3,164	7,297	3,515	4,078	3,708	11,301	.....	1,814	1,623	3,437	1,774	1,246	585	3,605	25,640
GENERAL MOTORS	300,351	298,007	378,828	977,186	398,073	418,021	451,851	1,267,945	340,717	225,819	258,473	825,009	316,225	291,979	251,832	860,036	3,930,176
Buick Division	69,263	74,879	87,730	231,872	91,451	82,651	83,084	257,186	58,663	59,177	51,240	169,080	75,364	56,150	50,314	181,828	839,966
Skyhawk	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2	4	6	6
Skylark	19,395	21,912	24,096	65,403	22,749	22,678	23,622	69,049	29,122	22,548	5,057	56,727	23,852	12,090	12,054	47,996	239,175
Century	12,958	15,202	17,869	46,029	19,845	10,621	8,748	39,214	1,638	.....	37	1,675	3,156	6,081	6,813	16,050	102,968
Regal	18,936	18,337	26,088	63,361	27,947	29,349	28,917	86,213	14,367	21,496	23,076	58,939	24,949	18,245	16,001	59,195	267,708
Buick	13,418	14,204	14,548	42,170	15,462	14,487	16,246	46,195	9,620	14,423	17,088	41,131	18,086	13,301	10,951	42,338	171,834
Riviera	4,556	5,224	5,129	14,909	5,448	5,516	5,551	16,515	3,916	710	5,982	10,608	5,321	6,431	4,491	16,243	58,275
Cadillac Division	25,377	24,664	27,332	77,373	20,642	21,280	30,729	72,651	21,404	5,519	25,353	52,276	19,901	19,379	17,555	56,835	259,135
Cimarron	.....	.....	.....	.....	178	706	3,723	4,607	4,370	4,425	4,200	12,995	3,133	1,101	472	4,706	22,308
Seville	2,771	2,579	2,604	7,954	2,597	1,874	2,047	6,518	1,444	291	2,411	4,146	2,521	1,181	1,024	4,726	23,344
Eldorado	5,710	4,995	6,064	16,769	5,906	5,957	6,698	18,561	4,744	647	5,170	10,561	3,715	4,305	3,950	11,970	57,861
Cadillac	16,896	17,090	18,664	52,650	11,961	12,743	18,261	42,965	10,846	156	13,572	24,574	10,532	12,792	12,109	35,433	155,622
Chevrolet Division	104,122	103,976	136,719	344,817	135,229	159,341	177,422	471,992	144,310	100,303	90,038	334,651	109,734	110,031	91,940	311,705	1,463,165
Chevette	15,620	25,869	32,086	73,575	33,783	32,216	34,691	100,690	38,473	30,324	28,802	97,599	32,536	28,960	27,488	88,984	360,848
Cavalier	.....	.....	51	51	3,312	9,224	13,189	25,725	19,635	19,752	17,992	57,379	23,269	27,279	6,114	56,662	139,817
Celebrity	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,519	9,931	12,383	23,833	23,833
Camaro	7,319	11,593	13,256	32,168	12,128	15,117	19,750	46,995	8,531	.....	.....	8,531	80	3,412	7,864	11,356	99,050
Citation	25,962	26,318	36,331	88,611	35,129	33,381	38,038	106,548	32,404	24,664	4,327	61,395	15,361	14,034	14,704	44,099	300,653
Malibu	20,555	15,762	27,639	63,956	24,782	31,879	30,031	86,692	12,146	7,839	12,500	32,485	17,011	13,659	9,946	40,616	223,749
Monte Carlo	12,508	7,064	12,520	32,112	13,871	16,751	18,090	48,712	11,452	6,363	9,388	27,203	10,971	10,422	10,479	31,372	139,899
Chevrolet	18,993	14,357	11,486	44,836	10,544	19,192	21,169	50,905	17,364	9,491	15,158	42,013	6,774	1,899	905	9,578	147,332
Corvette	3,165	2,993	3,350	9,508	1,680	1,581	2,464	5,725	4,305	1,870	1,871	8,046	2,213	435	2,057	4,705	27,984
Oldsmobile Division	75,262	70,050	84,865	230,177	97,388	95,110	91,425	283,923	59,877	21,867	52,224	133,968	67,494	54,894	55,084	177,472	825,540
Omega	11,668	11,831	15,436	38,935	14,174	13,664	14,634	42,472	16,478	.....	2,694	19,172	10,943	2,619	7,476	21,038	121,617
Cutlass	38,524	32,206	36,227	106,957	49,875	49,918	46,381	146,174	19,286	13,270	20,217	52,773	21,302	18,161	16,273	55,736	361,640
Ciera	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,508	9,030	10,497	24,035	24,035
Oldsmobile	21,431	22,006	28,448	71,885	28,259	26,805	26,009	81,073	20,970	8,202	25,645	54,817	27,268	20,539	18,791	66,598	274,373
Toronado	3,639	4,007	4,754	12,400	5,080	4,723	4,401	14,204	3,143	395	3,658	7,206	3,473	4,545	2,047	10,065	43,875
Pontiac Division	26,327	24,438	42,182	92,947	53,363	59,639	69,191	182,193	56,463	38,953	39,618	135,034	43,732	51,525	36,939	132,196	542,370
Acadian	734	1,835	2,861	5,430	2,520	2,365	2,109	6,994	1,456	1,410	798	3,704	328	935	747	2,010	18,138
J-2000	.....	.....	388	388	3,636	6,992	11,889	22,517	11,772	13,629	11,415	36,816	10,927	17,292	3,525	31,744	91,465
T-1000	.....	.....	6,455	6,455	10,879	9,973	10,962	31,814	9,751	9,887	12,287	31,925	6,991	7,432	4,254	18,677	88,871
Firebird	4,428	4,023	4,516	12,967	5,000	8,915	11,529	25,444	5,057	.....	.....	5,057	.....	1,602	3,900	5,502	48,970
Phoenix	8,146	10,643	9,902	28,691	11,646	11,326	11,233	34,205	9,618	7,995	1,301	18,914	5,771	4,480	4,536	14,787	96,597
Grand Prix	6,980	4,750	10,449	22,179	11,164	11,562	12,202	34,928	10,156	2,605	6,888	19,649	7,662	6,963	5,670	20,295	97,051
Bonneville	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,077	6,929	10,006	7,624	6,898	5,648	20,170	30,176
6000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,429	5,923	8,659	19,011	19,011
LeMans	4,364	2,244	6,714	13,322	6,962	7,088	7,676	21,726	6,979	.....	.....	6,979	.....	.....	.....	.....	42,027
Pontiac	1,675	943	897	3,515	1,556	1,418	1,591	4,565	1,634	350	.....	1,984	.....	.....	.....	.....	10,064
VOLKSWAGEN	12,823	16,668	18,339	47,830	17,604	16,383	12,363	46,350	16,306	14,780	6,116	37,202	18,195	8,045	10,133	36,373	167,755
CHECKER	170	170	209	549	55	281	104	440	304	448	338	1,090	457	374	.....	831	2,910
TOTAL	459,862	482,098	623,571	1,565,531	653,306	666,369	712,524	2,032,219	518,456	397,334	457,731	1,373,521	535,129	418,948	354,697	1,308,774	6,280,045

1981 CROSS BORDER AUTO SHIPMENTS

Company—Division & Makes Names	# Cars Built in Canada for sale in the U.S. in 1981 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1981 Cal. Yr.
AMERICAN MOTORS	25,910	9,953
Spirit	.....	4,777
Concord	11,122	3,846
Eagle	14,788	1,330
CHRYSLER CORP.	54,962	77,956
Chrysler Total	34,956	18,578
Cordoba	14,128	.....
Horizon	.....	10,758
Gran Fury	3,505	638
LeBaron	5,647	6,100
Chrysler	.....	1,082
New Yorker	11,676	.....
Dodge Total	20,006	59,378
Mirada	7,530	.....
Omni	.....	11,716
Diplomat	9,236	2,297
St. Regis	.....	346
Imperial	3,240	.....
Aries	.....	19,629
Reliant	.....	22,074
Caravelle	.....	2,139
D-400	.....	1,177
FORD	173,095	103,243
Ford Division	147,201	60,750
Ford	68,571	47
T-Bird	.....	6,518
Granada	.....	8,387
Fairmont	.....	11,722
Escort	1,383	20,012
Pinto	.....	.....
Mustang	.....	14,012
EXP	77,247	52
L-M Division	25,894	42,493
MERCURY TOTAL	25,894	39,891
Marquis	.....	8,505
Lynx	223	10,486
XB-7	.....	2,738
Cougar	.....	6,493
Zephyr	.....	5,729
Bobcat	.....	.....
Capri	.....	5,878
LN7	25,671	62
Lincoln Total	.....	2,602
Lincoln	.....	1,332
Mark VI	.....	889
Continental	.....	381
GENERAL MOTORS	111,117	200,755
Chevrolet Division	25,230	99,967
Malibu	5,907	9,879
Monte Carlo	13,794	1,861
Celebrity	5,529	1,537
Chevette	.....	48,089
Camaro	.....	11,816
Citation	.....	16,877
Corvette	.....	1,493
Cavalier	.....	8,415
Oldsmobile Division	85,887	41,020
Cutlass	85,887	1,921
Oldsmobile	.....	19,730
Toronado	.....	2,929
Omega	.....	16,440
Buick Division	.....	52,349
Buick	.....	11,986
Riviera	.....	3,117
Regal	.....	9,361
Century	.....	8,750
Skylark	.....	19,135
Cadillac Division	.....	7,419
Cadillac	.....	4,477
Eldorado	.....	1,439
Seville	.....	1,159
Cimarron	.....	416
Pontiac Division*		
CHECKER	.....	90
VOLVO	2,363	.....
TOTAL CARS	367,447	391,997

*The cross border shipment total does not include Pontiac Division. Pontiac refused to provide Automotive News with these figures.

How calendar year output was shared

U. S. CAR PRODUCTION—1981 VS. 1980

	Total Output 1981	Total Pct. of Output	Total Output 1980	Pct. of Total Output	Pct. pt. Change '81 vs. '80
AMC	109,319	1.74	164,765	2.57	— 0.83
Eagle	24,696	0.39	42,158	0.66	— 0.27
Concord	49,480	0.79	68,384	1.06	— 0.27
Spirit	35,143	0.56	54,223	0.85	— 0.29
CHRYSLER	749,687	11.94	638,535	9.95	+ 1.99
Plymouth Total	365,841	5.83	293,100	4.56	+ 1.27
Horizon	139,353	2.22	144,811	2.25	— 0.03
Volare	.....	.....	51,735	0.81	— 0.81
Gran Fury	7,448	0.12	14,468	0.22	— 0.10
Caravelle	2,139	0.04	6,277	0.10	— 0.06
Reliant	216,901	3.45	75,809	1.18	+ 2.27
Chrysler Total	57,340	0.91	82,440	1.30	— 0.39
Chrysler	4,862	0.08	19,858	0.30	— 0.22
LeBaron	52,478	0.83	62,582	1.00	— 0.17
Dodge Total	326,506	5.20	262,995	4.09	+ 1.11
Omni	126,224	2.01	121,544	1.90	+ 0.11
St. Regis	3,682	0.06	13,181	0.20	— 0.14
Diplomat	12,644	0.20	30,733	0.47	— 0.27
Aspen	.....	.....	36,881	0.57	— 0.57
Aries	170,139	2.71	60,656	0.95	+ 1.76
Dodge 400	13,817	0.22	.....	.....	+ 0.22
FORD MOTOR	1,320,198	21.02	1,306,948	20.37	+ 0.65
Ford Division	892,043	14.20	929,627	14.49	— 0.29
Pinto	.....	.....	68,179	1.06	— 1.06
Mustang	153,719	2.45	232,507	3.62	— 1.17
Fairmont	176,246	2.81	198,219	3.09	— 0.28
Granada	103,702	1.65	113,281	1.77	— 0.12
T-Bird	64,328	1.02	117,856	1.84	— 0.82
Ford	40,886	0.65	91,135	1.42	— 0.77
Escort	351,437	5.59	108,450	1.69	+ 3.90
EXP	1,725	0.03	.....	.....	+ 0.03
L-M Division	428,155	6.82	377,321	5.88	+ 0.94
Mercury Total	363,970	5.80	324,528	5.06	+ 0.74
Bobcat	.....	.....	12,445	0.19	— 0.19
Capri	50,336	0.80	68,070	1.06	— 0.26
Zephyr	51,868	0.83	66,657	1.04	— 0.21
Monarch '80	.....	.....	16,445	0.26	— 0.26
XR-7	28,223	0.45	42,927	0.66	— 0.21
Cougar	49,831	0.79	24,819	0.40	+ 0.39
Mercury	65,720	1.05	55,524	0.87	+ 0.18
Lynx	116,905	1.86	37,641	0.58	+ 1.28
LN7	1,087	0.02	.....	.....	+ 0.02
Lincoln Total	64,185	1.02	52,793	0.82	+ 0.20
Lincoln	26,651	0.42	2,278	0.36	+ 0.06
Versailles	.....	.....	1,866	0.02	— 0.02
Mark VI	25,640	0.41	28,146	0.44	— 0.03
Continental	11,894	0.10	.....	.....	+ 0.19
GENERAL MOTORS	3,930,176	62.58	4,106,191	63.99	— 1.41
Buick Division	839,966	13.37	783,575	12.21	+ 1.16
Skyhawk	6	.....	.....	.....	.....
Skylark	239,175	3.81	218,502	3.41	+ 0.40
Century	102,968	1.64	164,941	2.57	— 0.93
Regal	267,708	4.26	205,939	3.21	+ 1.05
Buick	171,834	2.74	149,668	2.23	+ 0.41
Riviera	58,275	0.92	44,525	0.69	+ 0.23
Cadillac Division	259,135	4.13	203,991	3.18	+ 0.95
Seville	23,344	0.37	34,300	0.53	— 0.16
Cadillac	155,622	2.48	115,424	1.80	+ 0.68
Eldorado	57,861	0.92	54,267	0.85	+ 0.07
Cimarron	22,308	0.36	.....	.....	+ 0.36
Chevrolet Division	1,463,165	23.30	1,760,030	27.43	— 4.13
Chevette	360,848	5.75	454,051	7.07	— 1.32
Monza	.....	.....	150,548	2.35	— 2.35
Camaro	99,050	1.58	118,211	1.84	— 0.26
Citation	300,653	4.79	459,276	7.16	— 2.37
Malibu	223,749	3.56	273,371	4.26	— 0.70
Monte Carlo	139,899	2.23	125,474	1.96	+ 0.27
Chevrolet	147,332	2.35	134,909	2.10	+ 0.25
Corvette	127,984	0.45	44,190	0.69	— 0.24
Cavalier	139,817	2.22	.....	.....	+ 2.22
Celebrity	23,833	0.37	.....	.....	+ 0.37
Oldsmobile Division	825,540	13.14	783,320	12.20	+ 0.94
Omega	121,617	1.94	115,677	1.80	+ 0.14
Cutlass	361,640	5.76	395,784	6.16	— 0.40
Oldsmobile	274,373	4.37	233,845	3.64	+ 0.73
Toronado	43,875	0.69	37,924	0.60	+ 0.09
Cutlass-Ciera	24,035	0.38	.....	.....	+ 0.38
Pontiac Division	542,370	8.64	575,365	8.97	— 0.33
Acadian	18,138	0.29	18,974	0.30	— 0.01
Sunbird	.....	.....	149,239	2.33	— 2.33
Phoenix	96,597	1.54	136,180	2.12	— 0.58
Firebird	48,970	0.77	79,568	1.24	— 0.47
LeMans	42,027	0.67	64,864	1.01	— 0.34
Grand Prix	97,051	1.55	76,019	1.18	+ 0.37
Pontiac	10,064	0.16	50,521	0.79	— 0.63
J-2000	91,465	1.46	.....	.....	+ 1.46
T-1000	88,871	1.42	.....	.....	+ 1.42
Bonneville-G	30,176	0.48	.....	.....	+ 0.48
6000	19,011	0.30	.....	.....	+ 0.30
VOLKSWAGEN	167,755	2.67	197,106	3.07	— 0.40
CHECKER	2,910	0.05	3,340	0.05	.....
Total U. S. Cars	6,280,045	100.00	6,416,885	100.00	.....

†—Acadians built for sale in Canada only

U. S. CAR MODEL YEAR OUTPUT '81 VS. '80

	1981 Models	Pct. of Output	1980 Models	Pct. of Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	137,125	2.07	199,613	2.81	— 0.74
Eagle	37,429	0.57	46,379	0.65	— 0.08
Concord	55,097	0.83	80,456	1.13	— 0.30
Pacer	.....	0.00	1,746	0.02	— 0.02
Spirit	44,599	0.67	71,032	1.00	— 0.33
CHRYSLER CORP.	791,258	11.91	681,406	9.62	+ 2.29
Plymouth Total	393,633	5.93	298,821	4.22	+ 1.71
Horizon	151,415	2.28	162,478	2.29	— 0.01
Volare	.....	0.00	109,773	1.55	— 1.55
Gran Fury	8,608	0.13	18,724	0.27	— 0.14
Caravelle	4,327	0.07	7,846	0.11	— 0.04
Reliant	229,283	3.45	.....	0.00	+ 3.45
Chrysler Total	56,726	0.85	103,728	1.47	— 0.62
Chrysler	13,236	0.20	29,114	0.41	— 0.21
LeBaron	43,490	0.65	74,614	1.05	— 0.40
Dodge Total	340,899	5.13	278,857	3.93	+ 1.20
Omni	128,116	1.93	138,155	1.95	— 0.02
St. Regis	6,126	0.09	17,068	0.24	— 0.15
Diplomat	25,777	0.39	38,166	0.53	— 0.14
Aspen	.....	0.00	85,468	1.20	— 1.20
Aries	180,880	2.72	.....	0.00	+ 2.72
FORD MOTOR	1,395,594	21.02	1,373,582	19.38	+ 1.64
Ford Division	950,301	14.31	981,098	13.84	+ 0.47
Pinto	.....	0.00	124,720	1.76	— 1.76
Mustang	182,562	2.75	271,322	3.83	— 1.08
Fairmont	160,828	2.42	234,454	3.30	— 0.88
Granada	121,341	1.82	90,429	1.28	+ 0.54
Thunderbird	86,693	1.31	156,803	2.21	— 0.90
Ford	78,150	1.18	103,370	1.46	— 0.28
Escort	320,727	4.83	.....	0.00	+ 4.83
L-M Division	445,293	6.71	392,484	5.54	+ 1.17
Mercury Total	375,756	5.66	317,576	4.48	+ 1.18
Bobcat	.....	0.00	24,650	0.35	— 0.35
Capri	58,936	0.89	79,984	1.13	— 0.24
Zephyr	52,276	0.79	70,068	0.99	— 0.20
Cougar	53,653	0.81	30,518	0.43	+ 0.38
XR-7	37,275	0.56	58,028	0.82	— 0.26
Mercury	61,838	0.92	54,328	0.76	+ 0.16
Lynx	111,978	1.69	.....	0.00	+ 1.69
Lincoln Total	69,537	1.05	74,908	1.06	— 0.01
Lincoln	32,839	0.50	31,233	0.44	+ 0.06
Versailles	.....	0.00	4,784	0.07	— 0.07
Mark VI	36,698	0.55	38,891	0.55	0.00
GENERAL MOTORS	4,133,392	62.25	4,605,038	64.99	— 2.74
Buick Division	856,996	12.90	800,166	11.29	+ 1.61
Skyhawk	.....	0.00	8,322	0.11	— 0.11
Skylark	262,328	3.95	211,809	2.99	+ 0.96
Century/Regal	384,467	5.79	363,164	5.12	+ 0.67
Buick	158,194	2.38	168,250	2.37	+ 0.01
Riviera	52,007	0.78	48,621	0.68	+ 0.10
Cadillac Division	240,189	3.62	231,028	3.26	+ 0.36
Seville	28,631	0.43	39,344	0.55	— 0.12
Cadillac	150,915	2.28	138,999	1.96	+ 0.32
Eldorado	60,643	0.91	52,685	0.74	+ 0.17
Chevrolet Division	1,673,093	25.20	2,028,106	28.62	— 3.42
Chevette	453,982	6.84	451,549	6.37	+ 0.47
Monza	.....	0.00	169,737	2.39	— 2.39
Camaro	126,136	1.89	152,021	2.14	— 0.25
Citation	413,378	6.23	624,220	8.81	— 2.58
Malibu	226,727	3.41	277,575	3.91	— 0.50
Monte Carlo	157,115	2.37	126,006	1.78	+ 0.59
Chevrolet	184,992	2.79	186,384	2.63	+ 0.16
Corvette	45,631	0.69	40,614	0.57	+ 0.12
Cavalier	65,130	0.98	.....	0.00	+ 0.98
Oldsmobile Division	873,678	13.16	847,491	11.96	+ 1.20
Starfire	.....	0.00	8,237	0.11	— 0.11
Omega	147,918	2.23	134,323	1.89	+ 0.34
Cutlass	414,588	6.24	422,179	5.96	+ 0.28
Oldsmobile	268,568	4.05	239,312	3.37	+ 0.68
Toronado	42,604	0.64	43,440	0.61	+ 0.03
Pontiac Division	489,436	7.37	698,247	9.85	— 2.48
Acadian	20,363	0.30	19,651	0.27	+ 0.03
Sunbird	.....	0.00	143,070	2.02	— 2.02
Phoenix	127,869	1.93	178,291	2.51	— 0.58
Firebird	70,899	1.07	107,340	1.51	— 0.44
LeMans	71,948	1.08	61,233	0.86	+ 0.22
Gran Prix	108,344	1.63	114,714	1.62	+ 0.01
Pontiac	19,819	0.30	73,958	1.04	— 0.74
T-1000	70,194	1.06	.....	0.00	+ 1.06
VOLKSWAGEN	179,635	2.71	223,267	3.16	— 0.45
CHECKER MOTORS	2,950	0.04	2,574	0.04	0.00
Total Cars, U. S.	6,639,954	100.00	7,085,480	100.00	.....

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

Lineup of U. S., Canadian assembly plants

WHERE '82 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis. — Eagle, SX4, Concord, Spirit, *Alliance

CHRYSLER CORP.

Belvidere, Ill. — Omni, Horizon, 024, TC3
Jefferson (Detroit) — Aries, Reliant, LeBaron, Dodge 400 (4-door)
Newark, Del. — Aries, Reliant
St. Louis — Dodge 400 (2-door), LeBaron

FORD MOTOR CO.

Atlanta — Cougar, Granada, Futura, Zephyr
Chicago — Granada, Cougar
Dearborn — Mustang, Capri
Kansas City — Futura, Zephyr
Lorain, O. — Thunderbird, XR-7
Metuchen (Edison) N. J. — Escort, Lynx
St. Louis — Mercury
San Jose — EXP, LN7, Escort, Lynx
Wayne, Mich. — Escort, Lynx
Wixom, Mich. — Continental, Mark VI, Lincoln Town Car

GENERAL MOTORS

Arlington, Tex. — Malibu, Monte Carlo, Regal
Baltimore, Md. — Malibu, Monte Carlo
Bowling Green — Corvette
Detroit — Cadillac
Doraville, Ga. — Century, Cutlass Ciera
Fairfax, Kan. — Oldsmobile, Buick
Flint — Regal, Buick
Framingham, Mass. — Celebrity, Pontiac 6000
Fremont, Calif. — (Shutdown March 5, 1982)
Janesville, Wis. — (Shutdown Jan. 18, 1982. Will resume late spring with production of the J-2000 and Skyhawk-J)
Lakewood, Ga. — T-1000, Chevette, Acadian
Lansing — Cutlass, Oldsmobile
Leeds, Mo. — J-2000, Skyhawk-J, Firenza
Linden, N. J. — Eldorado, Seville, Toronado, Riviera
Lordstown, O. — Cavalier, J-2000
Norwood, O. — Firebird, Camaro
Oklahoma City — (Closed for model changeover, Jan. 18, 1982. Back sometime late spring)
Pontiac, Mich. — Bonneville-G, Grand Prix
South Gate, Calif. — (Closed March 23, 1982)
Tarrytown, N. Y. — Skylark, Phoenix, Citation
Van Nuys, Calif. — Camaro, Firebird
Willow Run, Mich. — Skylark, Omega
Wilmington, Del. — Chevette, Acadian, T-1000

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — Rabbit

CHECKER MOTORS

Kalamazoo, Mich. — **Checker (cabs)

*Production of the Alliance to begin at Kenosha June 2, 1982.
**Production of Checker Cabs is slated to end July, 1982 at Kalamazoo.

Canada

AMERICAN MOTORS

Brampton, Ont. — Eagle, Concord

CHRYSLER CORP.

Windsor, Ont. — Cordoba, Mirada, Imperial, Gran Fury, Diplomat, Caravelle, New Yorker.

FORD MOTOR

Oakville, Ont. — Ford, LTD
St. Thomas, Ont. — EXP, LN7, Escort, Lynx

GENERAL MOTORS

Oshawa, Ont. — Chevrolet, Pontiac, Celebrity, Pontiac 6000
Ste. Therese, Que. — Cutlass

VOLVO

Halifax, N. S. — Volvo

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

SUBCOMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	360,848	Chevette	454,051	1
2	351,437	Escort	106,450	7
3	167,755	Rabbit	197,106	2
4	139,817	Cavalier	.....	....
5	139,353	Horizon	144,811	5
6	126,224	Omni	121,544	6
7	116,905	Lynx	37,641	10
8	91,465	J-2000	.....	....
9	88,871	T-1000	.....	....
10	35,143	Spirit	54,223	9
11	18,138	Acadian	18,974	11
12	17,421	Eagle SX-4	———	—
13	1,725	EXP	———	—
14	1,087	LN7	———	—
15	6	Skyhawk	———	—
—	———	Monza	150,548	3
—	———	Sunbird	149,239	4
—	———	Pinto	68,179	8
—	———	Bobcat	12,445	12
	1,656,195	TOTAL	1,517,211	

COMPACTS

1	300,653	Citation	459,276	1
2	239,175	Skylark	218,502	3
3	216,901	Reliant	75,809	10
4	176,246	Fairmont	198,219	4
5	170,139	Aries	60,656	14
6	153,719	Mustang	232,507	2
7	121,617	Omega	115,677	7
8	99,050	Camaro	118,211	6
9	96,597	Phoenix	136,180	5
10	51,868	Zephyr	66,657	13
11	50,336	Capri	68,070	12
12	49,480	Concord	68,384	11
13	48,970	Firebird	79,568	9
14	7,275	Eagle	42,158	16
—	———	Granada	113,281	8
—	———	Volare	51,735	15
—	———	Aspen	36,881	17
—	———	Monarch	16,445	18
	1,782,026	TOTAL	2,158,216	

INTERMEDIATES

1	361,640	Cutlass	395,784	1
2	267,706	Regal	205,939	3
3	223,749	Malibu	273,371	2
4	139,899	Monte Carlo	125,474	5
5	103,702	Granada	———	—
6	102,968	Century	164,941	4
7	97,051	Grand Prix	76,019	7
8	64,328	T-Bird	117,856	6
9	52,478	LeBaron	62,582	9
10	49,831	Cougar	24,819	12
11	42,027	LeMans	64,864	8
12	30,176	Bonneville	———	—
13	28,223	XR-7	42,927	10
14	24,035	C-Ciera	———	—
15	23,833	Celebrity	———	—
16	19,011	6000	———	—
17	13,817	Dodge 400	———	—
18	12,644	Diplomat	30,733	11
19	2,139	Caravelle	6,277	13
	1,659,259	TOTAL	1,591,586	

STANDARDS

1	274,373	Oldsmobile	233,845	1
2	171,834	Buick	149,368	2
3	147,332	Chevrolet	134,909	3
4	65,720	Mercury	55,524	5
5	40,886	Ford	91,135	4
6	10,064	Pontiac	50,521	6
7	7,448	Gran Fury	14,468	8
8	4,862	Chrysler	19,858	7
9	3,682	St. Regis	13,181	9
10	2,910	Checker	3,340	10
	729,111	TOTAL	766,449	

LUXURY

1	155,622	Cadillac	115,424	1
2	58,275	Riviera	44,525	3
3	57,861	Eldorado	54,267	2
4	43,875	Toronado	37,924	5
5	27,964	Corvette	44,190	4
6	26,651	Lincoln	22,781	8
7	25,640	Mark VI	28,146	7
8	23,344	Seville	34,300	6
9	22,308	Cimarron	———	—
10	11,894	Continental	———	—
—	———	Versailles	1,866	9
	453,454	TOTAL	383,423	
	6,280,045	GRAND TOTAL	6,416,885	

Lineup of U. S., Canadian assembly plants

WHERE '82 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Arlington, Tex. — light Chevrolet and GMC trucks
Detroit — light Chevrolet and sport utility vehicles
Flint — light Chevrolet and GMC trucks, sport utility vehicles
Janesville, Wis. — light Chevrolet and GMC trucks
Lordstown, O. — Chevrolet and GMC vans
Moraine, O. — light Chevrolet and GMC trucks
Pontiac — light, medium and heavy duty GMC and Chevrolet trucks, buses
Shreveport — light Chevrolet and GMC trucks
St. Louis — light Chevrolet and GMC trucks

CHRYSLER CORP.

Belvidere Ill. — light duty Dodge
Warren, Mich. — light duty, Dodge, sport utility vehicles

FORD MOTOR

Kansas City — light trucks, super cabs
Kentucky — medium, heavy and extra heavy trucks
Lorain, O. — vans
Louisville, Ky. — light trucks
Norfolk, Va. — light trucks
Ohio — vans
Michigan — light trucks, sports utility vehicles
Twin Cities, Minn. — light trucks
San Jose — light trucks

INTERNATIONAL HARVESTER

Fort Wayne — heavy trucks
Springfield, O. — medium and heavy trucks, buses

MACK

Allentown, Pa. — heavy Mack trucks
Hayward, Calif. — heavy Mack trucks
Macungie, Pa. — heavy Mack trucks

JEEP

Toledo, O. — Jeep vehicles

AM GENERAL

South Bend — military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — light trucks

Canada

CHRYSLER

Windsor, Ont. — vans

FORD

Oakville, Ont. — light and medium duty trucks

GENERAL MOTORS

Oshawa, Ont. — light Chevrolet and GMC trucks
Scarborough, Ont. — Chevrolet and GMC vans
London, Ont. — buses

INTERNATIONAL HARVESTER

Chatham, Ont. — buses, medium trucks
Vancouver, B. C. — heavy, off-highway trucks

MACK

Oakville, Ont. — heavy trucks

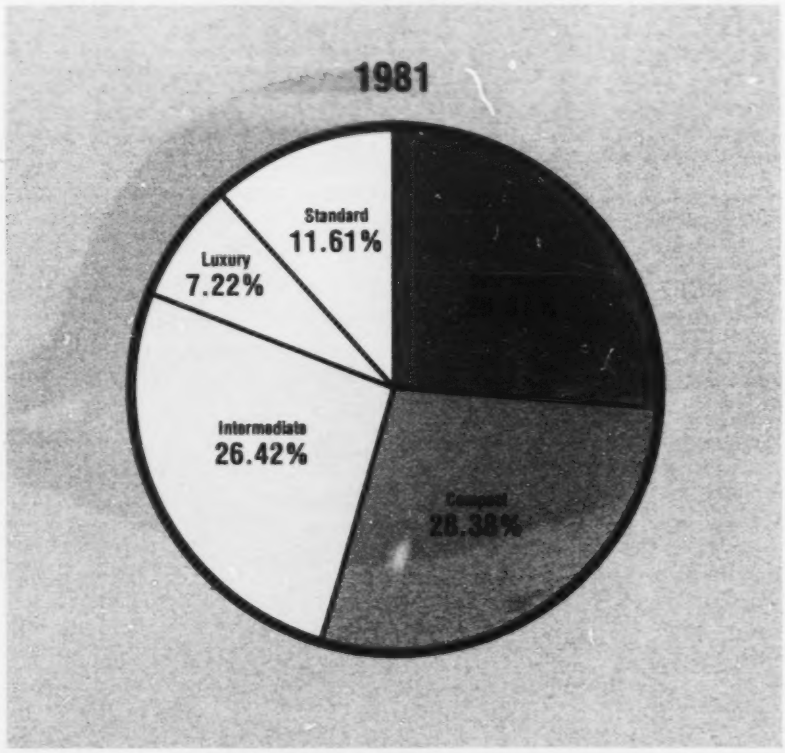
1981 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
FORD	4,157	6,216	23,478	33,851	29,635	28,316	32,229	90,180	12,613	3,713	9,543	25,869	14,090	15,272	12,666	42,028	191,928
Escort	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,713	1,713	1,713
Mustang	198	408	288	894	384	816	1,584	2,784	816	.....	12	828	.....	.....	.....	.....	4,506
Fairmont	72	.....	.....	72	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	72
Granada	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	50	50	514	596	623	1,733	1,783
Ford	3,263	3,300	5,089	11,652	7,105	6,781	8,561	22,447	2,526	3,262	7,865	13,653	12,551	9,468	5,391	27,410	75,162
Lynx	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	431	431	431
Zephyr	624	48	912	1,584	2,326	1,152	1,464	4,944	1,416	451	826	2,693	290	.....	.....	290	9,511
Cougar	.....	.....	.....	.....	84	288	960	1,332	384	.....	790	1,174	729	568	184	1,481	3,987
Marquis	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	6	72	.....	78	78
EXP	.....	2,282	12,716	14,998	15,410	15,537	15,074	46,021	5,164	.....	.....	5,164	.....	2,843	2,848	5,691	71,874
LN7	.....	178	4,473	4,651	4,324	3,742	4,586	12,652	2,307	.....	.....	2,307	.....	1,725	1,476	3,201	22,811
AMC	2,370	2,411	3,047	7,828	3,014	3,125	3,440	9,579	3,252	1,811	3,290	8,353	2,930	3,888	1,957	8,775	34,535
Eagle	938	963	1,156	3,077	890	2,008	2,852	5,750	321	1,204	2,531	4,056	2,598	2,794	1,444	6,836	19,719
Concord	1,432	1,428	1,891	4,751	2,124	1,117	588	3,829	2,931	607	759	4,297	332	1,094	513	1,939	14,816
CHRYSLER	.....	3,538	1,818	5,356	4,817	2,237	8,743	15,797	8,779	7,353	8,808	24,940	5,688	8,112	9,256	23,056	69,149
Cordoba	.....	2,016	1,294	3,310	3,056	1,208	1,746	6,010	1,679	2,040	2,811	6,530	1,056	1,297	1,290	3,643	19,493
Mirada	.....	1,048	463	1,511	1,544	914	803	3,261	562	1,236	1,286	3,084	733	609	564	1,906	9,762
Imperial	.....	474	61	535	217	115	255	587	524	398	358	1,280	375	537	152	1,064	3,466
LeBaron	.....	.....	.....	.....	.....	.....	2,866	2,866	3,731	.....	.....	3,731	.....	.....	.....	.....	6,597
Caravelle	.....	.....	.....	.....	.....	.....	715	715	359	273	98	730	93	95	271	459	1,904
Diplomat	.....	.....	.....	.....	.....	.....	2,358	2,358	1,924	1,714	1,330	4,968	828	1,214	1,436	3,478	10,804
Gran Fury	.....	.....	.....	.....	.....	.....	.....	.....	.....	308	812	1,120	701	723	1,269	2,693	3,813
New Yorker	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,384	2,113	3,497	1,902	3,637	4,274	9,813	13,310
G.M.	39,276	39,509	56,139	134,924	55,882	50,696	56,031	162,609	33,828	5,914	104	39,846	36,392	37,695	26,156	100,243	437,622
Chevrolet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pontiac	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Monte Carlo	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Malibu	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
LeMans	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Grand Prix	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cutlass	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
VOLVO	889	855	990	2,734	945	900	989	2,834	990	224	945	2,159	945	900	764	2,609	10,336
TOTAL	46,692	52,529	85,472	184,693	94,293	85,274	101,432	280,999	59,462	19,015	22,690	101,167	60,045	65,867	50,799	176,711	743,570

U. S. VAN AND LIGHT TRUCK PRODUCTION '81 vs. '80

	Total Output 1981	Pct. of 1981 Output	Total Output 1980	Pct. of 1980 Output	Pct. Pt. Change '81 vs. '80
CHEVROLET	548,379	34.46	492,209	33.58	+ 0.88
Blazer	25,274	1.59	21,109	1.44	+ 0.15
El Camino	30,185	1.90	41,777	2.85	− 0.95
Pickups	403,867	25.38	374,660	25.56	− 0.18
Sportvan	63,307	3.98	30,567	2.09	+ 1.89
Suburban	25,696	1.61	24,096	1.64	− 0.03
CHRYSLER	98,240	6.17	118,959	8.11	− 1.94
Ramcharger	4,436	0.28	4,538	0.31	− 0.03
Trail Duster	263	0.02	1,381	0.09	− 0.07
Pickups	88,886	5.58	83,874	5.72	− 0.14
Rampage	4,655	0.29	.....	.....	+ 0.29
Ram Wagon	.....	.....	13,160	0.90	− 0.90
Sportsman	.....	.....	10,208	0.70	− 0.70
Utility Vans	.....	.....	2,986	0.20	− 0.20
Voyager	.....	.....	2,812	0.19	− 0.19
FORD	679,445	42.70	637,250	43.47	− 0.77
Bronco	38,268	2.41	33,253	2.27	+ 0.14
Club Wagon	27,532	1.73	18,857	1.29	+ 0.44
Econoline	123,794	7.78	69,473	4.74	+ 3.04
Pickups	489,851	30.78	515,667	35.17	− 4.39
Ranchero	.....	.....	.....	.....	.....
GMC	135,650	8.52	126,245	8.61	− 0.09
Jimmy	6,832	0.43	5,534	0.38	+ 0.05
Caballero	3,837	0.24	4,662	0.32	− 0.08
Suburban	14,388	0.90	13,597	0.93	− 0.03
Pickups	100,189	6.30	96,500	6.58	− 0.28
Vandura/Rally Vans	10,404	0.65	5,952	0.40	+ 0.25
AMC-JEEP	92,248	5.80	62,841	4.29	+ 1.51
Cherokee	6,321	0.40	7,614	0.52	− 0.12
CJ	64,138	4.03	37,907	2.59	+ 1.44
Pickups	8,048	0.51	6,839	0.47	+ 0.04
Wagoneer	13,741	0.86	10,481	0.71	+ 0.15
VOLKSWAGEN	37,392	2.35	28,390	1.94	+ 0.41
Pickups	37,392	2.35	28,390	1.94	+ 0.41
TOTAL	1,591,354	100.00	1,465,894	100.00	

U.S. PRODUCTION SHARES BY SIZE CLASS



1981 TRUCKS — U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	60,028	47,079	52,548	159,655	49,890	50,813	61,117	161,820	37,520	8,639	31,190	77,349	54,175	48,961	46,419	149,555	548,379
Dodge	5,148	4,991	8,292	18,431	9,716	10,858	11,767	32,341	7,154	7,656	4,664	19,474	8,848	8,174	10,972	27,994	98,240
Ford	39,935	45,447	64,248	149,630	61,672	62,232	67,907	191,811	40,127	44,811	61,704	146,642	63,032	36,631	29,629	129,292	617,375
GMC	19,215	17,185	16,904	53,304	12,379	15,643	18,042	46,064	12,842	5,092	9,563	27,497	16,866	13,513	16,007	46,386	173,251
International	6,854	4,999	7,496	19,349	6,281	4,890	7,420	18,591	2,427	6,759	6,024	15,210	4,444	3,220	2,047	9,711	62,861
Jeep	8,616	6,175	8,666	23,457	6,359	8,487	11,008	25,854	10,877	8,422	8,631	27,930	5,716	4,039	5,252	15,007	92,248
AM General *	340*	340*	425*	1,105*	373*	378*	396*	1,147	334*	210*	220*	764*	220*	210*	170*	600*	3,616*
Miscellaneous *	3,700*	4,800*	6,000*	14,500*	5,940*	5,880*	6,160*	17,980*	6,440*	5,880*	6,160*	18,480*	6,160*	5,880*	4,760*	16,800*	67,760
Volkswagen	3,077	4,113	4,519	11,709	4,324	4,056	3,040	11,420	4,212	3,869	979	9,060	2,596	1,147	1,460	5,203	37,392
Total Trucks U. S.	146,913	135,129	169,098	451,140	156,934	163,237	186,857	507,028	121,933	91,338	129,135	342,406	162,057	121,775	116,716	400,548	1,701,122

*The actual figures for AM General and miscellaneous trucks were not reported in 1981. These figures have been estimated by Automotive News. Mack Truck figures were not available for 1981 calendar year and therefore have been dropped from the chart.

1981 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	2,841	5,096	7,476	15,413	7,829	8,270	9,752	25,851	5,001	9,190	7,383	21,574	7,682	8,045	6,862	22,589	85,427
Ford Motor	33,292	26,278	30,806	90,376	29,114	30,460	30,596	90,170	17,192	6,534	22,566	46,292	16,770	18,652	16,550	51,972	278,810
General Motors	20,555	25,338	27,858	73,751	24,285	25,158	29,487	78,930	21,448	36	.....	21,484	25,549	24,194	18,367	68,110	242,275
International	1,110	1,002	1,077	3,189	1,038	949	1,097	3,084	341	1,056	952	2,349	945	757	428	2,130	10,752
TOTAL	57,798	57,714	67,217	182,729	62,266	64,837	70,932	198,035	43,982	16,816	30,901	91,699	50,946	51,648	42,207	144,801	617,264

*Mack and White no longer supply figures.

U. S. CAR OUTPUT BY CALENDAR YEAR

1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471

U. S. CAR OUTPUT BY MODEL YEAR

1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,862
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

U. S. AUTO PRODUCTION BY MONTHS

	1977	1978	1979	1980	1981
January	712,548	688,096	786,839	531,670	459,862
February	700,399	689,355	738,808	624,301	482,098
March	936,870	905,041	889,775	643,200	623,571
April	819,154	875,652	723,248	580,855	653,306
May	880,640	929,094	935,198	527,353	666,389
June	826,064	872,012	826,678	534,085	712,524
July	694,436	524,766	583,765	417,038	518,456
August	514,643	512,073	445,349	312,758	397,334
September	757,266	741,768	622,851	534,480	457,731
October	876,044	915,978	783,843	675,001	535,129
November	792,743	862,127	627,346	562,380	418,948
December	652,867	637,336	454,669	473,764	354,697
Yearly Totals	9,293,674	9,153,298	8,418,369	6,416,885	6,280,045

Breakdown by states, '81 vs. '80

Geographical trends in U. S. car output

	Total Output 1981	Pct. of Output 1981	Overall Pos. 1981	Total Output 1980	Pct. of Output 1980	Overall Pos. 1980	Pct. Pt. Change '81 vs. '80
Michigan	1,867,175	32.44	1	1,731,830	26.99	1	+ 5.45
Delaware	439,094	7.63	2	430,067	6.70	4	+ 0.93
Georgia	393,233	6.83	3	439,939	6.86	3	— 0.03
Illinois	382,895	6.65	4	363,146	5.66	7	+ 0.99
New Jersey	379,314	6.59	5	399,488	6.23	5	+ 0.36
Missouri	275,804	4.79	6	370,783	5.78	6	— 0.99
California	260,238	4.52	7	261,242	4.07	12	+ 0.45
Kansas	256,585	4.46	8	312,849	4.88	9	— 0.42
Wisconsin	253,104	4.40	9	285,929	4.46	11	— 0.06
Texas	233,480	4.06	10	187,314	2.92	14	+ 1.14
Ohio	216,086	3.75	11	501,278	7.81	2	— 4.06
Oklahoma	209,291	3.64	12	329,201	5.13	8	— 1.49
New York	198,471	3.45	13	287,491	4.48	10	— 1.03
Pennsylvania	167,755	2.91	14	197,106	3.07	13	— 0.16
Massachusetts	93,386	1.62	15	157,561	2.45	15	— 0.83
Maryland	89,016	1.55	16	104,192	1.62	16	— 0.07
Kentucky	40,886	0.71	17	57,469	0.89	17	— 0.18
*TOTALS	5,755,813	100.00		6,416,885	100.00		

*Total does not include Pontiac figures. Pontiac refused to provide figures based on geographical locations.

RV SHIPMENTS

1981**
(Total shipments, 239,100)

Travel trailers	63,800
Truck campers	5,100
Fold-down camping trailers	35,000
Motor homes	35,400
Multi-use vehicles	99,800

1980**
(Total shipments, 181,400)

Travel trailers	51,900
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	71,400

1979**
(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1978**
(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

**—Pickup covers no longer included in RVIA shipments.

1977
(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976
(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975
(Total Shipments—652,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974
(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973
(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972
(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971
(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970
(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.

Calendar years compared

CANADIAN OUTPUT SHARES, '81 VS. '80

CARS

	Total Output 1981	Pct. of 1981 Output	Total Output 1980	Pct. of 1980 Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	34,535	4.65	3,077	0.36	+ 4.29
Eagle	19,719	2.65	1,267	0.15	+ 2.50
Concord	14,816	2.00	1,810	0.21	+ 1.79
CHRYSLER	69,149	9.30	71,530	8.45	+ 0.85
Cordoba	19,493	2.62	38,685	4.57	— 1.95
Mirada	9,762	1.31	26,604	3.14	— 1.83
Imperial	3,466	0.47	6,241	0.74	— 0.27
LeBaron	6,597	0.89	.....	.....	+ 0.89
Caravelle	1,904	0.26	.....	.....	+ 0.26
Diplomat	10,804	1.45	.....	.....	+ 1.45
Gran Fury	3,813	0.51	.....	.....	+ 0.51
New Yorker	13,310	1.79	.....	.....	+ 1.79
Chrysler	.....	.....	.....	.....	.....
FORD	191,928	25.81	249,876	29.51	— 3.70
Escort	1,713	0.23	.....	.....	+ 0.23
Mustang	4,506	0.61	12	0.01	+ 0.60
Fairmont	72	0.01	104,359	12.32	—12.31
Granada	1,783	0.24	.....	.....	+ 0.24
Ford	75,162	10.11	39,394	4.65	+ 5.46
Lynx	431	0.06	.....	.....	+ 0.06
Zephyr	9,511	1.28	53,769	6.35	— 5.07
Cougar	3,987	0.53	.....	.....	+ 0.53
Marquis	78	0.01	.....	.....	+ 0.01
EXP	71,874	9.66	.....	.....	+ 9.66
LN7	22,811	3.07	.....	.....	+ 3.07
Pinto	.....	.....	38,022	4.49	— 4.49
Bobcat	.....	.....	9,640	1.14	— 1.14
Mark VI	.....	.....	4,680	0.55	— 0.55
GENERAL MOTORS	437,622	58.85	512,330	60.50	— 1.65
Chevrolet	NA	NA	109,996	12.99	NA
Pontiac	NA	NA	69,174	8.17	NA
Monte Carlo	NA	NA	46,317	5.47	NA
Malibu	NA	NA	94,885	11.21	NA
LeMans	NA	NA	33,262	3.93	NA
Cutlass	NA	NA	112,480	13.28	NA
Grand Prix	NA	NA	46,216	5.45	NA
VOLVO	10,336	1.39	9,964	1.18	+ 0.21
TOTAL	743,570	100.00	846,777	100.00	

TRUCKS

AMERICAN MOTORS	.....	.....	11,753	2.23	— 2.23
CHRYSLER	85,427	13.84	52,917	10.05	+ 3.79
GENERAL MOTORS	242,275	39.25	254,640	48.39	— 9.14
FORD	278,810	45.17	186,111	35.36	+ 9.81
INTERNATIONAL	10,752	1.74	16,039	3.05	— 1.31
MACK*	.....	.....	2,081	0.40	— 0.40
WHITE*	.....	.....	2,736	0.52	— 0.52
TOTALS	617,264	100.00	526,277	100.00	

*Canadian Truck total does not include Mack and White. These figures are no longer reported to Automotive News.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	453,982	Chevette	451,549	1
2	320,727	Escort	.....	....
3	179,635	Rabbit	223,267	2
4	151,415	Horizon	162,478	4
5	128,116	Omni	138,155	6
6	111,978	Lynx	.....	....
7	70,194	T-1000	.....	....
8	65,130	Cavalier	.....	....
9	44,599	Spirit	71,032	8
10	22,943	SX-4	.....	....
11	20,363	Acadian	19,651	10
—	———	Monza	169,737	3
—	———	Sunbird	143,070	5
—	———	Pinto	124,720	7
—	———	Bobcat	24,650	9
—	———	Skyhawk	8,322	11
—	———	Starfire	8,237	12
1,569,082		TOTAL	1,544,868	

COMPACTS

1	413,378	Citation	624,220	1
2	262,328	Skylark	211,809	4
3	229,283	Reliant	.....	....
4	182,562	Mustang	271,322	2
5	180,880	Aries	.....	....
6	160,828	Fairmont	234,454	3
7	147,918	Omega	134,323	7
8	127,869	Phoenix	178,291	5
9	126,138	Camaro	152,021	6
10	70,899	Firebird	107,340	9
11	58,936	Capri	79,984	13
12	55,097	Concord	80,456	12
13	52,276	Zephyr	70,068	14
14	14,486	Eagle	46,379	15
—	———	Volare	109,773	8
—	———	Granada	90,429	10
—	———	Aspen	85,468	11
—	———	Monarch	30,518	16
—	———	Pacer	1,746	17
2,082,878		TOTAL	2,508,601	

INTERMEDIATES

1	414,588	Cutlass	422,179	1
2	384,467	Regal	363,164	2
3	226,727	Malibu	277,575	3
4	157,115	Monte Carlo	126,006	5
5	121,341	Granada	.....	....
6	108,344	Gran Prix	114,714	6
7	86,693	T-Bird	156,803	4
8	71,948	LeMans	61,223	8
9	53,653	Cougar	58,028	9
10	43,490	LeBaron	74,614	7
11	37,275	XR-7	.....	....
12	25,777	Diplomat	38,166	10
13	4,327	Caravelle	7,846	11
1,735,745		TOTAL	1,700,318	

STANDARDS

1	268,568	Oldsmobile	239,312	1
2	184,992	Chevrolet	186,384	2
3	158,194	Buick	168,250	3
4	78,150	Ford	103,370	4
5	61,638	Mercury	54,328	6
6	19,819	Pontiac	73,958	5
7	13,236	Chrysler	29,114	7
8	8,608	Grand Fury	18,724	8
9	6,126	St. Regis	17,068	9
10	2,950	Checker	2,574	10
802,281		TOTAL	893,082	

LUXURY

1	150,915	Cadillac	138,999	1
2	60,643	Eldorado	52,685	2
3	52,007	Riviera	48,621	3
4	45,631	Corvette	40,614	5
5	42,604	Toronado	43,440	4
6	36,698	Mark VI	38,891	7
7	32,839	Lincoln	31,233	8
8	28,631	Seville	39,344	6
	449,968	Versailles	4,784	9
6,639,954		TOTAL	438,611	
		GRAND TOTAL	7,085,480	

SALES OUTLETS FOR TRUCKS

Retail Outlets*

	Jan 1, 1982	† Jan 1, 1981
Chevrolet	5,431	5,680
Dodge	2,611	2,628
Ford	4,928	5,162
Freightliner	183	192
International	1,197	1,419
IVECO (Magirus)	204	136
Jeep	1,716	1,825
Kenworth**	130	130
Mack	245	243
Mercedes	170	166
Peterbilt	89	84
GMC	2,556	2,614
Plymouth**	2,537	2,482
Volvo	121	123
White†	180	246
FWD	62	64
Miscellaneous	292	317
Private outlets	22,445	23,262
Factory outlets	207	249
TOTALS	22,652	23,511
Adjustment for multiple franchising	2,593	2,649
NET TOTALS	20,059	20,862

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth totals are estimates. Plymouth trucks are the Voyager wagon, Trail Duster sports/utility vehicle and Arrow compact pickup.
†—White includes Autocar and Western Star.
‡—Revised.

Compact pickups could help a lot

Truck sales outlook iffy

By Jack Walsh
Truck & RV Editor

In spite of the persistent economic slump, total new-truck sales in the U. S. in 1982 could show a significant gain over last year, with light trucks—especially the all-new domestic compact pickups—leading the way.

Close to 700,000 units were retailed in the first quarter, and if this trend continues, the final count should be approximately 2.8 million vehicles. This would be almost 25 percent higher than last year's 2.25 million, and would be the best year since 1979.

Big-truck sales, however, are expected to remain flat most of 1982, with brightening prospects of a return to more nearly normal sales levels in 1983.

U. S. TRUCK REGISTRATIONS

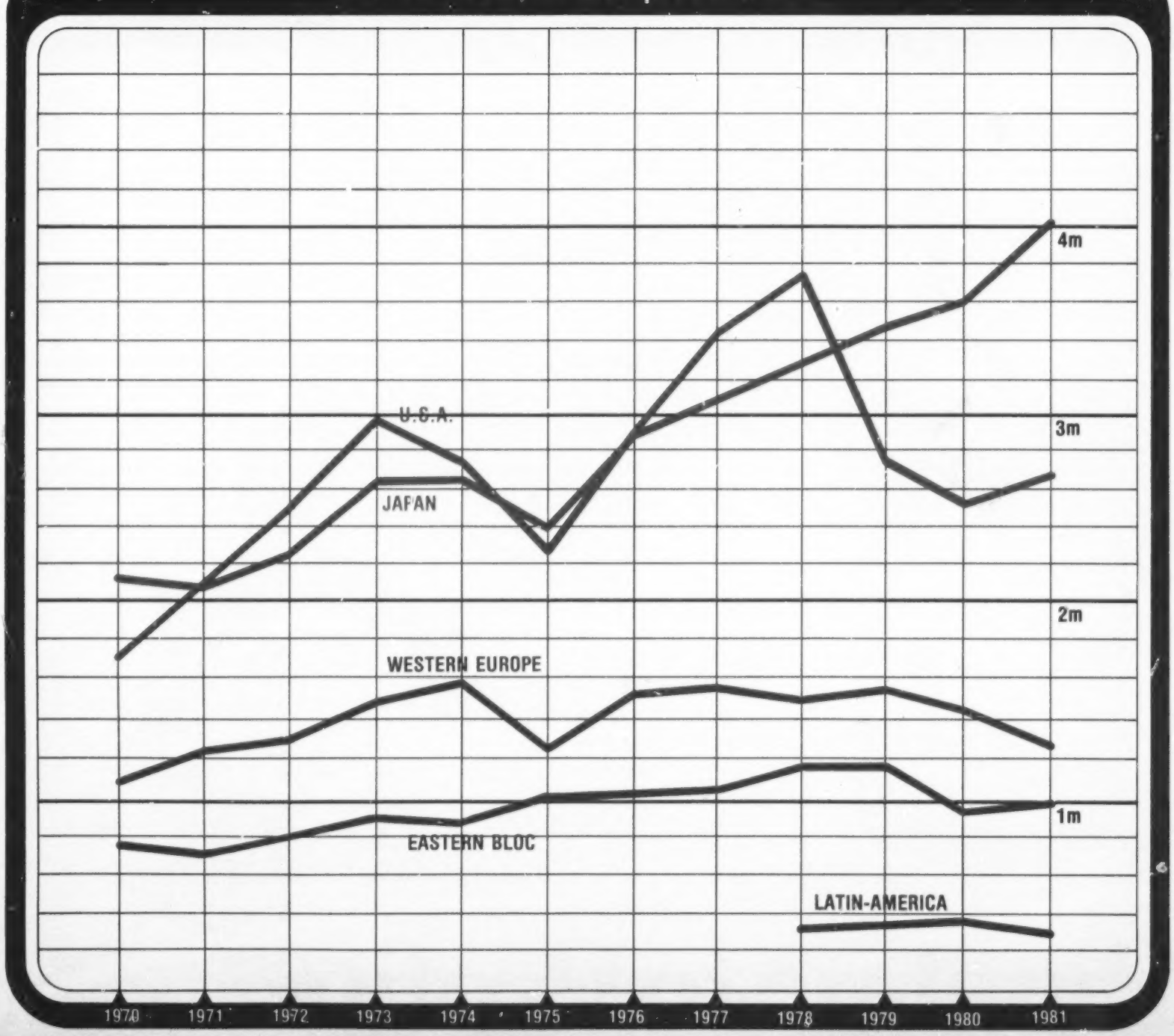
1981 vs. 1980★

Based on R. L. Polk & Co. statistical report

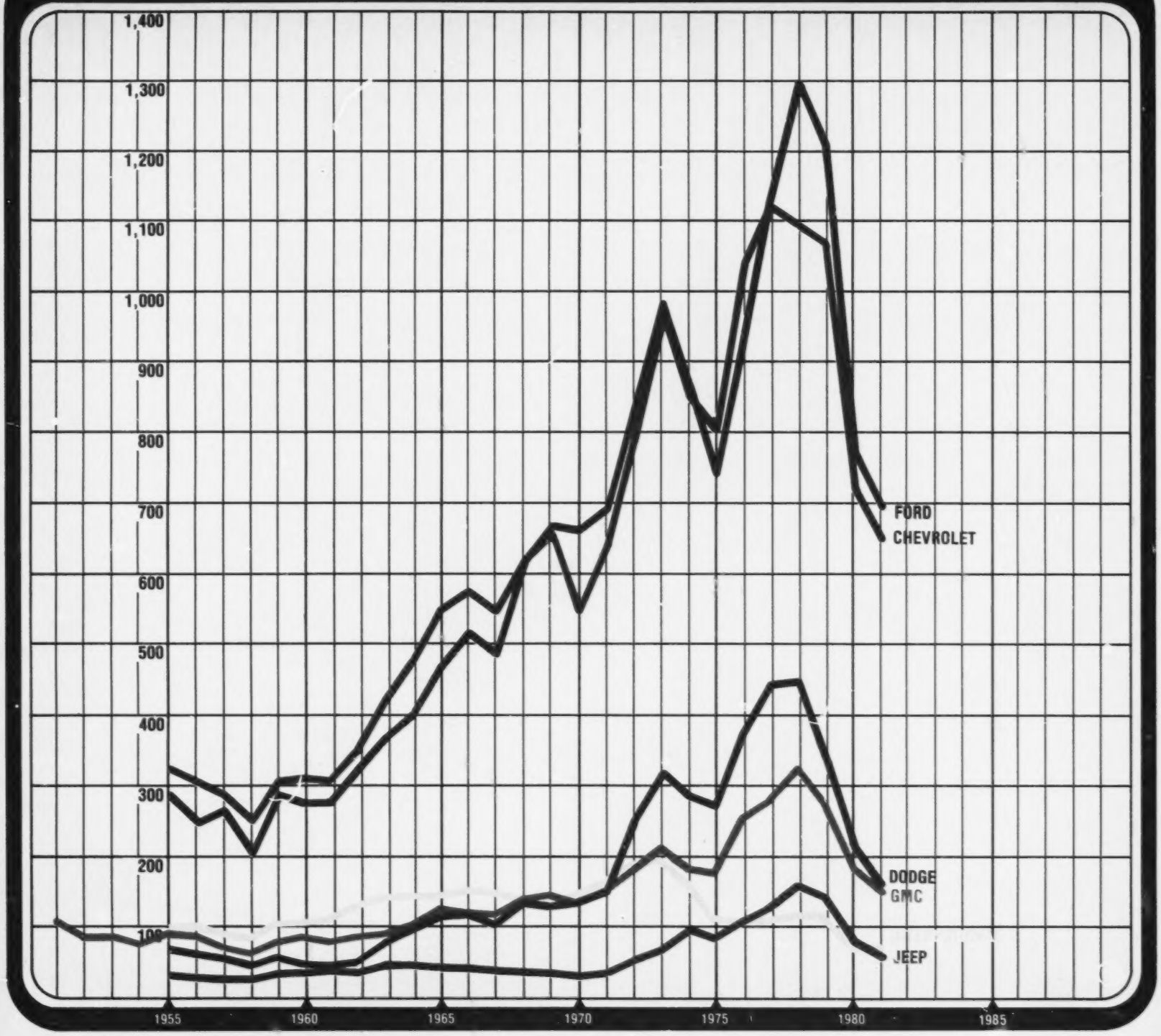
Make	1981	Percent Share of '81 market	1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	697,213	31.90	784,132	31.66	+ 0.24
Chevrolet	650,460	29.76	737,788	29.79	— 0.03
Dodge	166,363	7.61	228,500	9.23	— 1.62
GMC	160,703	7.35	181,252	7.32	+ 0.03
International	61,792	2.83	74,484	3.01	— 0.18
Jeep	58,257	2.67	81,923	3.31	— 0.64
Mack	19,698	0.90	21,743	0.88	+ 0.02
Plymouth*	14,976	0.69	28,329	1.14	— 0.45
Kenworth	10,379	0.47	11,163	0.45	+ 0.02
Freightliner	9,095	0.42	10,465	0.42	.....
Peterbilt	6,654	0.30	7,008	0.28	+ 0.02
White	2,857	0.13	4,974	0.20	— 0.07
Volvo	1,644	0.08	1,008	0.04	+ 0.04
Autocar	1,125	0.05	1,550	0.06	— 0.01
Western Star	780	0.04	1,140	0.05	— 0.01
Diamond Reo	88	.....	95	.....	.....
Misc.**	323,405	14.80	301,223	12.16	+ 2.64
TOTALS	2,185,489	100.00	2,476,777	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

World truck and bus production



Registrations of U.S. trucks, by make



U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	.....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	.....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	.....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	.....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,000	.....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	.....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	.....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	.....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	.....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	.....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	.....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	.....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	.....	87,614	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	.....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	.....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	.....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	.....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	.....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	.....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,896	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	.....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	14,454	13,292	3,963,340
1979	2	1,085,855	.....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	13,693	12,512	3,472,209
1980	.....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777
1981	.....	650,460	.....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	6,654	2,857	2,185,489

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U.S. TRUCK REGISTRATIONS PER OUTLET

	1981	1980	1979	1978	1977	1976	1975
Ford	142	152	201	233	199	169	132
Chevrolet	120	129	181	215	187	188	136
Mack	81	88	116	105	100	46	45
Kenworth	80	93	124	128	139	66	51
Peterbilt	75	58	76	86	121	51	45
Dodge	64	89	115	141	145	126	90
GMC	63	70	106	121	102	93	62
International	52	56	74	70	65	52	52
Freightliner	50	55	72	62	.....	.....	.....
Jeep	34	45	77	93	71	67	54
White	24	33	51	54	83	47	20
Volvo	14	8	.....	.....	.....	.....	.....
Plymouth*	6	12	17	7	2	1	1

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles, Arrow compact pickups and Voyager window vans.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,634	28,210	258,528
1980	214,562	29,584	244,146

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319

Source: Motor Vehicle Manufacturers Assn.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1981 VS. 1980

		Group 1 (6,000 pounds and less)	Group 2 (6,001-10,000)	Group 3 (10,001-14,000)	Group 4 (14,000-19,000)	Group 5 (19,001-25,000)	Group 6 (25,001-33,000)	Group 7 (33,001-50,000)	Group 8 (33,001 and over)	Make Totals
AUTOCAR	'81	.....	.....	.....	.....	.....	.....	.....	1,125	1,125
	'80	.....	.....	.....	.....	.....	.....	.....	1,550	1,550
BROCKWAY	'81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	'80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	'81	350,376	269,621	11,448	.....	740	8,059	8,991	1,225	650,460
	'80	365,766	339,139	1,922	.....	1,378	13,567	13,041	2,975	737,788
(Memo-Units)#	'81	126,183	83,998	.....	.....	.....	.....	.....	.....	210,181
	'80	164,720	97,545	.....	.....	.....	.....	.....	.....	262,265
DIAMOND REO	'81	.....	.....	.....	.....	.....	.....	.....	88	88
	'80	.....	.....	.....	.....	.....	.....	.....	95	95
DODGE	'81	96,943	68,995	422	3	.....	.....	.....	.....	166,363
	'80	101,513	121,176	5,618	193	.....	.....	.....	.....	228,500
(Memo-Units)#	'81	55,291	41,269	26	.....	.....	.....	.....	.....	96,586
	'80	67,817	76,567	3,173	.....	.....	.....	.....	.....	147,557
FORD	'81	228,767	419,637	.....	.....	.....	14,751	24,587	9,471	697,213
	'80	247,118	470,054	517	.....	.....	20,244	32,514	13,685	784,132
(Memo-Units)#	'81	83,795	139,938	.....	.....	.....	.....	.....	.....	223,733
	'80	99,625	153,254	.....	.....	.....	.....	.....	.....	252,879
FREIGHTLINER	'81	.....	.....	.....	.....	.....	.....	.....	9,095	9,095
	'80	.....	.....	.....	.....	.....	.....	.....	10,465	10,465
FWD	'81	.....	.....	.....	.....	2	13	898	731	1,644
	'80	.....	.....	.....	.....	.....	2	714	292	1,008
GMC	'81	57,919	72,618	619	.....	1,065	5,904	11,408	11,170	160,703
	'80	53,017	88,721	6	.....	886	9,564	13,393	15,665	181,252
(Memo-Units)#	'81	8,203	21,493	.....	.....	.....	.....	.....	.....	29,696
	'80	9,136	23,845	.....	.....	.....	.....	.....	.....	32,981
INTERNATIONAL	'81	.....	2,264	.....	.....	.....	18,989	18,000	22,539	61,792
	'80	.....	17,724	.....	.....	.....	16,580	18,494	21,686	74,484
(Memo-Units)#	'81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	'80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	'81	36,249	22,008	.....	.....	.....	.....	.....	.....	58,257
	'80	49,710	32,213	.....	.....	.....	.....	.....	.....	81,923
(Memo-Units)#	'81	36,249	16,226	.....	.....	.....	.....	.....	.....	52,475
	'80	49,710	23,358	.....	.....	.....	.....	.....	.....	73,068
KENWORTH	'81	.....	.....	.....	.....	.....	.....	.....	10,379	10,379
	'80	.....	.....	.....	.....	.....	.....	.....	11,163	11,163
MACK	'81	.....	.....	.....	.....	.....	1,550	372	17,776	19,698
	'80	.....	.....	.....	.....	.....	688	.....	21,055	21,743
PETERBILT	'81	.....	.....	.....	.....	.....	.....	.....	6,654	6,654
	'80	.....	.....	.....	.....	.....	.....	.....	7,008	7,008
PLYMOUTH*	'81	10,839	4,137	.....	.....	.....	.....	.....	.....	14,976
	'80	19,619	8,710	.....	.....	.....	.....	.....	.....	28,329
WESTERN STAR	'81	.....	.....	.....	.....	.....	.....	.....	780	780
	'80	.....	.....	.....	.....	.....	.....	.....	1,140	1,140
WHITE	'81	.....	.....	.....	.....	.....	.....	.....	2,857	2,857
	'80	.....	.....	.....	.....	.....	.....	.....	4,974	4,974
MISCELLANEOUS**	'81	312,913	4,337	2	8	16	2,931	1,616	1,582	323,405
	'80	294,199	330	13	10	25	3,145	1,563	1,938	301,223
TOTALS	'81	1,094,006	863,617	12,491	11	1,823	52,197	65,872	95,472	2,185,489
	'80	1,130,942	1,078,067	8,076	203	2,289	63,790	79,719	113,691	2,476,777

★—No registrations for Oklahoma, 1981 and 1980.
★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.
—Compiled from R. L. Polk & Co. data.

U.S. TRUCK SCRAPPAGE SINCE 1950

Trucks in Use on July 1		Trucks in Use on June 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.
1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.
Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.
R. L. POLK & CO. MOTOR STATISTICAL DIVISION

CANADIAN CAR OUTPUT BY CALENDAR YEAR

1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK CALENDAR YEAR OUTPUT BY

1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

NEW-TRUCK REGISTRATIONS IN U. S., 1980-1981

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	Mack Truck Corp.	Freightliner	White (Autocar,) Western Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'81	2014	11780	10820	1356	984	648	477	345	194	156	5548	34776	'81	Alabama
	'80	3198	13183	13085	2550	955	777	399	455	322	275	4975	40174	'80	
Alaska	'81	801	2821	2481	895	190	221	201	29	17	87	1815	9508	'81	Alaska
	'80	1044	1928	1933	559	224	184	104	15	7	85	1163	7246	'80	
Arizona	'81	2533	13426	11736	2904	474	908	145	113	69	13	6792	39117	'81	Arizona
	'80	3164	13730	13105	2984	640	1231	190	111	77	88	7376	42696	'80	
Arkansas	'81	2636	12954	12293	2694	889	980	259	146	199	56	2747	35723	'81	Arkansas
	'80	3168	14057	13380	2699	788	1201	257	242	135	93	3071	39091	'80	
California	'81	20368	58546	47618	11627	3688	3876	1539	409	1280	482	75927	217552	'81	California
	'80	32220	62917	60979	14390	5182	5211	2329	784	1517	668	74349	260546	'80	
Colorado	'81	2536	13930	11494	2824	1082	2597	403	150	101	85	8168	43150	'81	Colorado
	'80	3954	15740	11890	2558	1421	3303	348	211	162	85	7517	47189	'80	
Connecticut	'81	1554	4431	5131	1191	600	700	57	221	16	38	2968	17007	'81	Connecticut
	'80	2175	5055	6146	1671	852	1024	94	254	18	100	2703	20092	'80	
Delaware	'81	453	1892	1608	285	672	241	91	48	37	5	688	6022	'81	Delaware
	'80	651	2203	1962	435	533	290	75	67	67	28	593	6904	'80	
Florida	'81	9482	41858	27094	9945	2121	3099	736	1126	263	248	18429	114391	'81	Florida
	'80	14573	42444	27117	10823	2048	3345	606	1268	240	414	14671	117549	'80	
Georgia	'81	5187	19888	15324	2905	1038	1230	483	432	225	121	9652	56389	'81	Georgia
	'80	6319	23655	17559	3866	1366	1450	558	728	248	309	8450	64506	'80	
Hawaii	'81	448	1930	1261	227	259	357	47	3	1	17	3257	7807	'81	Hawaii
	'80	583	2010	1564	324	302	428	45	3		12	4289	9560	'80	
Idaho	'81	966	4478	4531	1500	284	312	155	114	46	10	2984	15380	'81	Idaho
	'80	1277	4267	4649	1352	305	359	199	105	49	34	2601	15217	'80	
Illinois	'81	6045	24502	23584	6319	3579	2355	941	865	823	183	6203	75499	'81	Illinois
	'80	8850	34758	33802	8897	4841	5297	1107	1021	728	425	6259	105985	'80	
Indiana	'81	3409	13849	13266	3923	1885	1604	583	422	382	52	3876	42651	'81	Indiana
	'80	4795	17541	16470	4915	2652	1676	529	476	365	148	3488	53055	'80	
Iowa	'81	2419	9722	10953	2018	678	709	51	69	37	14	2243	28913	'81	Iowa
	'80	3499	12732	13362	2504	885	1138	57	153	51	12	2168	36561	'80	
Kansas	'81	2034	10565	10782	2835	1043	848	337	169	349	36	3020	32016	'81	Kansas
	'80	2687	12792	13382	3593	1028	1184	389	180	121	135	3122	38613	'80	
Kentucky	'81	2348	12721	12457	1934	777	1484	98	758	62	32	4051	38634	'81	Kentucky
	'80	2872	12024	11434	1992	751	1572	220	507	111	33	3098	34614	'80	
Louisiana	'81	6165	26640	23120	7396	1353	1144	406	561	200	106	6820	73713	'81	Louisiana
	'80	6849	25638	23587	5970	1220	1204	407	533	240	163	5485	71296	'80	
Maine	'81	903	3626	3487	1556	350	374	51	69	31	21	1837	12315	'81	Maine
	'80	807	2957	3157	1319	364	421	22	60	35	27	1374	10543	'80	
Maryland	'81	3284	11527	10412	2369	1022	770	112	384	128	75	4984	35066	'81	Maryland
	'80	4402	13709	12232	2764	1432	1164	157	463	277	151	4190	40941	'80	
Massachusetts	'81	2734	8421	8259	2545	965	1094	65	448	144	83	4263	29011	'81	Massachusetts
	'80	4119	10187	10275	3079	1251	1494	84	538	88	76	3508	34699	'80	
Michigan	'81	7342	26554	22522	6738	1638	2466	255	248	214	49	4411	72429	'81	Michigan
	'80	10026	29565	26281	7238	2079	3246	251	358	204	165	4577	84390	'80	
Minnesota	'81	3436	15549	12448	2582	1528	751	523	303	327	45	2926	40410	'81	Minnesota
	'80	5587	20886	15496	3601	1938	1348	461	331	362	42	2769	52821	'80	
Mississippi	'81	1524	10775	8809	2490	648	553	226	313	123	23	3560	29042	'81	Mississippi
	'80	2274	12131	10930	2540	643	619	148	355	166	87	3506	33399	'80	
Missouri	'81	3467	14445	13139	4058	1380	1103	260	146	233	44	5072	43347	'81	Missouri
	'80	5784	18908	18248	5145	1909	1882	256	166	315	118	4581	57312	'80	
Montana	'81	653	4287	4419	1272	320	327	279	21	60	38	1902	13569	'81	Montana
	'80	1062	4616	4903	1465	346	452	275	24	69	33	1846	15091	'80	
Nebraska	'81	1291	6774	6570	1543	996	390	886	151	370	45	1511	20449	'81	Nebraska
	'80	2018	8847	8212	2301	1140	614	910	235	453	97	1755	26582	'80	
Nevada	'81	1284	4244	3532	950	138	490	61	34	10	17	2903	13643	'81	Nevada
	'80	1677	4889	4172	1076	243	724	88	15	30	30	2670	15614	'80	
New Hampshire	'81	1124	3388	3504	960	382	532	30	178	57	12	2330	12915	'81	New Hampshire
	'80	1444	4035	4878	1410	710	861	56	234	28	23	2094	15773	'80	
New Jersey	'81	5896	13647	11819	2599	1559	1398	324	932	508	232	5843	43760	'81	New Jersey
	'80	8847	16843	14937	3323	2137	2421	410	1174	344	301	5208	55945	'80	
New Mexico	'81	1393	7902	7640	2313	557	565	237	254	131	35	3366	24393	'81	New Mexico
	'80	1439	8189	7717	2257	598	660	201	162	54	41	3057	24375	'80	
New York	'81	10844	21608	22454	5302	3941	2568	243	1359	273	178	7303	76873	'81	New York
	'80	12911	26783	27641	7229	4376	4117	309	1540	221	327	6623	92077	'80	
North Carolina	'81	3403	15615	15291	3480	1198	1746	459	518	400	336	10061	52508	'81	North Carolina
	'80	4364	17999	18387	3745	1091	2406	380	395	349	218	8392	57726	'80	
North Dakota	'81	859	3656	4061	1066	415	234	140	46	49	19	850	11395	'81	North Dakota
	'80	1010	4213	4743	1206	520	354	144	37	36	21	807	13091	'80	
Ohio	'81	6118	26981	22930	5320	3088	1746	505	1181	335	120	6202	87626	'81	Ohio
	'80	9219	28081	28713	6531	4519	3481	521	1014	697	442	6293	89511	'80	
Oklahoma	'81													'81	Oklahoma
	'80													'80	
Oregon	'81	1780	8616	7844	1712	758	493	423	134	358	152	11485	33735	'81	Oregon
	'80	3088	10977	9722	2175	872	760	573	194	449	207	11214	40231	'80	
Pennsylvania	'81	7425	23787	20750	4756	3405	3185	468	1347	215	113	8811	74211	'81	Pennsylvania
	'80	10708	30757	28760	6475	5082	5652	610	1931	336	383	8451	99145	'80	
Rhode Island	'81	381	1182	984	249	103	163	16	78	22	7	692	3807	'81	Rhode Island
	'80	613	1502	1256	378	206	262	26	116	37	24	577	4997	'80	
South Carolina	'81	1538	8559	7629	1480	908	609	220	242	52	53	4702	25792	'81	South Carolina
	'80	3123	10086	8305	2564	688	891	225	241	121	64	4165	30473	'80	
South Dakota	'81	589	2710	2966	526	297	187	147	15	126	6	731	8300	'81	South Dakota
	'80	879	3456	3630	689	329	244	97	24	159	20	717	10244	'80	
Tennessee	'81	3825	12866	12084	3031	1630	1060	414	332	291	79	6440	40852	'81	Tennessee
	'80	4597	15237	14980	3489	1352	1809	376	371	186	188	5929	48514	'80	
Texas	'81	15726	106189	107858	23905	7197	6877	2180	2843	1075	807	25661	299518	'81	Texas
	'80	17622	90707	93440	18864	6305	5813	1983	2618	1108	849	20975	260284	'80	
Utah	'81	1219	5864	5595	1689	412	909	398	182	98	33	4826	20725	'81	Utah
	'80	1285	4088	4150	1542	243	702	328	137	110	49	2324	14938	'80	
Vermont	'81	456	1598	1702	497	197	335	10	52	15	2	1014	5878	'81	Vermont
	'80	563	1684	1924	576	334	416	8	49	18	3	997	6572	'80	
Virginia	'81	4432	15136	12330	2520	961	1559	161	821	225	77	7659	45880	'81	Virginia
	'80	5689	17590	14770	3067	1538	2469	239	627	165	118	6183	52455	'80	
Washington	'81	2144	10535	9414	2114	665	431	395	283	190	34	10914	37439	'81	Washington
	'80	4498	13516	11317	3021	1090	897	468	251	202	41	11891	47192	'80	
West Virginia	'81	1660	8918	7181	1336	716	1150	54	212	25	84	2383	21788	'81	West Virginia
	'80	2801	7828	8782	1750	865	1801	38	266	35	84	2086	26336	'80	
Wisconsin	'81	3359	10648	8912	3079	1680	862	339	252	283	54	3308	33086	'81	Wisconsin
	'80	4660	15807	13389	4562	2630	1571	333	383	336	157	3172	47000	'80	
Wyoming	'81	991	5827	4967	1553	385	661	281	98	57	94	1413	15487	'81	Wyoming
	'80	1131	5586	5199	1863	384	731	279	70	25	79	1439	16786	'80	
Dist. of Columbia	'81	138	464	353	95	32	29		6	14	3	128	1251	'81	Dist. of Columbia
	'80	236	575	450	78	26	57	1	7	2	1	99	1532	'80	
Federal Government	'81	8997	4549	3016	1201	1175	1067	2	354		181	53	20595	'81	Federal Government
	'80	11394	1883	7841	1493	1251	710	1	244		91	58	24966	'80	
Motor Homes	'81	3	958	11393	344							589	13294	'81	Motor Homes
	'80	5094	2921	3545	355							2413	14328	'80	
United States Total	'81	181339	697213	650460	160783	61792	58257	17033	19698	10739	4782	323483	2185489	'81	United States Total
	'80	256829	784132	737788	181252	74454	81923	18171	21743	11473	7664	301318	2476777	'80	

Registrations for the State of Oklahoma are not available.

Import registrations slip, penetration gains

By Richard A. Wright
ASST. MANAGING EDITOR

Registrations of new imported cars slipped a bit in 1981, but not as much as the entire U. S. market and, as a result, imports took 28.80 percent of new-car registrations in the U. S. for the year, compared with 28.18 percent in 1980.

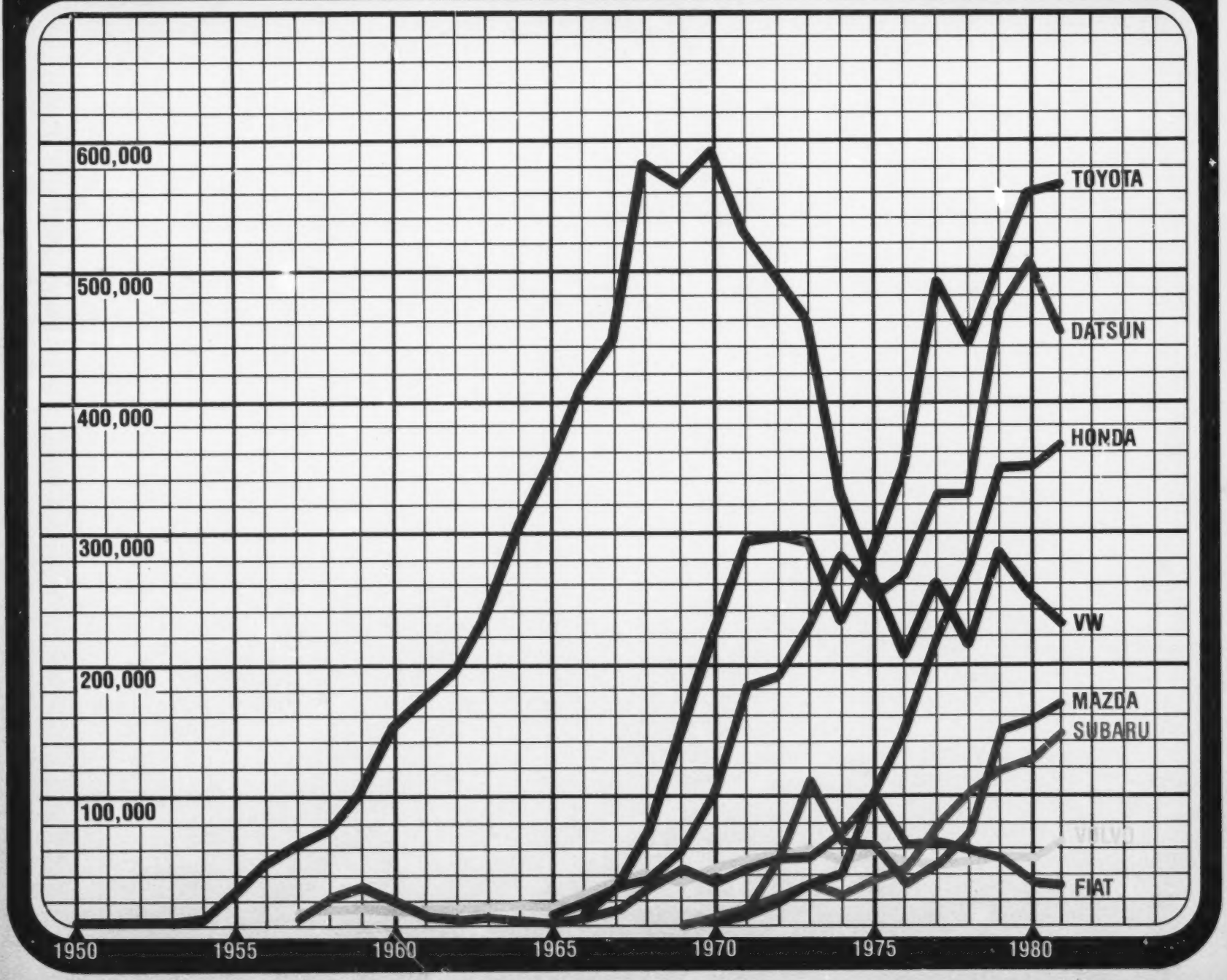
The penetration gain was made despite the "voluntary" restrictions on imports into the U. S. agreed to by Japanese makers. While the restrictions probably had a lot to do with the decline in new-import registrations — to 2,325,235 in 1981 from the record 2,396,934 in 1980 —they only leveled off the growth in penetration, which had been climbing in a sharp upward curve.

The two new import nameplates made their debut in the U. S. in 1981, the DeLorean from the United Kingdom and the Isuzu, from Japan. Three venerable British nameplates are no longer imported—MG and Triumph, both import pioneers in the U. S., and Rover.

IMPORTED NEW-CAR SALES IN U. S. SINCE 1974

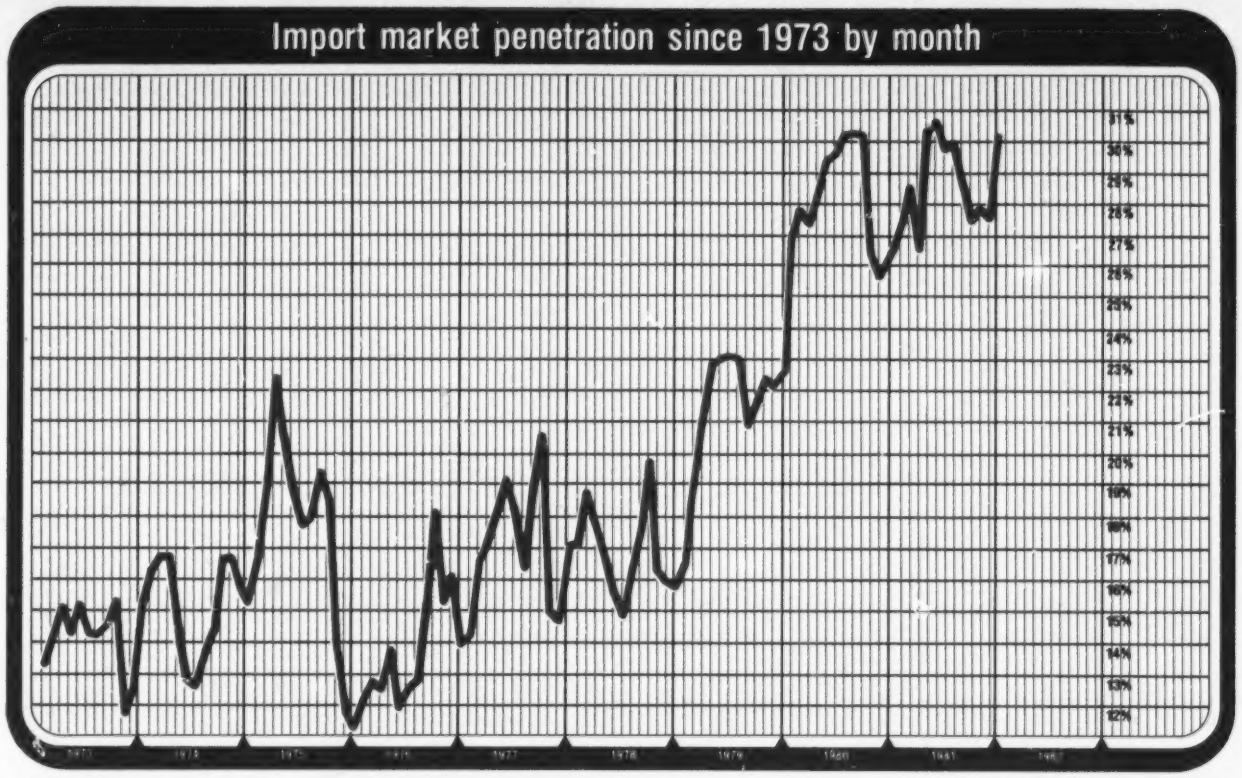
	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	—	—	—	4,079	22,458	29,904	54,586	75,260
Challenger	12,690	12,924	14,166	17,649	1,832	—	—	—
Champ	42,128	55,474	48,860	28,296	47,345	30,430	—	—
Colt	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
Datsun	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
DeLorean	3,009	—	—	—	—	—	—	—
Ferrari	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	32,856	68,595	78,109	76,145	40,549	—	—	—
Honda	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	17,805	—	—	—	—	—	—	—
Jaguar	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	1,068	2,100	1,602	2,811	5,500	—	—	—
Mazda	166,105	161,623	156,533	75,309	50,609	35,383	65,351	61,190
Mercedes-Benz	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Opel	—	—	13,815	19,222	29,067	10,483	39,730	59,279
Peugeot	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	781	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	—	481	—	—	—	—	—	—
Saab	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo	13,326	10,263	12,322	12,777	1,406	—	—	—
Subaru	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Volkswagen	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,325,235	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

Import registrations in U.S. since 1950



IMPORT FRANCHISES

	Jan. 1, 1982	Jan. 1, 1983
JAPAN	9,149	8,499
Colt/Challenger	2,225	2,023
Champ/Sapporo	2,206	2,022
Datsun/Nissan	1,105	1,086
Toyota	1,093	1,085
Honda	801	769
Mazda	767	764
Subaru	759	750
Isuzu	193	0
FRANCE	1,674	1,625
Renault	1,347	1,302
Peugeot	327	323
WEST GERMANY	1,544	7,528
Audi	428	432
Mercedes	409	409
BMW	382	370
Porsche	325	325
Fiesta	0	4,974
Volkswagen	0	1,018
ITALY	840	944
Fiat	499	581
Lancia	141	156
Alfa Romeo	130	145
Ferrari	43	41
Maserati	27	21
SWEDEN	709	705
Volvo	402	407
Saab	307	298
UK	670	1,144
DeLorean	340	0
Jaguar	221	250
Rolls-Royce	67	67
Lotus	28	31
Aston Martin	14	14
MG	0	335
Triumph	0	324
Rover	0	123
MISCELLANEOUS	25	25
TOTAL FRANCHISES	14,611	20,470



IMPORT SALES PER OUTLET, 1972-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Toyota	528	541	485	423	347	347	295	251	307	282
Honda	470	496	488	396	339	252	214	109	132	86
Datsun	421	475	445	323	384	279	280	200	250	187
Mazda	218	213	213	114	95	69	154	182	357	203
Subaru	201	191	175	145	118	76	72	41	71	28
Volvo	159	140	136	120	103	89	126	120	145	126
Mercedes	154	132	130	115	119	107	112	98	110	103
Audi	118	97	98	95	85	79	124	150	168	111
BMW	112	103	98	92	93	89	68	60	54	47
Isuzu	98	0	0	0	0	0	0	0	0	0
Fiat	59	61	90	89	93	85	140	105	87	80
Peugeot	51	42	42	32	35	32	42	29	17	16
Saab	47	44	46	48	42	29	35	33	46	41
Porsche	35	32	43	54	65	47	54	71	87	81
Renault	22	24	44	47	46	24	26	28	27	27
Jaguar	20	11	14	17	15	13	11	6	12	7
Champ	19	27	22	15	28	0	0	0	0	0
Colt	19	24	27	21	37	26	33	25	23	27
DeLorean	9	0	0	0	0	0	0	0	0	0
Challenger	6	6	7	9	0	0	0	0	0	0
Sapporo	6	5	5	0	0	0	0	0	0	0
Volkswagen	*	264	274	213	252	187	232	283	401	372

* Counted as a domestic make in 1981.

Copyright, 1982, Automotive News

MODELS OFFERED BY LEADING IMPORTS

	4-Door Models	2-Door Models	Convert-ibles	4-Door Wagons	Totals	(Totals * March, 1981)
Alfa Romeo	0	1	0	0	1	(1)
Audi	3	2	0	0	5	(5)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	2	3	0	0	5	(3)
Colt	2	3	0	0	5	(3)
Datsun/Nissan	5	16	0	3	24	(20)
DeLorean	0	1	0	0	1	(0)
Ferrari	0	3	0	0	3	(3)
Fiat	1	3	1	0	5	(7)
Fiestra	0	0	0	0	0	(1)
Honda	2	7	0	1	10	(10)
Isuzu	2	3	0	0	5	(4)
Jaguar	2	1	0	0	3	(2)
Lancia	0	1	0	0	1	(2)
Mazda	4	9	0	1	14	(15)
Mercedes-Benz	4	3	0	1	8	(10)
MG	0	0	0	0	0	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	0	0	4	(4)
Renault	3	3	0	2	8	(7)
Rolls-Royce	2	1	1	0	4	(5)
Rover	0	0	0	0	0	(1)
Saab	2	2	0	0	4	(3)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(16)
Toyota	5	16	0	3	24	(27)
Triumph	0	0	0	0	0	(5)
Volkswagen**	1	4	1	2	8	(7)
Volvo	4	3	0	3	10	(10)
TOTALS	52	103	3	21	179	
Totals (March, 1981)*	(48)	(104)	(3)	(21)		(18.1)

*—Revised.
**—Volkswagen totals do not include U.S.-built Rabbits.

NEW IMPORTED-CAR SALES BY MODEL, 1981-1980 CALENDAR YEARS

	1981	1980
Alfa Romeo	2,294	2,997
Sedan	21	265
Sedan automatic	45	193
Sprint Veloce	64	932
Spider Veloce	950	1,607
GTV 6	1,214	.....
Audi	50,817	42,483
4000-4E	13,634	10,547
4000-5E	1,562	4,134
4000-5+5	3,448	.....
4000 diesel	297	.....
5000	17,610	16,000
5000 diesel	6,137	8,035
5000 Turbo	5,576	3,767
Coupe	2,553	.....
BMW	41,761	37,015
320i	31,902	25,786
733i	2,454	2,047
633 csi	1,138	1,190
528i	5,585	7,992
528e	682	.....
Others	.....	2
Chrysler/Mitsubishi	110,940	129,350
Challenger	12,690	12,924
Champ	42,128	55,474
Colt	42,796	50,669
Sapporo	13,326	10,263
Datsun/Nissan	464,805	516,890
210	159,939	180,220
310	77,980	96,204
510	37,558	62,020
Stanza	8,523	.....
Maxima/810	35,853	9,440
200 SX	77,062	92,514
280 ZX	62,800	71,533
Hawaii	4,990†	4,855
Misc.	100†	104
DeLorean	3,009	.....
Ferrari	N.A.	779
Fiat	32,185	37,184
128	19	139
Strada	6,873	12,257
X-1/9	6,343	7,628
Spider 2000	11,570	9,735
Brava	7,380	7,425
Fiesta	32,856	68,595
Honda	370,705	375,388
Accord	172,557	185,977
Civic	154,698	138,735
Prelude	43,450	50,676
Isuzu	17,805	.....
Gasoline	7,437	.....
Diesel	10,368	.....
Jaguar	4,695	3,029
XJ-6	4,463	2,346
XJ-12	.....	263
XJ-S	232	420
Lancia	1,068	2,100
Beta Sedan	50	216
Beta Coupe	418	1,160
Zagato	589	606
Scorpion	.....	4
HPE	11	114
Lotus	136	150
Mazda	166,088	161,623
GLC	62,195	62,593
626	60,475	55,281
RX-7	43,418	43,743
Others	.....	6
Mercedes-Benz	63,059	53,790
240-D	14,612	10,649
300-D	13,688	10,007
300-CD	1,432	1,629
300-TD	3,330	2,803
300-SD	16,292	14,174
280-E	1,186	877
280-CE	590	640
380-SEL	2,436	2,777
380-SL	7,998	7,287
380-SLC	1,402	1,944
Misc.	93	1,001
MG	3,712	13,730
MG-B	3,452	11,824
Midget	260	1,906
Peugeot	16,725	12,930
604	.....	1,202
505/504	2,274	1,268
505/504 diesel	4,618	9,714
505 turbo diesel	9,248	623
604 SL	111	.....
604 turbo diesel	474	.....
Tourist	201	123
Porsche	11,241	10,490
924	3,251	3,443
924 Turbo	1,937	1,925
911	4,016	3,459
928	2,019	1,466
930 Turbo	18	197
Renault	30,869	25,365
LeCar	19,336	22,955
R-18	11,533	1,735
Gordini	.....	675
Rolls-Royce	1,158	942
Rover	781	481
Saab	14,613	13,558
99 GL	262	2,662
900/900 GLi	2,226	1,481
900S (3-dr.)/EMS	1,622	1,855
900S (4-dr.)/GLE	3,018	2,978
900 Turbo	7,377	4,537
Tourist	108	45
Subaru	152,062	142,968
Toyota	576,491	582,204
Starlet	32,825	6,195
Corolla	241,603	257,315
Corolla Tercel	121,328	99,067
Celica/Supra	120,025	162,476
Corona	22,337	35,686
Cressida	29,583	11,628
Land Cruiser	2,027	3,058
Hawaii	6,704	6,779
Misc.	59	.....
Triumph	9,768	14,939
TR-8	1,512	576
TR-7	4,243	10,313
Spitfire	4,013	4,050
Volkswagen*	82,173	90,952
Beetle convertible	33	4,575
Rabbit convertible	12,081	8,819
Rabbit diesel	.....	34
Vanagon	10,881	13,169
Dasher gasoline	1,756	7,382
Dasher diesel	11,852	23,565
Scirocco	17,043	22,450
Jetta	27,972	10,967
Quantum	555	.....
Volvo	64,477	56,999
GT	277	2,107
DL two-door	9,359	12,579
DL four-door	18,368	13,864
DL wagon	11,561	10,308
GL	10,228	5,908
GLE	3,765	6,698
GLE wagon	267	1,565
Coupe	1,126	1,349
DL diesel	1,078	2,502
DL diesel wagon	444	1,656
GL diesel	322	.....
GL diesel wagon	110	.....
GLT two-door	599	.....
GLT wagon	2,963	.....
GLT turbo	3,449	.....
GLT turbo wagon	187	.....
Tourist	374	570
TOTAL IMPORTS	2,326,529	2,396,162
*—Does not include U.S. built:		
Rabbit gasoline	63,137	84,447
Rabbit diesel	99,308	92,693

† estimate

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1982	Jan. 1, 1981
Imported cars only		
Exclusives	2,703	2,937
Duals	1,320	1,624
	4,023	4,561
Import-domestic duals		
U. S. duals w/captive imports	4,431	9,019
U. S. duals w/other imports	3,563	3,101
	7,994	12,120
Total imported-car outlets	12,017	16,681

Note: VW was included in 1981 import totals, but is counted as a domestic line for 1982. If VW had been counted as an import in '82, it would have added 445 import outlets and made the total 12,462.

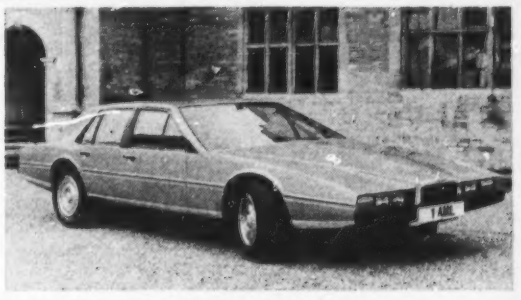
Captive-import duals are Dodge—Colt and Challenger, Plymouth—Champ and Sapporo and, for 1981 only, Ford—Fiesta.

Copyright, 1982, Automotive News

Import Album: 1982 models offer something for everyone from stingy economy to incredible luxury

Alfa Romeo GTV-6—$17,455.

Aston Martin Volante—$115,000 to $117,000.


Aston Martin Lagonda—$150,000.

Audi 4000—$9,755 to $11,270.

Audi Coupe—$12,370 to $12,775.

Audi 5000—$13,665 to $18,490 (turbo).

Bentley Mulsanne—$110,370.

BMW 320i—$13,290.

BMW 528e—$23,325.

BMW 633CSi—$36,995.

BMW 733i—$33,315.

Datsun 210—$4,799 to $6,699.

Datsun 310—$5,689 to $6,689.

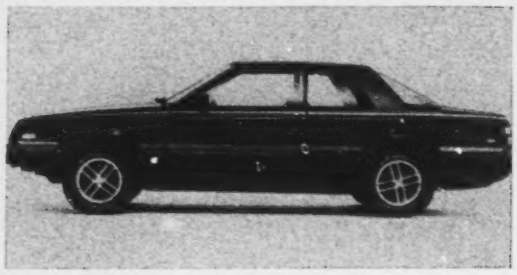
Datsun 200-SX—$7,739 to $9,389.

Datsun Maxima—$11,049 to $12,229.

Datsun 280-ZX—$14,499 to $18,619 (turbo).

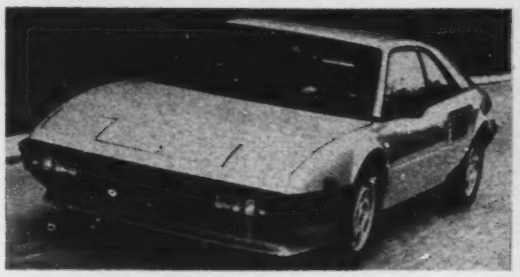
DeLorean—$25,000 to $25,650.

Dodge Colt—$5,443 to $6,153.



Dodge Challenger—$8,043.

Ferrari GTSi—$58,550 (GTBi—$51,930).



Ferrari Mondial—$63,939.

Fiat Strada—$6,350 to $6,995.

Fiat X 1/9—$10,990.

Fiat Spider—$12,290 and $14,995 (turbo).

RUBATEX

CORPORATION

Pioneer Manufacturer of the

Closed Cell Rubber

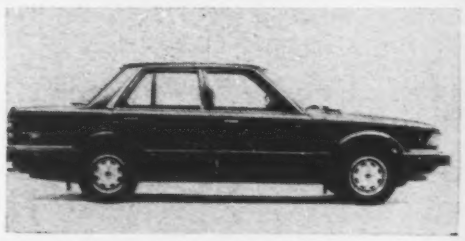
for

Automotive Applications

Bedford, Va. 24523

(703) 586-2611

Honda Civic—$4,779 to $6,949.



Honda Accord—$7,399 to $8,495.

Import prices

Prices in effect March 1, 1982.

The following are Manufacturers Suggested Retail Prices. They include ocean freight and import duty. They do not include inland transportation fees, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used. Prices are for 1982 models unless otherwise indicated.

Copyright, 1982, Automotive News

ALFA ROMEO—GTV-6 coupe (5-speed overdrive, $17,455. **Power disk brakes, air conditioning are standard.)** (Price does not include dealer prep fee of $147.50.)

ARROW (Plymouth) — Pickup Trucks — Custom, $6,408; Royal (5-speed) $6,892; Sport (5-speed) $7,474. **(Power disk brakes** standard on all models. **Automatic transmission** is $303 on Royal and Sport, not available on Custom.) (Prices include dealer prep fee.)

ASTON MARTIN—V-8 coupe (automatic transmission), $96,000; V-8 coupe (5-speed), $98,000; Vantage coupe (5-speed), $101,000; Volante convertible (automatic), $115,000; Volante convertible (5-speed), $117,000; Lagonda 4-door sedan (automatic), $150,000. **(Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

AUDI—Audi 4000—2-door sedan (5-speed), $9,755; S 4-door sedan (5-speed), $10,865; S 4-door sedan (automatic), $11,270; 4-door sedan (5-speed and diesel engine), $10,515. **Audi Coupe**—Coupe (5-speed), $12,370; coupe (automatic), $12,775. Audi 5000—5000-S 4-door sedan (5-speed), $13,665; 5000-S 4-door sedan (automatic), $14,070; 5000 Turbo 4-door sedan (automatic), $18,490; 5000-S Diesel (1981 model), $13,990. **(Power disk brakes** standard on all models. **Power steering** standard on Audi Coupe and all Audi 5000 models. **Radio** standard on Audi 5000 Turbo. **Air conditioning** standard on all Audi 5000 models.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne — 4-door sedan, $110,370. **Corniche**—Convertible, $161,950. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

BMW—**320i**—2-door sedan, $13,290. **528e**—4-door sedan, $23,325. **733i**—4-door sedan, $33,315. **633CSi**—Coupe, $36,995. **(Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on all models except 320i. **Automatic transmission** is $620 on 320i, $775 on other models.) (Prices do not include dealer prep fee of $150.)

CHALLENGER (Dodge) — Sport coupe, $8,043. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $303.) (Price includes dealer prep fee.)

CHAMP (Plymouth)—2-door hatchback, $5,443; 4-door hatchback, $5,710; Deluxe 2-door hatchback, $5,800; Custom 2-door hatchback, $6,122; Custom 4-door hatchback, $6,153. **(Power disk brakes** standard on all models. **Automatic transmission** is $300 on Deluxe and Custom models, not available on base models.) (Prices include dealer prep fee.)

COLT (Dodge)—2-door hatchback, $5,443; 4-door hatchback, $5,710; Deluxe 2-door hatchback, $5,800; Custom 2-door hatchback, $6,122; Custom 4-door hatchback, $6,-153. **(Power disk brakes** standard on all models. **Automatic transmission** is $300 on Deluxe and Custom models, not available on base models.) (Prices include dealer prep fee.)

COURIER (Ford)—Pickup truck, $6,614. **(Power disk brakes and radio** are standard. **Automatic transmission** is $280 and is available only with 2.3-liter engine, which is $182 extra.) (Price includes dealer prep fee.)

DATSUN—210 Series — Standard 2-door sedan, $4,799; MPG 2-door sedan, $5,139; Deluxe 2-door sedan, $5,819; Deluxe 2-door hatchback, $6,149; Sport Luxury hatchback coupe, $6,599; Deluxe 4-door sedan, $5,989; Deluxe 4-door wagon, $6,299; Sport Luxury 4-door wagon, $6,699. **310 Series**—Deluxe 2-door hatchback, $5,689; GX 2-door hatchback, $6,239; GX 4-door hatchback, $6,389; GX hatchback coupe, $6,589. **Nissan Stanza**—Deluxe 2-door hatchback, $6,799; Deluxe 4-door hatchback, $6,999; XE 2-door hatchback, $7,799; XE 4-door hatchback, $7,999. **200-SX** — Deluxe hardtop coupe, $7,739; Sports Luxury hardtop coupe, $9,089; Deluxe hatchback coupe, $7,939; Sports Luxury hatchback coupe, $9,389. **Maxima**—4-door sedan, $11,049; 4-door wagon, $11,859; 4-door sedan (diesel engine), $11,419; 4-door wagon (diesel engine), $12,229. **280-ZX**—2-seater coupe, $14,499; 2+2 coupe, $15,499. **280-ZX Turbo**—2-seater coupe, $17,619; 2+2 coupe, $18,619. **Pickup Trucks (2-wheel drive)**—Sports Truck, $7,309; Standard regular bed, $6,149; Deluxe regular bed, $6,529; Deluxe heavy-duty long bed, $6,729; Deluxe cab and chassis, $6,309; Deluxe King Cab, $7,229; Deluxe King Cab GL, $7,879; **Pickup Trucks (2-wheel drive, diesel engine**—Deluxe regular bed, $7,179; Deluxe long bed, $7,329; Deluxe King Cab, $7,879. **Pickup Trucks (4-wheel drive)**—Deluxe regular bed, $8,139; Deluxe long bed, $8,289; King Cab, $9,049; Sports Truck, $9,019. **(Power disk brakes** standard on all models. **Power steering** standard on Stanza XE, 200-SX Sports Luxury models, all Maxima models and all 280-ZX models. **Automatic transmission** standard on Maxima wagons and 280-ZX Turbo models. **Radio** standard on 210 and 200-SX Sports Luxury models, Stanza XE and all Maxima and 280-ZX models. **Air conditioning** standard on all Maxima and all 280-ZX models. **Automatic transmission prices:** $320 on 210 Series, not available on 210 base 2-door and MPG 2-door; $280 on 310 Series, not available on 310 Deluxe 2-door hatchback; $280 on all Stanza models; $330 on 200-SX, not available on 200-SX Deluxe hatchback; $330 on Maxima sedans; $320 on 280-ZX coupe and 2+2 coupe; $280 on Deluxe King Cab pickup with gasoline engine.) (Prices include dealer prep fee.)

DeLOREAN—Sport coupe (5-speed), $25,-000; sport coupe (automatic), $25,650. **(Power steering, power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, $6,408; Royal (5-speed), $6,-892; Sport (5-speed), $7,474. **Pickup Trucks (4-wheel drive)**—Custom (5-speed), $8,361; Sport (5-speed), $9,245. **(Power disk brakes** standard on all models. **Automatic transmission** is $303 for 2-wheel-drive Royal and Sport, not available on other models.) (Prices include dealer prep fee.)

FERRARI—GTBi coupe, $51,930; GTSi coupe, $58,550; Mondial 8 2+2 coupe, $63,-939. **(5-speed transmission, air conditioning** standard.) (Prices do not include dealer prep fee of $350.)

FIAT—Strada — Standard 3-door hatchback (5-speed), $6,350; Custom 3-door hatchback (5-speed), $6,695; Custom 5-door hatchback (5-speed), $6,995. **X 1/9**—Coupe/roadster (5-speed overdrive), $10,990. **Spider 2000**—Convertible (5-speed overdrive), $12,-290. **Spider Turbo** — Convertible (5-speed overdrive), $14,995. **(Power disk brakes** standard on Strada, Spider 2000 and Spider Turbo. **Automatic transmission** is $426 on Strada Custom models, $520 on Spider 2000.) (Prices include dealer prep fee.)

HONDA—Civic 1300—3-door hatchback, $4,799; FE 3-door hatchback (5-speed), $5,-899. **Civic 1500**—DX 3-door hatchback (5-speed), $5,849; DX 3-door hatchback (automatic), $6,049; GL 3-door hatchback (5-speed), $6,199; 5-door wagon (5-speed), $6,-249; 5-door wagon (automatic), $6,449. **Civic 4-Door**—4-door sedan (5-speed), $6,749; 4-door sedan (automatic), $6,949. **Accord**—3-door hatchback (5-speed), $7,399; 3-door hatchback (automatic), $7,649; 4-door sedan (5-speed), $8,245; 4-door sedan (automatic), $8,495. **Accord LX**—3-door hatchback (5-speed), $8,449; 3-door hatchback (automatic), $8,699. **Prelude**—Coupe (5-speed), $7,995; coupe (automatic), $8,445. **(Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan and Accord LX 3-door hatchback and on Prelude with automatic transmission. **Air conditioning** standard on Accord LX.) (Prices include dealer prep fee.)

ISUZU—I-Mark (gasoline engine)—Deluxe coupe, $6,372; Deluxe 4-door sedan, $6,533; LS coupe, $6,888; LS 4-door sedan, $7,003. **I-Mark (diesel engine)**—Coupe, $6,799; Deluxe coupe, $7,244; Deluxe 4-door sedan, $7,405; LS coupe, $7,760; LS 4-door sedan, $7,875. **P'UP Pickup Trucks, Standard Series**—4x2 standard wheelbase, $6,129; 4x2 standard wheelbase (5-speed), $6,434; 4x2 long wheelbase, $6,589; 4x4 standard wheelbase, $7,995; 4x2 standard wheelbase (diesel), $7,244; 4x2 long wheelbase (diesel), $7,399; 4x4 standard wheelbase (diesel), $8,980. **P'UP Pickup Trucks, Deluxe Series**—4x2 standard wheelbase (5-speed), $6,784; 4x2 long wheelbase, $6,939; 4x4 standard wheelbase, $8,345; 4x2 standard wheelbase (diesel), $7,594; 4x2 long wheelbase (diesel), $7,749; 4x4 standard wheelbase (diesel), $9,330. **(Power disk brakes** standard on all I-Mark models. **Automatic transmission** is $320 on I-Mark models, not available on diesel coupe; $438 on two-wheel-drive pickup

Continued on Page 52

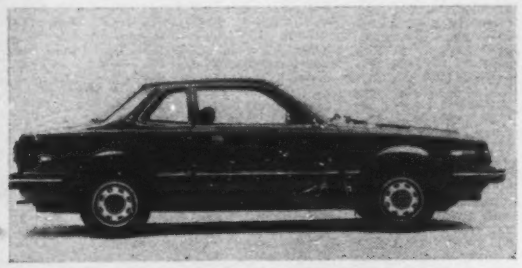
People who need people use Automotive News classified ads.

GENERAL SALES MANAGER — 33 Replies

BUSINESS MGR./ CONTROLLER — 55 Replies

Because our classified ads in Automotive News bring tremendous response. For good reason. Automotive News Classifieds reach some 225,000 readers in all branches of the automotive industry. To place your want ad, call Marie Hingst, Classified Advertising Manager, at (313) 567-9520. Call by 5 p.m. Monday to see your ad the following Monday. Or send the order blank in our classified section to Automotive News, 965 E. Jefferson Ave., Detroit, MI 48207.

Automotive News



Honda Prelude—$7,995 to $8,445.

Isuzu I-Mark—$6,372 to $7,875.

Jaguar XJ-6—$29,500 to $32,000.

Jaguar XJ-S—$32,100.

Lancia Zagato—$13,852.

Maserati Quattroporte—$64,342.

Mazda GLC—$5,295 to $6,745.

Mazda 626—$7,245 to $9,345 (in East).

Mazda RX-7—$9,695 to $11,895.

Mercedes-Benz 240-D—$21,858 to $23,158.

Mercedes-Benz 300—$29,698 to $36,830.

Mercedes-Benz 380—$46,433 to $51,956.

Nissan Stanza—$6,799 to $7,999.

Peugeot 505—$10,990 to $16,175 (turbodiesel).

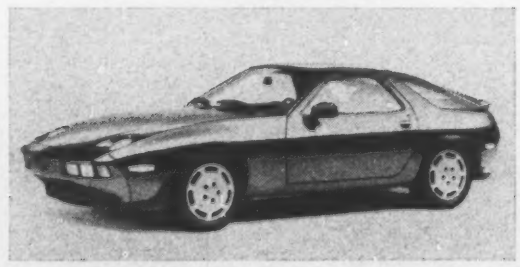
Peugeot 504—$11,900 (604—$19,595).

Plymouth Champ—$5,443 to $6,153.

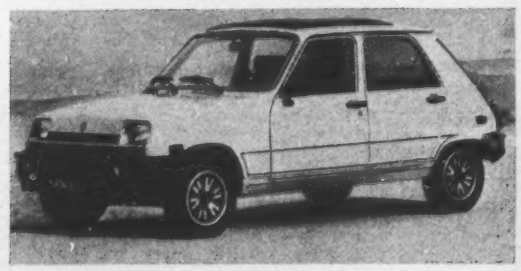
Plymouth Sapporo—$8,043.

Porsche 924—$16,900 to $21,500 (turbo).

Porsche 911-SC—$28,900 and $20,400.



Porsche 928—$39,500.



Renault Le Car—$4,995 to $5,595.

Import prices

Continued from Page 50

trucks with gasoline engine, not available on 4x4s and diesel pickups.) (Prices include dealer prep fee.)

JAGUAR—XJ-6 — 4-door sedan, $29,500; Vanden Plas 4-door sedan, $32,000. **XJ-S**—Sport coupe, $32,100. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of about $200.)

LANCIA—Zagato coupe/roadster (5-speed), $13,852. **(Power steering and power disk brakes** are standard.) (Price includes dealer prep fee.)

LUV (Chevrolet)—Pickup Trucks (diesel engine)—2-wheel drive with 104.3-inch wheelbase, $7,166.05; 2-wheel drive with 117.9-inch wheelbase, $7,377.05; 4-wheel drive with 104.3-inch wheelbase, $9,114.75. **(Power disk brakes** standard on all models. 2-wheel drive models have 5-speed transmission; 4-wheel-drive model has 4-speed.) (Prices include dealer prep fee.)

MASERATI—Quattroporte 4-door sedan: $64,342; Merak coupe (1980 model), $41,-889. **(Automatic transmission** standard on Quattroporte. **(Power steering, power disk brakes, radio, air conditioning** standard on Quattroporte and Merak.) (Prices do not include dealer prep fee of $150.)

MAZDA — (Unless otherwise indicated, prices are the same for Mazda Central and Mazda East, the two importers of Mazda vehicles.) **GLC Series**—3-door hatchback, $5,295; Custom 3-door hatchback, $5,695; Custom L 3-door hatchback (5-speed), $6,-095; Sport 3-door hatchback (5-speed), $6,-545; Custom 5-door wagon, $5,995; Custom 4-door sedan, $6,245; Custom L 4-door sedan (5-speed), $6,745. **626 Series (5-speed)**—4-door sedan, $7,245; coupe, $7,545; Luxury 4-door sedan, $8,845 ($8,445 in East); Luxury coupe, $9,345 ($8,745 in East). **RX-7 5-speed**—S coupe, $9,695; GS coupe, $10,295; GSL coupe, $11,895. **B-2000 Sundowner Pickup Trucks (5-speed and gasoline engine)**—Short bed, $5,895; long bed, $6,095; Deluxe short bed, $6,245; Deluxe long bed, $6,445; Sport short bed, $6,445; Sport long bed, $6,645. **B-2200 Sundowner Pickup Trucks (5-speed and diesel engine)**—Long bed, $6,745; Deluxe long bed, $7,095. **(Power disk brakes** standard on all GLC, 626 and RX-7 models. **Power steering** standard on 626 Luxury models. **Radio** standard on all 626 and RX-7 models. **Automatic transmission** prices: Mazda Central—$420 on GLC Custom hatchback and sedan, $345 on GLC Custom wagon, $275 on GLC Custom L hatchback and sedan, $325 on all 626 models, $355 on RX-7 and RX-7 GSL. Mazda East—$395 on GLC Custom hatchback, sedan and wagon, $250 on GLC Custom L hatchback and sedan, $360 on all 626 models, $360 on RX-7 GS and RX-7 GSL.) (Prices include dealer prep fee.)
oc-S55sa.CV;tIg.,367s CMFW CMFW MM

MERCEDES-BENZ—240 Series (diesel engine)—240D 4-door sedan, $21,858; 240D 4-door sedan (automatic), $23,158. **300 Series (diesel engine)**—300D-T 4-door sedan, $29,-698; 300CD-T coupe, $32,836; 300TD-T 4-door wagon, $32,933; 300SD 4-door sedan, $36,830. **380 Series**—380SEL 4-door sedan, $46,433; 380SL coupe/roadster, $41,733; 380SEC coupe, $51,956. **(Automatic transmission** standard on all models except base 240D sedan. **Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

NISSAN—See Datsun.

PEUGEOT—505 Series (5-speed overdrive and gasoline engine)—505 4-door sedan, $10,990; 505-S 4-door sedan, $13,990; 505-Sti 4-door sedan, $14,990. **505 Series (diesel engine)**—505-D 4-door sedan, $12,390; 505 Turbodiesel 4-door sedan, $13,570; 505-S Turbodiesel 4-door sedan, $16,175. **504 Series (diesel engine)**—4-door wagon, $11,900. **604 Series (diesel engine)**—604 Turbodiesel 4-door sedan, $19,595. **(Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on 505-S, 505-Sti, 505-S Turbodiesel and 604 Turbodiesel. **Automatic transmission** is $370 on 505 models and 504 wagon, $400 on 604 model.) (Prices include dealer prep fee.)

PORSCHE—924—Coupe (5-speed or automatic), $16,900. **924 Turbo**—Coupe (5-speed), $21,500. **911-SC**—Coupe (5-speed), $28,900; Targa convertible (5-speed), $30,400. **928**—Coupe (5-speed or automatic), $39,500. **(Power disk brakes, air conditioning** standard on all models. **Power steering** standard on 928.) (Prices do not include dealer prep fee.)

RENAULT—Le Car—3-door hatchback, $4,995; Deluxe 3-door hatchback, $5,295; Deluxe 5-door hatchback, $5,595. **Renault 18i**—4-door sedan, $7,398; 4-door wagon, $7,858; Deluxe 4-door sedan (5-speed), $7,-898; Deluxe 4-door wagon (5-speed), $8,358. **Fuego**—Sport coupe (5-speed), $8,495; Turbo sport coupe, (5-speed), $10,704. **(Power disk brakes** standard on Le Car Deluxe, all 18i models and both Fuego models. **Radio** standard on 18i Deluxe and both Fuego models. **Power steering** standard on both Fuego models. **Air conditioning** standard on Fuego Turbo. **Automatic transmission** is $405 on Renault 18i, $350 on base Fuego.) (Le Car prices do not include dealer prep fee of $30. Fuego and 18i prices include dealer prep fee.)

ROLLS-ROYCE—Silver Spirit—4-door sedan, $111,000. **Silver Spur**—4-door sedan, $119,000. **Camargue**—Coupe, $158,600. **Corniche** — Convertible, $162,500. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series (5-speed)—3-door hatchback, $10,650; 4-door sedan, $10,950. **900-S Series (5-speed)**—3-door hatchback, $12,800; 4-door sedan, $13,500. **900 Turbo (5-speed)** 3-door hatchback, $16,200; 4-door sedan, $16,860. **(Automatic transmission** is $350 on all models. **Power steering, power disk brakes** standard on all models. **Air conditioning** standard on 900-S and 900 Turbo. **Radio** standard on 900 Turbo.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $8,-043. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $303.) (Price includes dealer prep fee.)

SUBARU—3-door Hatchbacks — Standard hatchback, $5,058; DL hatchback (5-speed), $6,013; GL hatchback (5-speed), $6,508; GL hatchback (automatic), $6,758; Standard hatchback (4-wheel drive), $5,908; DL hatchback (4-wheel drive), $6,638; GL hatchback (4-wheel drive), $7,108. **4-Door Sedans**—DL sedan, $6,238; DL sedan (5-speed), $6,363; GL sedan (5-speed), $6,858; GL sedan (automatic), $7,108. **2-Door Hardtops** — DL hardtop, $6,388; DL hardtop (5-speed), $6,-513; GLF hardtop (5-speed), $7,108; GLF hardtop (automatic), $7,358. **4-Door Wagons**—DL wagon, $6,488; DL wagon (5-speed), $6,613; GL wagon (5-speed), $7,108; GL wagon (automatic), $7,358; DL wagon (4-wheel drive), $7,238; GL wagon (4-wheel drive), $7,708. **BRAT (4-wheel drive)**—DL, $6,863; GL, $7,613. **(Power disk brakes** standard on all models. **Radio** standard on DL and GL models.) (Prices do not include dealer prep fee.)

TOYOTA—Starlet — 3-door Liftback (5-speed), $5,578. **Corolla Tercel**—2-door sedan, $4,998; Deluxe 2-door sedan (5-speed), $5,-378; Deluxe 2-door sedan (automatic), $5,-678; Deluxe 4-door sedan (5-speed), $5,548; Deluxe 4-door sedan (automatic), $5,848; Deluxe 3-door Liftback (automatic), $6,018; SR-5 3-door Liftback (5-speed), $6,428. **Corolla**—2-door sedan, $5,448; Deluxe 2-door sedan (5-speed), $6,018; Deluxe 2-door sedan (automatic), $6,318; Deluxe 4-door sedan (5-speed), $6,138; Deluxe 4-door sedan (automatic), $6,438; Deluxe 5-door wagon (5-speed), $6,508; Deluxe 5-door wagon (automatic), $6,808; SR-5 2-door hardtop (5-speed), $7,148; SR-5 2-door hardtop (automatic), $7,588; SR-5 Sport Coupe (5-speed), $7,228; Deluxe 3-door Liftback (automatic), $6,648; SR-5 3-door Liftback (5-speed), $7,-128. **Celica**—ST coupe (5-speed), $7,159; GT coupe (5-speed), $8,159; GT coupe (automatic), $8,599; GT 3-door Liftback (5-speed), $8,389; GT 3-door Liftback (automatic), $8,-829. **Celica Supra**—L-Type coupe (5-speed), $13,598; L-Type coupe (automatic), $14,098; Performance Version coupe, $14,598. **Corona**—Deluxe 5-door wagon (5-speed), $7,549; Deluxe 5-door wagon (automatic), $7,989; Luxury Edition 4-door sedan (automatic), $8,939; Luxury Edition 4-door Liftback (automatic), $9,199. **Cressida**—4-door sedan (automatic), $12,249; 4-door wagon (automatic), $12,699. **Land Cruiser**—2-door with hard top, $10,288; 4-door wagon, $13,218. **Pickup Trucks (2-wheel drive)**—Short bed, $6,298; Deluxe short bed (5-speed), $6,638; SR-5 short bed (5-speed), $7,458; Deluxe long bed (5-speed), $6,788; Deluxe long bed (automatic), $7,198; SR-5 long bed (5-speed), $7,608; SR-5 long bed (automatic), $8,018; Deluxe long bed (5-speed and diesel engine), $7,478; three-quarter-ton long bed (5-speed), $6,818; commercial cab/chassis, $6,478; camper cab/chassis, $6,698. **Pickup Trucks (4-wheel drive)**—Deluxe short bed, $8,448; SR-5 short bed (5-speed), $9,248; Deluxe long bed, $8,598; Deluxe long bed (5-speed), $8,698; SR-5 long bed (5-speed), $9,398. **(Power disk brakes** standard on all models. **Power steering** standard on Celica Supra, Corona Luxury Edition and Cressida. **Air conditioning** standard on Celica Supra and Cressida. **Radio** standard on SR-5 models of Corolla Tercel, Corolla and trucks; radio also standard on Celica GT, Celica Supra, Corona Luxury Edition and Cressida.) (Prices include dealer prep fee.)

VOLKSWAGEN — Rabbit—2-door hatchback, $5,990. **Rabbit L**—2-door hatchback, $6,615; 4-door hatchback, $6,825. **Rabbit LS**—2-door hatchback, $7,065; 4-door hatchback, $7,275. **Rabbit S**—2-door hatchback (5-speed), $7,305. **Rabbit Convertible**—Convertible (5-speed), $10,595. (All Rabbit models except convertible are built in the U.S.) **Jetta (5-speed)**—2-door sedan, $8,375; 4-door sedan, $8,595. **Scirocco**—Coupe (5-speed), $10,150. **Quantum (5-speed)**—Coupe, $10,250; GL coupe, $11,000; 4-door wagon, $10,950; GL 4-door wagon, $11,750. **Vanagon**—Bus, 7-seater, $11,360; bus, 9-seater, $11,415; camper, $14,900. **Pickup Trucks** (Built in U.S.)—Pickup truck, $6,775; LX pickup truck, $7,195; Sportruck (5-speed), $7,495. **(Power disk brakes** standard on all models. **Power steering** standard on Quantum. **Radio** standard on Rabbit convertible and Scirocco. **Automatic transmission** prices: $380 on Rabbit hatchbacks, not available on base 2-door; $405 on Rabbit convertible, Jetta, Scirocco, Quantum, Vanagon and Camper. **Diesel engine** prices: $525 on Rabbit hatchbacks, Vanagon and Camper, not available on base Rabbit 2-door; $645 on Jetta and pickup trucks, not available on Sportruck.) (Prices do not include dealer prep fee.)

VOLVO—DL Series (gasoline engine)—2-door sedan (overdrive), $10,045; 2-door sedan (automatic), $10,410; 4-door sedan (overdrive), $10,520; 4-door sedan (automatic), $10,885; 5-door wagon (overdrive), $11,020; 5-door wagon (automatic), $11,385. **DL Series (diesel engine)** — 4-door sedan (overdrive), $12,990; 4-door sedan (automatic), $13,180; 5-door wagon (overdrive), $13,810; 5-door wagon (automatic), $14,000. **GL Series (gasoline engine)**—4-door sedan (overdrive) $13,905; 4-door sedan (automatic) $14,270; 5-door wagon (overdrive), $14,405; 5-door wagon (automatic), $14,770. **GL Series (diesel engine)** — 4-door sedan (overdrive), $14,630; 4-door sedan (automatic), $14,820; 5-door wagon (overdrive), $15,130; 5-door wagon (automatic), $15,320. **GLT Series**—2-door sedan (overdrive), $11,-945. **GLT Turbo** — Standard 2-door sedan (overdrive), $13,255; 2-door sedan (automatic), $13,620; High-line 2-door sedan (overdrive), $14,995; High-line 2-door sedan (automatic), $15,360; 4-door sedan (overdrive), $15,420; 4-door sedan (automatic), $15,785; 5-door wagon (overdrive), $15,920; 5-door wagon (automatic), $16,285. **GLE Series**—4-door sedan (automatic), $16,720. **(Power steering, power disk brakes** standard on all models. **Air conditioning** standard on all GL models, GLE sedan and all GLT Turbo models except base 2-door. **Sunroof** is $535 on DL sedans, standard on all other sedans.) (Prices include dealer prep fee.)

Renault Fuego—$8,495 to $10,704 (turbo).

THE ROAD AHEAD

Automotive News delivers all the news every week. And there's a full schedule of Extra and Special Issues to keep on top of everything automotive.

Extra sections take an in-depth look at a special subject to the automotive industry. See for yourself:

July 5, 1982
Service Profits Extra

August 16, 1982
Marketing '83 Extra

September 20, 1982
Showroom Profits Extra

November 8, 1982
Intro '83 Extra

November 29, 1982
RVIA Show Issue Extra

December 13, 1982
Forecast '83 Extra

February 12, 1983
NADA Show Issue

February 28, 1983
SAE Show Issue Extra
(OEM Demographic)

March 14, 1983
Import World Extra

April 4, 1983
ATD Show Issue Extra

April 27, 1983
Market Data Book

September 16, 1983
Special GM 75th Anniversary Issue

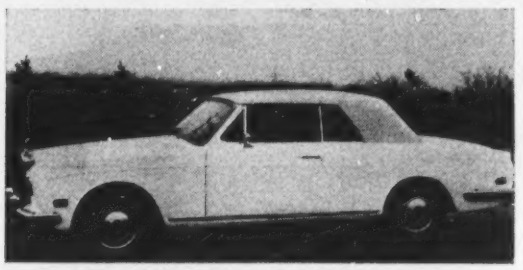
Automotive News

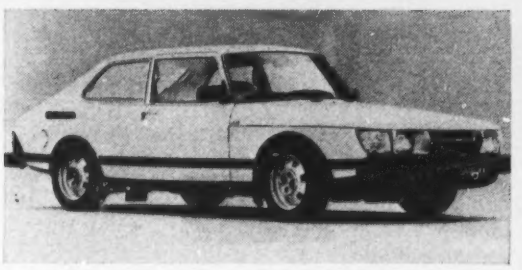
Renault 18i—$7,398 to $8,358.

Rolls-Royce Silver Spirit—$111,000.

Rolls-Royce Silver Spur—$119,000.

Rolls-Royce Camargue—$158,600.

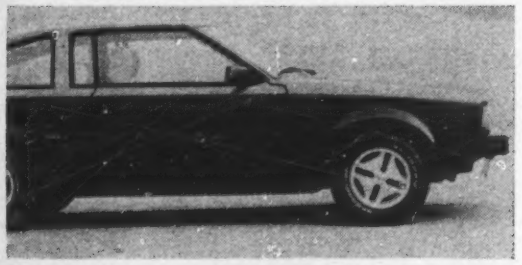

Rolls-Royce Corniche—$162,500.

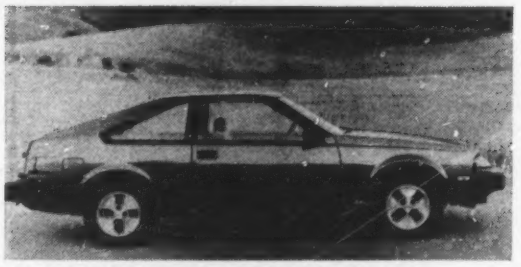

Saab 900—$10,650 to $16,860 (turbo).

Subaru—$5,058 to $7,708 (4WD wagon).

Toyota Starlet—$5,578.

Toyota Corolla Tercel—$4,998 to $6,428.


Toyota Corolla—$5,448 to $7,128.


Toyota Celica—$7,159 to $8,829.

Toyota Celica Supra—$13,598 to $14,598.

Toyota Corona—$7,549 to $9,199.

Toyota Cressida—$12,249 to $12,699.

Volkswagen Jetta—$8,375 to $8,595.

Volkswagen Scirocco—$10,150.

Volkswagen Quantum—$10,250 to $11,750.

Volvo DL—$10,045 to $14,000 (diesel).

Volvo GL—$13,905 to $15,320 (diesel).

Volvo GLT—$11,945 to $16,285 (turbo).

Volvo GLE—$16,720.

specifications, imported makes

As of April 1, 1982

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,450	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	111@5,000	116.3@2,500	20	N.A.	N.A.	4.1	M5	R	14	34.5
GTV-6	94.5	167.7	65.5	52.4	2,823	N.A.	N.A.	50.4	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	17	N.A.	N.A.	3.42	M5	R	15	30.8
ARROW Pickup 2.0L	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	15.1	9.5	4.3	3.9	M5	R	14	36.7
Sport Pickup 2.6L	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	15.1	9.7	4.3	3.9	M5	R	14	36.7
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12	3.54	M5	R	15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12	3.54	M5	R	15	38
AUDI 4000 4E	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.7/105	F.I.	8	74@5,000	89.6@3,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
4000 (diesel)	99.8	176.6	66.2	53.7	2,255	N.A.	N.A.	55.1	55.9	4	1.6/97	F.I.	23	52@4,800	71.5@2,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
Coupe	99.8	177	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.4	5.3	4.45	M5	F	14	32.5
5000	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	19.8	8.5	5.3	4.11	M5	F	14	34.3
5000 (turbo)	105.5	188.9	69.6	54.7	3,042	N.A.	N.A.	58.1	57.2	L-5	2.1/131	F.I.	7	130@5,400	142@3,000	19.8	10	5.3	3.73	M5	F	14	34.3
BMW 320I Sedan	100.9	177.5	63.4	54.3	2,500	35	41.7	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	15.3	7.4	4.3	3.91	M5	R	13	31.8
528e Sedan	103.3	189	66.9	55.7	2,960	37	41.7	56.3	57.9	6	2.7/164.3	F.I.	9	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
633CSI Coupe	103.4	193.8	67.9	53.7	3,340	35	41.7	56	58.5	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	12.7	6.1	3.25	M5	R	14	33.1
733I Sedan	110	197.4	70.9	56.3	3,440	36	42.1	59.1	59.7	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	22.5	12.7	6.1	3.45	M5	R	14	34.8
CHALLENGER 2.6L Coupe	99.6	180	65.9	52.8	2,756	36.8	41.1	54.1	53.3	4	2.6/155.9	1V	8.2	100@5,000	137@2,500	15.8	8.1	4.3	3.31	M5	R	14	32.8
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.0	64@5,000	78@3,000	10.6	3.9	3.6	3.12	M4	F	13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,911	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	72@5,000	85@3,000	10.6	3.9	4.1	3.12	M4	F	13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	64@5,000	78@3,000	10.6	3.9	3.6	3.12	M4	F	13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	10.6	3.9	4.1	3.47	M4	F	13	32.8
D-50 Pickup (Dodge)	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	15.1	9.5	4.3	3.9	M5	R	14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	15.1	9.7	4.3	3.9	M5	R	14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	15	7.6	4.5	3.31	M4	R	14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,559	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	17.5	8.8	4.5	3.60	M4	R	14	41.3
DATSUN—Sentra 4-dr. Sedan	94.5	167.3	63.7	54.5	1,895	38.3	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.7	53.3	1,920	37.3	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
Sentra Wagon	94.5	172.2	63.7	53.5	1,995	37.6	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
310 2-door Hatchback	94.3	160.6	63.8	53.5	1,892	37.5	40.1	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	13.2	5.5	4.1	3.42	M5	F	13	31.5
310 4-door Hatchback	94.3	160.6	63.8	53.5	2,015	36.5	40.4	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	13.2	5.5	4.1	3.47	M5	F	13	31.5
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,152	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,220	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	103.4	183.3	65.2	54.5	2,794	N.A.	N.A.	54.7	53.9	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	16.4	11.6	5.3	3.55	M5	R	14	37.7
Maxima Wagon (diesel)	103.4	186.8	64.6	55.7	2,897	N.A.	N.A.	54.3	53.5	6	2.8/170	F.I.	22.7	80@4,600	120@2,400	15.9	11	6.6	3.55	M5	R	14	37.7
200-SX Hardtop	94.5	176.2	66.1	51.6	2,576	37.1	44	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
200-SX Hatchback	94.5	176.2	66.1	51.6	2,603	36.5	43.8	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
280 ZX	91.3	174	66.5	51	2,757	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	10.3	4.2	3.55	M5	R	14	32.2
280 ZX 2+2 GL	99.2	181.9	66.5	51.4	2,891	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	10.3	4.2	3.55	M5	R	14	34.8
280ZX Coupe (turbo)	91.3	174	66.5	51	2,867	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	7.4	180@5,600	202@2,800	21.1	10.3	5.3	3.55	M5	R	15	32.2
720 Pickup	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	13.2	10.8	5	3.89	M4	R	14	34.1
720 Pickup (diesel)	101.4	169.3	63.4	61.2	2,470	38.6	39.2	52.2	50.8	4	2.2/132.1	F.I.	21.6	61@4,000	102@1,800	13.2	10.8	5	3.89	M5	R	14	34.1
720 Pickup (Longbed)	110.8	187	63.4	61	2,555	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	16.9	10.8	5	4.1	M5	R	14	36.7
720 Pickup (King Cab) 4WD	110.8	187	66.3	67.1	2,985	38.5	43.3	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	15.9	10.8	5	4.1	M5	4	15	40.7
DeLOREAN DeLorean	94.8	168	78.3	44.9	2,712	N.A.	N.A.	62.6	62.5	V-6	2.9/174	F.I.	8.8	130@5,500	162@2,750	13.5	9.3	4.3	3.44	M5	R	15	35
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	41
FIAT X1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79.2@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8	5.2	3.9	M5	R	14	34
Spider 2000 (turbo)	89.7	163	63.5	48.2	2,385	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	120@6,000	130@3,600	11.4	8	5.2	3.9	M5	R	14	34
Strada 3-door	96.4	161	65	55.1	2,105	35.8	39.4	55.1	55.5	4	1.5/91.4	F.I.	8.5	75@5,500	79.6@3,000	12.1	8.5	4.6	3.59	M5	F	13	33.8
HONDA Civic 1.3L Hatchback	88.6	148.4	62.2	53.2	1,761	37	40.7	53.5	54.3	4	1.3/79.3	3V	9.3	60@5,500	68.2@4,000	10.8	4.9	4	4.07	M4	F	12	35.5
Civic Sedan	91.3	161.4	62.2	53.2	1,967	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	12.1	5.7	4	4.27	M5	F	13	36.1
Civic Wagon	91.3	161.4	62.2	54.1	2,002	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	10.8	5.7	4	4.27	M5	F	13	36.1
Accord	96.5	165.8	65	53.3	2,087	37.9	42.4	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	36.7
Accord Sedan	96.5	173.6	65	54.1	2,169	38.7	41.3	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	36.7
Prelude	91.3	161.4	64.4	51	2,138	36	42	55.1	55.5	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	13.2	4.9	4	4.07	M5	F	13	36.1
ISUZU I-Mark Coupe	94.3	107.7	61.8	52.6	2,189	37	42	51.4	51.4	L-4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.7	7.1	5.7	3.15	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	107.7	61.8	53.5	2,339	37.9	42	51.4	51.4	L-4	1.8/110.9	F.I.	22	51@5,000	72@3,000	13.7	7.4	6	3.15	M4	R	13	30.1
P'UP Pickup	104.3	174.4	63	59.3	2,374	38.1	42.4	53.8	51.2	L-4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.2	7.4	5.7	3.42	M4	R	14	34.8
P'UP Pickup (Long w.b.)	117.9	191.5	63	59.8	2,469	38.1	42.4	53.8	51.2	L-4	1.8/110.9	2V	8.5	78@4,800	95@3,000	19.1	7.4	5.7	3.42	M5	R	14	38.7
P'UP 4WD Pickup (diesel)	104.3	174.4	63.1	61	2,853	38.1	42.4	54.2	52.7	L-4	2.2/136.5	F.I.	21	58@4,300	93@2,200	13.2	9.2	6.3	4.10	M4	4	14	35.4
JAGUAR XJ6 Series III Sedan	113	199.6	69.8	54.2	4,044	38.1	39.3	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	23.6	9	8.75	2.88	A3	R	15	40
XJ-S Coupe	102	191.3	70.6	49.6	3,980	37	43.5	58.6	59.2	V-12	5.3/326	F.I.	11.5	262@5,000	290@3,000	24	21	11	2.88	A3	R	15	38.4
LANCIA Zagato	92.5	164.6	64.6	49.7	2,750	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@2,500	14.5	8.8	4.7	3.93	M5	F	14	33.5
LOTUS Esprit S3 (1983 est.)	96	165	73	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12	5.5	4.38	M5	R	14	38
Turbo Esprit (1983 est.)	96	165	73	44	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12	N.A.	4.38	M5	R	15	38
LUV Series 12	104.3	174.5	63	59.3	2,615	38.1	42.4	53.8	53.8	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	13.2	6.8	4.2	3.42	M5	R	14	34.8
Series 12 (Long w.b.)	117.9	191.6	63	59.8	2,710	38.1	42.4	54.2	54.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	19.1	6.8	4.2	3.42	M5	R	14	38.7
Series 12 4WD (diesel)	104.3	174.5	63.1	61	2,852	38.1	42.4	54.2	54.2	4	2.2/136.6	F.I.	21	58@4,300	93@2,200	13.2	8.5	4.8	4.1	M4	4	14	35.4
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,850	36	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11	2.54	A3	R	15	40
Merak SS	102.3	180	69.6	44.8	2,905	35	43	58	58.9	V-6	3.0/180.9	3-2V	8.5	180@6,000	185@3,000	20.6	16.9	8	4.37	A3	R	15	34.4
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	5.5	3.7	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	5.5	3.7	3.85	M4	F	13	30.2
GLC Wagon	91.1	165.4	62.8	56.3	2,130	38.6	40.6	51	51.6	4	1.5/90.9	2V	9	63@5,000	82@3,000	11.9	6	3.2	3.73	M4	R	13	28.8

specifications, imported makes

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
MAZDA RX-7	95.3	170.1	65.7	49.6	2,345	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
626 Sedan	98.8	173.8	65.4	54.5	2,585	37.7	40.2	53.9	54.3	4	2.0/120.2	2V	8.6	74@4,500	105@2,500	14.5	7.9	4.6	3.64	M5	R	13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	14.8	7.6	4.1	3.31	M4	R	14	38
B2000-pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,660	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	17.4	7.6	4.1	3.64	M5	R	14	40
B2200 Pickup (Diesel)	106.9	175	65.4	61.4	2,735	38.1	39.9	51.2	51.2	4	2.2/134.8	F.I.	22	58@4,000	88@2,500	14.8	10	6.1	3.9	M5	R	14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,130	38.3	41.9	58.6	56.9	4	2.4/146.4	F.I.	21	67@4,000	97@2,400	17.2	10.5	6.8	3.69	M4	R	14	38
300D Sedan (turbo)	110	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	21.1	11.6	6.8	3.07	A4	R	14	37
300CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	21.1	11.6	6.8	3.07	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	38.5	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	20.3	13.2	7.9	3.07	A4	R	14	39
300 TD Wagon (turbo)	110	190.9	70.3	57.9	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	18.5	13.2	7.9	3.07	A4	R	14	37
380 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
380 SL Coupe	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.5	13.2	8.5	2.47	A4	R	14	34.4
380 SEC Coupe	112.2	199.2	72	55.4	3,760	37.8	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.4	13.2	8.5	2.47	A4	R	14	38.1
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	18	7.5	4.2	3.89	M5	R	14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	18	10.6	5.3	3.7	M5	R	14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	14	35
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	15.8	10.5	5.3	4.11	M5	R	14	37.4
604 Turbodiesel Sedan	110.2	192.3	69.7	56.3	3,500	N.A.	N.A.	58.7	56.3	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	15	37.8
PORSCHE 924	94.5	170	66.3	50	2,613	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	17.4	5.3	7.4	4.11	M5	R	14	30.8
924 Turbo	94.5	170	66.3	50.2	2,779	N.A.	N.A.	55.9	54.8	4	2.0/121	F.I.	8	154@5,500	154.8@3,300	17.4	5.8	7.4	3.89	M5	R	15	30.8
928	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,500	265@4,000	22.7	16	7.9	2.75	M5	R	15	31.5
911SC	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.0/183	F.I.	9.3	172@5,500	175@4,200	21.1	—	13.7	3.88	M5	R	15	33.5
RENAULT Le Car 3-dr.	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	10	6.5	3.5	3.6	M4	F	13	32
18i Sedan	96.1	178.7	66.5	55.3	2,261	37.4	41.3	55.7	53.4	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	14	N.A.	4.5	3.78	M4	F	13	34.6
18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	14	N.A.	4.5	3.78	M4	F	13	34.6
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53	4	1.6/101	F.I.	8	107@5,500	120@2,500	14.8	N.A.	4.6	4.12	M5	F	13	35.7
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37
Silver Spur	124.5	211.8	74	58.5	5,040	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36	37	57.5	57.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	26	17.3	8.8	3.07	A3	R	15	37
Camargue	120.1	207.5	75.5	58.2	5,194	36	39.5	60	59.6	V-8	6.8/412	F.I.	8	N.A.	N.A.	28	17.3	8.8	3.07	A3	R	15	37
SAAB 900 Sedan	99.4	187.6	66.5	55.9	2,650	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	16.6	10.8	4	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,612	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	16.6	10.8	4	3.67	M5	F	15	34.8
SAPPORO	99.6	180	65.9	52.8	2,756	36.8	41.1	54.1	53.3	4	2.6/156	2V	8.2	100@5,000	137@2,500	15.8	8.1	4	3.31	M5	R	14	32.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,130	38.2	39.3	52.4	53	HO4	1.6/97.3	2V	9	67@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,190	38.2	39.3	52.4	53	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop DL	96.9	167.3	63.4	53.1	2,110	37.7	39.3	52.4	53	HO4	1.6/97.3	2V	9	67@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hatchback GL	93.7	157.9	63.6	53.7	2,120	38.2	39.3	52.4	53	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	13.2	5.6	3.8	3.7	M5	F	13	30.7
Hatchback GL 4WD	93.3	156.7	63.8	55.7	2,240	38.2	39.3	52.6	53.9	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	11.9	5.6	3.8	3.89	M4	4	13	30.7
Wagon GL	96.7	169.3	63.6	54.7	2,310	38.2	39.3	52.5	53	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,375	38.2	39.3	52.6	53.7	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT DL 4WD	96.3	169.3	64.4	56.5	2,220	37.6	38.7	52.6	53.7	HO4	1.8/109	2V	8.7	71@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
TOYOTA Starlet	90.6	152.2	60	53	1,724	37.3	40.9	50.7	50.2	4	1.3/78.7	2V	9	58@5,200	67@3,600	10.6	6	3.2	3.15	M5	R	13	30
Tercel Sedan 2-dr.	98.4	161.2	61	52.6	1,900	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@5,200	75@2,800	11.9	5.4	3.4	3.31	M4	F	13	36.1
Tercel Liftback	98.4	161.2	61	52.6	1,940	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@5,200	75@2,800	11.9	5.4	3.4	3.58	M5	F	13	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,310	37.8	42.1	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M4	R	13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,330	37.4	42.1	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	12.4	8.5	3.5	3.31	M5	R	13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,330	36.6	41.6	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M5	R	13	33.4
Corolla Hardtop	94.5	168.3	64	50.8	2,299	38.6	41.6	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M5	R	13	33.4
Corona Sedan	99.4	176.8	65.2	53.9	2,599	37.6	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	8.9	5	3.31	A4	R	14	36
Corona Liftback	99.4	176.8	65.2	53	2,619	36.5	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	8.9	5	3.31	A4	R	14	36
Corona Wagon	99.4	180.5	65.2	54.3	2,619	36.7	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	15.6	8.9	5	3.31	M5	R	14	36
Celica ST Sport Coupe	98.4	176.2	65.6	52	2,513	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	9.5	4.7	3.31	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.6	52	2,533	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	9.5	4.7	3.31	M5	R	14	32.8
Celica Supra	103	183.5	66.3	52	2,932	37.4	43	56.3	55.1	6	2.8/168.4	F.I.	8.8	145@5,200	155@4,400	16.1	9.5	4.7	3.31	M5	R	14	35.4
Cressida Sedan	104.1	184.8	66.5	54.3	2,861	38.2	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	17.2	9.5	4.6	3.73	A4	R	14	34.8
Cressida Wagon	104.1	185.2	66.5	55.5	2,905	38.5	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	17.2	9.5	4.6	3.73	A4	R	14	34.8
Pickup	101.8	169.5	63.4	60.8	2,515	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	13.5	8.9	4	3.42	M4	R	14	37.4
Long-bed Pickup	110.2	184.6	63.4	60.8	2,560	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	16	8.9	4	3.42	M5	R	14	40
Long bed Pickup (diesel)	110.2	184.6	63.4	60.8	2,770	38	40.4	53	53.1	4	2.2/134	F.I.	21.5	62@4,200	93@2,400	16	11.1	6.1	3.9	M5	R	14	40
Pickup 4WD	102.2	171.1	66.5	68.7	2,960	38	40.4	55.9	55.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	13.5	8.9	4	4.1	M4	4	15	38.7
Land Cruiser Hardtop	90	157.3	65.6	76.8	3,880	43	N.A.	55.7	55.1	6	4.2/258	2V	8.3	125@3,600	200@1,800	22.2	16.9	7.4	3.7	M4	4	15	34.7
VOLKSWAGEN Rabbit Conv.	94.5	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,159	N.A.	N.A.	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Jetta	94.5	167.8	63.4	55.5	2,026	N.A.	N.A.	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Quantum coupe	100	178.1	66.9	55.1	2,271	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Sedan	100	180.2	66.9	55.1	2,271	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Wagon	100	183.1	66.9	55.1	2,350	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Vanagon	96.9	179.9	72.6	77.2	3,175	N.A.	N.A.	61.8	61.8	HO4	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	15.9	Air	3.7	4.57	M5	R	14	34.5
VOLVO DL Sedan	104.3	192.5	67.3	56.2	2,879	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	9.3	98@5,000	112@3,000	15.8	11.5	4	3.54	M5	R	14	32.2
DL Wagon (diesel)	104.3	192.5	67.3	57.5	3,177	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	78@4,800	98@2,800	15.8	11.5	7.4	3.54	M5	R	14	32.2
GLT 2-door (turbo)	104.3	192.5	67.3	56.2	2,967	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	127@5,400	150@3,750	15.8	11.5	4.7	3.73	M5	R	15	32.2
GLE Sedan	104.3	192.5	67.3	56.2	3,095	37.4	39.8	56.3	53.5	V-6	2.8/163	F.I.	8.8	134@5,500	153@2,750	15.8	11.5	6.8	3.54	A3	R	14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
N.A.—Information not available.
F.I.—Fuel injection.
H.O.—Horizontally opposed.

TOTAL SERVICE AND PARTS MARKET

(Billions of Dollars)

	1976	1977	1978	1979	1980	1981
Franchised New Car and Truck Dealers	17.4	18.2	20.1	22.2	22.7	23.4
Auto Repair Shops*	12.1	13.4	15.2	17.7	18.7	19.8
Tire, Battery, and Accessory Dealers	8.8	10.5	11.5	13.2	14.9	16.7
Gasoline Service Stations	4.9	5.1	5.4	5.7	6.3	6.4
Mass Merchandisers	4.3	4.9	5.4	5.9	6.3	6.8
All Others**	1.3	1.5	1.7	1.8	1.8	1.9
TOTAL	48.8	53.6	59.3	66.5	70.7	75.0

* Includes independent and franchised repair shops.
** Includes non-franchised dealers, farm equipment dealers, and fleet shops.
Note: Revenue for each type of repair facility includes tire sales.
Source: NADA Industry Analysis Division and U. S. Bureau of Census.

1981 SERVICE AND PARTS MARKET

(Billions of Dollars)

	Total Including Tires	Percent of Total	Tire Sales**	Total Excluding Tires	Percent of Total
Franchised New Car Dealers	$23.4	31.3	$ .3	$23.2	37.6
Auto Repair Shops*	19.8	26.4	.1	19.7	31.9
TBA Dealers	16.7	22.2	8.0	8.7	14.1
Service Stations	6.4	8.5	1.5	4.9	7.9
Mass Merchandisers	6.8	9.1	3.2	3.6	5.8
All Others	1.9	2.5	.3	1.6	2.6
TOTAL	75.0	100.0	13.3	61.7	100.0

* Includes independent and franchised repair shops. ** Data derived from Modern Tire Dealer.
Source: NADA Industry Analysis Division.

1982 U. S. MODELS BY MAKE

	4-door Models	2-Door Models*	Convertibles	4-Door Wagons	1982 Totals	(Final 1981 Totals)**
AMERICAN MOTORS	5	13	0	5	23	(23)
Concord	3	3	0	3	9	(9)
Eagle	2	2	0	2	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(4)
Spirit	0	4	0	0	4	(4)
CHRYSLER CORP.	20	20	3	5	48	(48)
Chrysler (Std.)***	0	0	0	0	0	(2)
New Yorker (Int.)***	1	0	0	0	1	(0)
Cordoba	0	2	0	0	2	(2)
LeBaron	2	2	2	1	7	(8)
Dodge (Std.)	0	0	0	0	0	(1)
Aries	3	3	0	2	8	(8)
Diplomat	2	0	0	0	2	(8)
Dodge 400	2	2	1	0	5	(0)
Mirada	0	1	0	0	1	(1)
Omni	3	0	0	0	3	(2)
024	0	3	0	0	3	(2)
Imperial	0	1	0	0	1	(1)
Plymouth (Std.)***	0	0	0	0	0	(1)
Gran Fury (Int.)***	1	0	0	0	1	(0)
Horizon	3	0	0	0	3	(2)
Reliant	3	3	0	2	8	(8)
TC3	0	3	0	0	3	(2)
FORD MOTOR CO.	32	46	0	15	93	(74)
Ford (Std.)	3	2	0	3	8	(8)
Escort	4	5	0	3	12	(10)
EXP	0	1	0	0	1	(1)
Fairmont Futura	1	2	0	0	3	(7)
Granada	3	3	0	2	8	(6)
Mustang	0	6	0	0	6	(5)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	3	0	0	0	3	(2)
Continental	3	0	0	0	3	(0)
Mark VI	3	4	0	0	7	(4)
Mercury (Std.)	3	2	0	2	7	(7)
Capri	0	5	0	0	5	(2)
Cougar	2	2	0	1	5	(2)
Cougar XR-7	0	2	0	0	2	(1)
Lynx	5	6	0	4	15	(10)
LN7	0	1	0	0	1	(1)
Zephyr	2	2	0	0	4	(5)
GENERAL MOTORS	54	67	1	15	137	(127)
Buick (Std.)	4	4	0	2	10	(10)
Century	2	2	0	0	4	(4)
Regal	2	3	0	1	6	(3)
Riviera	0	2	1	0	3	(2)
Skylark	3	3	0	0	6	(6)
Skyhawk	2	2	0	0	4	(0)
Cadillac (Std.)	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	1	0	3	6	(9)
Camaro	0	3	0	0	3	(3)
Cavalier	3	5	0	3	11	(8)
Celebrity	1	1	0	0	2	(0)
Chevette	2	2	0	0	4	(3)
Citation	1	2	0	0	3	(2)
Corvette	0	2	0	0	2	(1)
Malibu Classic	1	0	0	1	2	(7)
Monte Carlo	0	1	0	0	1	(2)
Oldsmobile (Std.)	5	3	0	1	9	(10)
Cutlass/Supreme	2	3	0	1	6	(8)
Cutlass Ciera	3	3	0	0	6	(0)
Firenza	2	2	0	0	4	(0)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac (Std.)	0	0	0	0	0	(8)
Bonneville G	2	0	0	1	3	(0)
Firebird	0	3	0	0	3	(4)
Grand Prix	0	3	0	0	3	(3)
J2000	3	5	0	2	10	(7)
LeMans	0	0	0	0	0	(7)
Phoenix	3	3	0	0	6	(4)
Pontiac 6000	2	2	0	0	4	(0)
T1000	1	1	0	0	2	(2)
VOLKSWAGEN †	2	4	0	0	6	(6)
Rabbit	2	4	0	0	6	(6)
1982 TOTALS	113	150	4	40	307	
1981 TOTALS (End of Model Year)	87	141	0	50		(278)

*—2-door total includes hatchbacks, which some makers list as 3-door models.
**—Revised 1981 totals.
***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.
†—Volkswagen of America total includes only U. S.-built models.

RETAIL PRICES, U. S. MODELS

This table represents 1982 domestic prices in effect April 1, 1982, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned.

Copyright, 1982, Automotive News

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
AMERICAN MOTORS—Spirit 4		$ 5,476	$ 5,576			$411	$199	$ 99	$ 99	$609
Spirit DL 4		5,859	5,959			411	199	99	99	609
Concord 4	$ 6,254	5,954			$ 7,013	411	199	99	99	679
Concord DL 4	6,761	6,716			7,462	411	199	99	99	679
Concord Limited 4	7,258	7,213			7,959	411	199	99	99	679
Eagle SX/4 4			7,451			411	Std.	Std.	99	609
Eagle SX/4 DL 4			7,903			411	Std.	Std.	99	609
Eagle Kammback 4		6,799				411	Std.	Std.	99	609
Eagle Kammback DL 4		7,369				411	Std.	Std.	99	609
Eagle DL 4	8,869	8,719			9,586	411	Std.	Std.	99	679
Eagle Limited 4	9,316	9,166			10,013	411	Std.	Std.	99	679
BUICK—Skyhawk Custom 4	7,489	7,297				370	180	Std.	Std.	625
Skyhawk Limited 4	7,931	7,739				370	180	Std.	Std.	625
Skylark 4	7,647	7,477				396	Std.	Std.	Std.	675
Skylark Limited 4	8,079	7,907				396	Std.	Std.	Std.	675
Skylark Sport 4	8,219	8,048				396	Std.	Std.	Std.	675
Century 4	9,141	8,980				Std.	Std.	Std.	Std.	625
Century Limited 4	9,581	9,418				Std.	Std.	Std.	Std.	625
Regal V-6	8,862	8,712				Std.	Std.	Std.	99	675
Regal Sport Coupe V-6		9,738				Std.	Std.	Std.	99	675
Regal Limited V-6	9,364	9,266				Std.	Std.	Std.	99	675
Regal Estate Wagon V-8					9,058	Std.	Std.	Std.	99	675
Le Sabre V-6	8,876	8,774				Std.	Std.	Std.	99	695
Le Sabre Limited V-6	9,331	9,177				Std.	Std.	Std.	99	695
Le Sabre Estate Wagon V-8					10,669	Std.	Std.	Std.	99	695
Electra Limited V-6	11,884	11,713				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	13,559	13,408				Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8					12,911	Std.	Std.	Std.	Std.	Std.
Riviera V-6		14,272				Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		14,940				Std.	Std.	Std.	Std.	Std.
Riviera Convertible V-6				$23,994		Std.	Std.	Std.	Std.	Std.
CADILLAC—Cimarron 4	12,181					370	Std.	Std.	Std.	Std.
deVille V-8	15,699	15,249				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	18,567	18,096				Std.	Std.	Std.	Std.	Std.
Eldorado V-8		18,716				Std.	Std.	Std.	Std.	Std.
Seville V-8	23,433					Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	28,003					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	28,983					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4	5,238		4,997			380	190	93	78	595
Chevette 4	5,660		5,513			380	190	93	Std.	595
Chevette Diesel 4	6,727		6,579			380	190	93	Std.	595
Cavalier Cadet 4	6,433	6,278			6,704	370	180	Std.	142*	625
Cavalier 4	7,187	7,016	7,249		7,404	370	180	Std.	Std.	625
Cavalier CL 4	8,187	7,994	8,331		8,502	370	Std.	Std.	Std.	625
Citation 4	6,899	6,297	6,754			396	195	93	Std.**	675
Camaro 4		7,631				396	Std.	Std.	111	675
Camaro Berlinetta V-6		9,266				396	Std.	Std.	111	675
Camaro Z-28 V-8		9,700				72	Std.	Std.	111	675
Celebrity 4	8,463	8,313				Std.	Std.	Std.	Std.	675
Malibu Classic V-6	8,137				8,266	Std.	Std.	Std.	111	675
Monte Carlo V-6		8,177				Std.	Std.	Std.	111	675
Impala V-6	7,918					Std.	Std.	Std.	111	695
Impala Wagon V-8 (2-seat)					8,516	Std.	Std.	Std.	111	695
Impala Wagon V-8 (3-seat)					8,670	Std.	Std.	Std.	111	695
Caprice Classic V-6	8,367	8,221				Std.	Std.	Std.	111	695
Caprice Wagon V-8 (3-seat)					9,051	Std.	Std.	Std.	111	695
Corvette V-8		18,290				Std.	Std.	Std.	Std.	Std.
Corvette Collector Edition V-8		22,538				Std.	Std.	Std.	Std.	Std.

*—Cavalier Cadet radio price includes digital clock.
**—Radio is $78 on Citation slantback 2-door; standard on 4-door sedan and 2-door hatchback.

CHRYSLER—LeBaron 4	8,237	8,143				396	Std.	Std.	Std.	676
LeBaron Medallion 4	8,502	8,408				396	Std.	Std.	Std.	676
LeBaron Town & Country 4					9,425	Std.	Std.	Std.	Std.	676
LeBaron Convertible 4				12,300		Std.	Std.	Std.	Std.	676
LeBaron Mark Cross 4				14,600		Std.	Std.	Std.	Std.	676
Cordoba LS 6		8,258				Std.	Std.	Std.	Std.	731
Cordoba 6		9,197				Std.	Std.	Std.	Std.	731
New Yorker 6	11,391					Std.	Std.	Std.	Std.	Std.
DODGE—Omni Miser 4	5,499					396	190	93	78	612
Omni Custom 4	6,311					396	190	93	Std.	612
Omni E-Type 4	6,636					396	190	93	Std.	612
024 Miser 4			5,799			396	190	93	78	612
024 Custom 4			6,421			396	190	93	Std.	612
024 Charger 2.2 4			7,345			396	190	93	Std.	612
Aries 4	6,629	5,990				396	195	93	78	676
Aries Custom 4	7,053	6,898			7,334	396	195	93*	Std.	676
Aries Special Edition 4	7,736	7,575			8,101	396	Std.	Std.	Std.	676
Dodge 400 4	8,137	8,043				396	Std.	Std.	Std.	676
Dodge 400 LS 4	8,402	8,308				396	Std.	Std.	Std.	676
Dodge 400 Convertible 4				12,300		Std.	Std.	Std.	Std.	676
Diplomat Salon 6	7,750					Std.	Std.	Std.	Std.	731
Diplomat Medallion 6	8,799					Std.	Std.	Std.	Std.	731
Mirada 6		8,619				Std.	Std.	Std.	Std.	731

*—Power brakes are standard on Aries Custom Wagon.

FORD—Escort 4	5,668		5,462			411	190	93	61	611
Escort L 4	6,263		6,046		6,461	411	190	93*	Std.	611
Escort GL 4	6,622		6,406		6,841	411	190	93*	Std.	611
Escort GLX 4	7,207		6,990		7,380	411	190	93*	Std.	611

RETAIL PRICES, U. S. MODELS

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
Escort GT 4			$ 6,840			$411	$190	$ 93	Std.	$611
EXP 4			7,387			411	190	Std.	Std.	611
Fairmont Futura 4	$ 6,419	$ 5,985				411	195	Std.	Std.	676
Fairmont Futura Coupe 4		6,517				411	195	Std.	Std.	676
Mustang L 4		6,345				411	190	93	Std.	676
Mustang GL 4		6,844	6,979			411	190	93	Std.	676
Mustang GLX 4		6,980	7,101			411	190	93	Std.	676
Mustang GT V-8			8,308			411	Std.	Std.	Std.	676
Granada L 4	7,301	7,126				411	195	Std.	Std.	676
Granada L Wagon 6					$ 7,983	Std.	195	Std.	Std.	676
Granada GL 4	7,718	7,543				411	195	Std.	Std.	676
Granada GL Wagon 6					8,399	Std.	195	Std.	Std.	676
Granada GLX 4	7,840	7,666				411	195	Std.	Std.	676
Thunderbird 6		8,492				Std.	Std.	Std.	Std.	676
Thunderbird Town Landau 6		9,703				Std.	Std.	Std.	Std.	676
Thunderbird Heritage V-6		12,742				Std.	Std.	Std.	Std.	Std.
LTD S V-8	8,312				8,783	Std.	Std.	Std.	Std.	695
LTD V-8	8,574	8,455			9,073	Std.	Std.	Std.	Std.	695
LTD Crown Victoria V-8	9,294	9,149				Std.	Std.	Sto.	Std.	695
LTD Country Squire V-8					9,580	Std.	Std.	Std.	Std.	695
*—Power brakes are standard on Escort Wagons.										
IMPERIAL		20,988				Std.	Std.	Std.	Std.	Std.
LINCOLN—Continental V-6—V-8	21,302					Std.	Std.	Std.	Std.	Std.
Continental Signature V-6—V-8	24,456					Std.	Std.	Std.	Std.	Std.
Continental Givenchy V-6—V-8	24,803					Std.	Std.	Std.	Std.	Std.
Lincoln Town Car V-8	16,100					Std.	Std.	Std.	Std.	Std.
Lincoln Signature V-8	17,394					Std.	Std.	Std.	Std.	Std.
Lincoln Cartier V-8	18,652					Std.	Std.	Std.	Std.	Std.
Mark VI V-8	19,924	19,452				Std.	Std.	Std.	Std.	Std.
Mark VI Signature V-8	22,720	22,252				Std.	Std.	Std.	Std.	Std.
Mark VI Givenchy V-8		22,781				Std.	Std.	Std.	Std.	Std.
Mark VI Bill Blass V-8		23,653				Std.	Std.	Std.	Std.	Std.
Mark VI Pucci V-8	23,524					Std.	Std.	Std.	Std.	Sto.
MERCURY—Lynx 4	5,709		5,502			411	190	93	$ 61	611
Lynx L 4	6,376		6,159		6,581	411	190	93*	Std.	611
Lynx GL 4	6,688		6,471		6,899	411	190	93*	Std.	611
Lynx GS 4	7,378		7,162		7,499	411	190	93*	Std.	611
Lynx LS 4	8,136		7,919		8,256	411	190	93*	Std.	611
Lynx RS 4			6,869			411	190	93	Std.	611
LN7 4			7,787			411	190	Std.	Std.	611
Zephyr 4	6,411					411	195	Std.	Std.	676
Zephyr Z-7 4		6,309				411	195	Std.	Std.	676
Zephyr GS 4	6,734					411	195	Std.	Std.	676
Zephyr GS Z-7 4		6,670				411	195	Std.	Std.	676
Capri 4			6,711			411	190	Std.	Std.	676
Capri L 4			7,245			411	190	Std.	Std.	676
Capri GS 4			7,432			411	190	Std.	Std.	676
Capri RS V-8			8,107			N.A.	Std.	Std.	Std.	676
Capri Black Magic 4			7,946			411	190	Std.	Std.	676
Cougar GS 6	8,158	7,983			8,216	Std.	195	Std.	Std.	676
Cougar LS 6	8,587	8,415				Std.	195	Std.	Std.	676
Cougar XR-7 GS 6		9,094				Std.	Std.	Std.	Std.	676
Cougar XR-7 LS 6		9,606				Std.	Std.	Std.	Std.	676
Marquis V-8	8,674				9,198	Std.	Std.	Std.	Std.	695
Marquis Brougham V-8	9,767	9,490				Std.	Std.	Std.	Std.	695
Grand Marquis V-8	10,456	10,188				Std.	Std.	Std.	Std.	695
Colony Park V-8					10,252	Std.	Std.	Std.	Std.	695
*—Power brakes are standard on Lynx Wagons.										
OLDSMOBILE—Firenza 4	7,448					370	Std.	Std.	Std.	625
Firenza LX 4	8,080					370	Std.	Std.	Std.	625
Firenza S 4			7,413			370	Std.	Std.	Std.	625
Firenza SX 4			8,159			370	Std.	Std.	Std.	625
Omega 4	7,574	7,388				396	Std.	Std.	Std.	675
Omega Brougham 4	7,891	7,722				396	Std.	Std.	Std.	675
Cutlass Ciera 4	8,997	8,847				Std.	Std.	Std.	Std.	675
Cutlass Ciera LS 4	9,157	8,968				Std.	Std.	Std.	Std.	675
Cutlass Ciera Brougham 4	9,599	9,397				Std.	Std.	Std.	Std.	675
Cutlass Supreme V-6	8,712	8,568				Std.	Std.	Std.	99	675
Cutlass Supreme Brougham V-6	9,255	9,160				Std.	Std.	Std.	99	675
Cutlass Cruiser V-6					8,905	Std.	Std.	Std.	99	675
Cutlass Calais V-8		9,379				Std.	Std.	Std.	99	675
Delta 88 V-6	8,603					Std.	Std.	Std.	99	695
Delta 88 Royale V-6	8,894	8,733				Std.	Std.	Std.	99	695
Delta 88 Royale Brougham V-6	9,293	9,202				Std.	Std.	Std.	99	695
Custom Cruiser V-8					9,614	Std.	Std.	Std.	99	695
Ninety-Eight Regency V-6	12,294	12,117				Std.	Std.	Std.	Std.	Std.
Ninety-Eight Regency Brougham V-6	13,344					Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		14,462				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon Miser 4	5,499					396	190	93	78	612
Horizon Custom 4	6,311					396	190	93	Std.	612
Horizon E-Type 4	6,636					396	190	93	Std.	612
TC3 Miser 4			5,799			396	190	93	78	612
TC3 Custom 4			6,421			396	190	93	Std.	612
TC3 Turismo 2.2 4			7,345			396	190	93	Std.	612
Reliant 4	6,629	5,990				396	195	93	78	676
Reliant Custom 4	7,053	6,898			7,334	396	195	93*	Std.	676
Reliant Special Edition 4	7,736	7,575			8,101	396	Std.	Std.	Std.	676
Gran Fury 6	7,750					Std.	Std.	Std.	Std.	731
*—Power brakes are standard on Reliant Custom Wagon.										
PONTIAC—T1000 4	5,945		5,782			380	190	93	Std.	595

Continued on Page 72

AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340
1981	$8,850

SOURCE: NADA

1982 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1982 Totals	(Final 1981 Totals)**
SUBCOMPACTS	30	48	0	12	90	(64)
Cavalier	3	5	0	3	11	(8)
Chevette	2	2	0	0	4	(3)
Eagle SX/4, Kammback	0	4	0	0	4	(4)
Escort	4	5	0	3	12	(10)
EXP	0	1	0	0	1	(1)
Firenza	2	2	0	0	4	(0)
Horizon	3	0	0	0	3	(2)
J2000	3	5	0	2	10	(7)
LN7	0	1	0	0	1	(1)
Lynx	5	6	0	4	15	(10)
Omni	3	0	0	0	3	(2)
024	0	3	0	0	3	(2)
Rabbit	2	4	0	0	6	(6)
Skyhawk	2	2	0	0	4	(0)
Spirit	0	4	0	0	4	(4)
TC3	0	3	0	0	3	(2)
T1000	1	1	0	0	2	(2)
COMPACTS	23	42	0	9	74	(73)
Aries	3	3	0	2	8	(8)
Camaro	0	3	0	0	3	(3)
Capri	0	5	0	0	5	(2)
Citation	1	2	0	0	3	(2)
Concord	3	3	0	3	9	(9)
Eagle	2	2	0	2	6	(6)
Fairmont Futura	1	2	0	0	3	(7)
Firebird	0	3	0	0	3	(4)
Mustang	0	6	0	0	6	(5)
Omega	2	2	0	0	4	(4)
Phoenix	3	3	0	0	6	(4)
Reliant	3	3	0	2	8	(8)
Skylark	3	3	0	0	6	(6)
Zephyr	2	2	0	0	4	(5)
INTERMEDIATES	28	35	3	8	74	(65)
Bonneville G	2	0	0	1	3	(0)
Celebrity	1	1	0	0	2	(0)
Century	2	2	0	0	4	(4)
Cordoba	0	2	0	0	2	(2)
Cougar	2	2	0	1	5	(2)
Cougar XR-7	0	2	0	0	2	(1)
Cutlass/Supreme	2	3	0	1	6	(8)
Cutlass Ciera	3	3	0	0	6	(0)
Diplomat	2	0	0	0	2	(0)
Dodge 400	2	2	1	0	5	(0)
Granada	3	3	0	2	8	(6)
Grand Prix	0	3	0	0	3	(3)
Gran Fury***	1	0	0	0	1	(0)
LeBaron	2	2	2	1	7	(8)
LeMans	0	0	0	0	0	(7)
Malibu Classic	1	0	0	1	2	(7)
Mirada	0	1	0	0	1	(1)
Monte Carlo	0	1	0	0	1	(2)
New Yorker***	1	0	0	0	1	(0)
Pontiac 6000	2	2	0	0	4	(0)
Regal	2	3	0	1	6	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	17	12	0	11	40	(56)
Buick	4	4	0	2	10	(10)
Chevrolet	2	1	0	3	6	(9)
Chrysler	0	0	0	0	0	(2)
Dodge	0	0	0	0	0	(1)
Ford	3	2	0	3	8	(8)
Mercury	3	2	0	2	7	(7)
Oldsmobile	5	3	0	1	9	(10)
Plymouth	0	0	0	0	0	(1)
Pontiac	0	0	0	0	0	(8)
LUXURY	15	13	1	0	29	(20)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(0)
Corvette	0	2	0	0	2	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(1)
Lincoln	3	0	0	0	3	(2)
Mark VI	3	4	0	0	7	(4)
Riviera	0	2	1	0	3	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1982 TOTALS	113	150	4	40	307	
1981 TOTALS (End of Model Year)	87	141	0	50		(278)

*—2-door totals include hatchbacks, which some makers list as 3-door models.

**—Revised '81 totals.

***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

—The '82 Gran Fury and New Yorker are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/Filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2621	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.2	NA	NA	21	6.5	4	3.08	R	14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2754	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.35	R	14	31.5
Concord Sedan 4	108	185	71	51.3	2822	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	22	6.5	4	3.08	R	14	34.9
Concord Wagon 6	108	185	71	51.6	2948	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.35	R	14	34.9
Eagle Sedan 4	109.3	184	71	55.1	3272	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	22	14	4	3.54	4	15	35.5
Eagle Wagon 6	109.3	184	71	55	3401	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	2.73	4	15	35.5
Eagle SX-4 4	97.2	164.6	73	55	3060	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	21	6.5	4	3.54	4	14	32.6
Eagle Kammback 6	97.2	164.4	73	54.7	3132	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.35	4	14	32.6
BUICK—Skyhawk 2-dr.	101.2	175.3	62	54	2395	37.7	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.32	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62	54	2452	38.5	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	F.I.	9	80 @ 5200	115 @ 2800	13.6	8	5	3.19	F	13	34.7
Skylark 2-dr. 4	104.9	181.1	69.1	53.7	2531	38.2	42.2	58.7	56.9	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14.2	8.3	4	3.32	F	13	38.1
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	56.9	V-6	3.5 x 3	2.8/173	2V	8.4	112 @ 5100	148 @ 2400	14.5	10.2	5	3.32	F	13	38.1
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3245	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.9	5	2.41	R	14	38.6
Regal 4-dr. V-6	108.1	200.6	71.6	55.4	3260	38.5	42.8	58.5	57.8	V-6	3.96 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	18.1	12.9	5	2.41	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600	18.1	NA	7.5	2.29	R	14	38.9
Century 2-dr. 4	104.9	189.1	66.8	53.6	2683	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	8.9	4	2.39	F	13	38.1
Century 4-dr. V-6	104.9	189.1	66.8	53.6	2819	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2600	15.7	14.4	5	2.53	F	13	38.1
Riviera V-6	114	206.6	71.5	53.7	3700	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21.1	13	5	3.15	F	15	39.8
LeSabre 2-dr. V-6	115.9	218.4	76.2	56	3620	38.8	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.93	R	15	40.3
LeSabre 4-dr. V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25	13	5	2.73	R	15	40.3
Electra 2-dr. V-6	118.9	221.3	75.9	56.8	3803	38.5	42.2	61.8	60.6	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	13	5	3.23	R	15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	57.7	3862	39.5	42.2	61.8	60.6	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	22	15.6	5	2.73	R	15	40.3
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.6	42.2	62.2	64	V-8	4.05 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	25	15.6	7.5	2.73	R	15	40.5
OPTIONAL ENGINES: Skylark (High Output)										V-6	3.5 x 3	2.8/173	2V	8.9	135 @ 5400	142 @ 2400							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	180 @ 4000	270 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2600							
Regal, Century (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600							
LeSabre, Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	173	66.3	52	2587	38.1	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8.3	5	3.65	F	13	38.2
Seville	114	204.8	70.9	54.3	3814	38.1	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	20.3	12	6	2.41	F	15	38.4
Eldorado	114	204.5	70.6	54.3	3733	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	20.3	12	6	2.41	F	15	38.4
Coupe deVille	121.4	221	75.4	54.6	3923	38.1	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 2000	25	10.8	5	3.42	R	15	40.5
Brougham Sedan	121.4	221	75.3	56.7	4006	39	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	25	10.8	5	3.42	R	15	44.2
OPTIONAL ENGINES: Limo										*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	200 @ 1600							
Eldorado, deVille, Brougham, Seville (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
Seville, Eldorado, deVille, Fleetwood										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 3800	210 @ 2000							
*—V-8-6-4 Modulated Displacement engine																							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61 8	52.9	2060	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.4	65 @ 5200	80 @ 3200	12.5	9.2	5	3.36	R	13	30.2
Chevette 4-dr. (diesel)	97.3	164.9	61.8	52.9	2286	38.3	41.6	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	2.2	51 @ 5000	72 @ 2000	12.5	8.5	6	3.36	R	13	30.8
Cavalier 2-dr.	101.2	170.4	66	51.3	2374	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier 4-dr.	101.2	172.4	66.3	53.3	2421	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier Hatchback	101.2	173.5	66	51.3	2441	37.2	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier Wagon	101.2	173	66.3	53.3	2487	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.65	F	13	35.3
Citation 2-dr. 4	104.9	176.7	68.3	53.5	2483	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14	8.7	4	3.32	F	13	36.1
Citation 4-dr. V-6	104.9	176.7	68.3	53.5	2571	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 5100	148 @ 2400	14	10.7	5	3.32	F	13	36.1
Camaro 4	101	187.8	72	49.8	2850	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.9	13.1	4	3.42	R	14	36.9
Camaro V-6	101	187.8	72	49.8	2926	37	43	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	102 @ 5100	142 @ 2400	16.1	13.1	5	3.23	R	14	36.9
Malibu 4-dr. V-6	108.1	192.7	72.3	55.7	3190	38.7	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	18.9	5	2.40	R	14	37.1
Malibu Wagon V-8	108.1	193.4	71.9	55.8	3468	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	18.2	16.6	5	2.41	R	14	40
Monte Carlo V-6	108.1	200.4	71.8	54.3	3201	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.41	R	14	37.1
Monte Carlo V-8	108.1	200.4	71.8	54.3	3317	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	53.7	2691	38.8	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	9	4	2.84	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	68.8	53.7	2751	38.6	42.1	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2400	16.4	9	4	2.84	F	13	36.9
Chevrolet 2-dr. V-6	116	212.1	75.3	56.4	3515	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	25	14.2	5	2.73	R	15	38.7
Chevrolet 4-dr. V-8	116	212.1	75.3	56.4	3627	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	25	17	5	2.41	R	15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4158	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	22	15.5	5	2.73	R	15	39.7
Corvette	98	185.3	69	48.1	3342	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	F.I.	9.0	200 @ 4200	285 @ 2800	24	21.6	5	2.72	R	15	40.4
OPTIONAL ENGINES: Citation										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	145 @ 3800	240 @ 3800							
Malibu, Monte Carlo, Celebrity (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Malibu										V-6	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	205 @ 2400							
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	F.I.	8.6	165 @ 4200	240 @ 2400							
Chevrolet, Malibu (diesels)										V-8	4 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
CHRYSLER—LeBaron 2-dr. 4	99.9	179.7	68.5	52.6	2481	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	14	34.6
LeBaron 4-dr. 4	99.9	179.7	68.5	53	2577	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 1500	13	8.7	6	2.78	F	14	34.6
LeBaron Wagon 4	99.9	179.8	68.5	52.7	2710	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	6	2.78	F	14	34.6
Cordoba 6	112.7	210.1	72.7	53.3	3460	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
New Yorker 6	118.5	221.5	77.6	54.5	3602	38.6	42.3	61.8	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	42.4
Imperial	112.7	213.3	72.7	53.2	4036	37.5	43.4	60	59.5	V-8	3.91 x 3.31	5.2/318	F.I.	8.5	140 @ 4000	245 @ 2000	18	15.5	5	2.20	R	15	40.7
OPTIONAL ENGINES: Cordoba, New Yorker										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000							
DODGE—Omni 2-dr. 1.7 liter	96.6	174	66.7	51.2	2207	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 4800	83 @ 2400	13	6	5	2.69	F	13	34.2
Omni 4 dr. 2.2 liter	99.7	164.8	65.8	53.5	2230	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.9
Charger 2.2	96.6	174	66.7	50.8	2331	37.2	42.4	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	3.13	F	14	34.2
Aries 4-dr. 2.2 liter	99.6	176	68.6	52.6	2327	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.3
Aries Wagon 2.6 liter	99.6	176.2	68.6	52.4	2577	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	F	13	34.3
400 4	99.9	181.2	68.5	52.6	2483	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	14	34.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3364	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3395	37.5	43.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	R	15	40.7
OPTIONAL ENGINES: Mirada, Diplomat										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000							
400										L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500							
FORD—EXP	94.2	170.3	63	50.5	2135	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1

Copyright, 1982, Automotive News

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net H/P at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
Escort 2-dr.	94.2	163.9	65.9	53.3	2011	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1
Escort 4-dr.	94.2	163.9	65.9	53.3	2089	38	41.6	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	34.5
Escort Wagon	94.2	165	65.9	53.3	2118	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	10	6.5	4	3.59	F	13	35.1
Mustang 2-dr. 4	100.4	179.1	69.1	51.4	2644	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	12.5	10.2	5	2.73	R	13	36.6
Mustang 3-dr. 6	100.4	179.1	69.1	51.4	2778	37.2	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	12.5	9	5	2.73	R	13	36.6
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2768	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	2.73	R	14	39
Fairmont Coupe 6	105.5	197.4	71	51.7	2811	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Granada 2-dr. 4	105.5	196.5	71	52.9	2801	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	3.08	R	14	39
Granada 4-dr. 6	105.5	196.5	71	52.9	2941	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	21	8.4	5	3.08	R	14	39
Granada Wagon V-6	105.5	196.5	71	54.3	3075	38.8	41.3	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600					R	14	38.8
Thunderbird 6	108.4	200.4	74.1	53	3169	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	18	8.4	5	2.73	R	14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3602	37.9	42.1	62.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	122 @ 3400	209 @ 2400	20	14.8	5	3.08	R	14	39.2
Ford Wagon V-8	114.3	215	79.3	57.4	3870	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3400	236 @ 1800	20	13.3	5	3.08	R	14	39.2
OPTIONAL ENGINES: EXP, Escort (high output)										L4	3.15 x 3.13	1.6/976	2V	9	80 @ 5800	88 @ 3400							
Mustang, Thunderbird										V-8	3.69 x 3	4.2/255	2V	8.2	111 @ 3400	194 @ 1600							
Thunderbird										V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Mustang (high output)										V-8	4 x 3	5.0/302	2V	8.3	157 @ 4200	240 @ 2400							
LINCOLN—Mark VI 2-dr.	114.3	216	78.1	55.4	4039	37.8	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Mark VI 4-dr.	117.3	219.1	78.1	56.1	4052	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Lincoln 4-dr.	117.3	219	78.1	56.1	4006	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Continental	108.6	201.2	73.6	54.9	3521	38.5	42.8	58.4	59	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	22.6	8.3	5	3.08	R	14	42.6
OPTIONAL ENGINES: Continental										V-8	4 x 3	5.0/302	VV	8.4	131 @ 3400	229 @ 1200							
MERCURY LN7	94.2	170.3	63	50.3	2146	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1
Lynx 2-dr.	94.2	163.9	65.9	53.3	2017	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	35.1
Lynx 4-dr.	94.2	163.9	65.9	53.3	2095	38	41.6	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4.5	3.59	F	13	34.5
Lynx Wagon	94.2	165	65.9	53.3	2122	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	35.1
Capri 4	100.4	179.1	69.1	51.4	2707	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	12.5	10.2	5	2.73	R	13	36.6
Capri 6	100.4	179.1	69.1	51.4	2802	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	158 @ 1400	12.5	9.0	5	2.73	R	13	36.6
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2759	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	2.73	R	14	39
Zephyr Coupe 6	105.5	197.4	71	51.7	2810	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Cougar 2-dr. 4	105.5	196.5	71	53	2906	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	16	10.2	5	3.08	R	14	39
Cougar 4-dr. 6	105.5	196.5	71	53	2981	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Cougar Wagon V-6	105.5	196.5	71	54.3	3102	38.8	41.3	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	16	8.3	5	2.47	R	14	38.8
Cougar XR-7 6	108.4	200.4	74.1	53	3152	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	18	8.4	5	2.73	R	14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3710	37.9	42.1	66.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	122 @ 3400	209 @ 2400	20	14.8	5	3.08	R	14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3845	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3400	236 @ 1800	20	13.3	5	3.08	R	14	39.2
OPTIONAL ENGINES: Lynx, LN7 (high output)										L4	3.15 x 3.13	1.6/976	2V	9	80 @ 5800	88 @ 3400							
XR-7										V-6	NA	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Capri, XR-7										V-8	3.68 x 3	4.2/255	2V	8.2	111 @ 3400	194 @ 1600							
Capri (high output)										V-8	4 x 3	5.0/302	2V	8.3	157 @ 4200	240 @ 2400							
OLDSMOBILE—Firenza 2-dr.	101.2	174.3	65	51.7	2412	37.6	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.65	F	13	34.4
Firenza 4-dr.	101.2	176.2	65	53.7	2412	38.5	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.65	F	13	34.4
Omega 2-dr. 4	104.3	181.8	69.8	53.7	2506	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.32	F	13	38.3
Omega 4-dr. V-6	104.9	181.8	69.8	53.7	2538	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 5100	148 @ 2400	14	10.7	5	3.32	F	13	38.3
Cutlass Supreme V-6	108.1	200	71.6	54.9	3231	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13	5	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	55.9	3292	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600	18.1	15.9	5	2.29	R	14	37.3
Cutlass Wagon V-8	108.1	198.2	71.8	56.2	3433	38.8	42.8	58.5	57.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	18.2	14.9	5	2.29	R	14	37.4
Cutlass Ciera 2-dr. 4	104.9	188.4	69.5	54.1	2659	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14.5	9.1	4	2.39	F	13	38.1
Cutlass Ciera 4-dr. V-6	104.9	188.4	69.5	54.1	2758	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2000	15.7	14.5	5	2.53	F	13	38.1
Toronado V-6	114	206	71.4	54.6	3695	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13.1	5	3.15	F	15	40.4
Toronado V-8	114	206	71.4	54.6	3700	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21	16.4	5	2.73	F	15	40.4
Delta 88 Sedan V-6	116	218.1	76.3	56.7	3557	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	R	15	39.1
Ninety-Eight Sedan V-6	119	221.1	76.3	57.2	3842	39.5	42.2	61.7	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	12.8	5	3.23	R	15	40
Custom Cruiser V-8	116	220.3	79.8	58.5	4027	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22	14.9	5	2.41	R	15	39.2
OPTIONAL ENGINES: Cutlass, Ciera (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
Omega (ES2800)										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
PLYMOUTH—Horizon 2-dr.	96.6	173.5	66.7	51.2	2207	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 4800	83 @ 2400	13	6	5	3.37	F	13	34.2
Horizon 4-dr. 2.2 liter	99.7	164.8	65.8	53.5	2230	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.9
Reliant 4-dr. 2.2 liter	99.6	176	68.6	52.6	2327	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.3
Reliant Wagon 2.6 liter	99.6	176.2	68.6	52.4	2524	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	F	13	34.3
Gran Fury 6	112.7	205.7	74.2	55.3	3364	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000							
PONTIAC—T1000 4-dr.	97.3	164.9	61.8	52.9	2128	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	62 @ 5200	82 @ 2400	12.5	9.2	5	3.7	R	13	30.8
J2000 Coupe	101.2	173.5	65	52.2	2362	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Sedan	101.2	175.5	65	54	2415	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Hatchback	101.2	173.5	65	53.9	2420	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Wagon	101.2	175.8	65	51.9	2484	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.65	F	13	34.5
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2518	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2800	14	8.5	4	2.69	F	13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2619	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14	10.2	5	2.69	F	13	38.3
Firebird 4	101	190.3	72.4	49.8	2864	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.9	13.1	4	3.42	R	14	36.9
Firebird V-6	101	190.3	72.4	49.8	2940	37	43	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.5	105 @ 4800	140 @ 2400	15.9	13.1	5	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	198.6	71.3	55.8	3257	38.7	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	20.9	5	2.41	R	14	37.3
Bonneville Wagon V-8 (diesel)	108.1	197.8	72.6	56.1	3412	38.9	42.8	58.5	58	V-8	NA	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	NA	20.9	5	2.41	R	14	37.4
Grand Prix V-6	108.1	201.9	72.1	54.7	3335	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	R	14	38.2
6000 2-dr. 4	104.9	188.8	72	53.3	2686	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.6	9.7	4	2.39	F	13	38.1
6000 4-dr. V-6	104.9	188.8	72	53.7	2787	38.6	42.1	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	108 @ 5000	145 @ 2000	15.6	9	5	2.84	F	13	36.1
OPTIONAL ENGINES: J2000 (OHC)										L4	3.34 x 3.13	1.8/109	2V	9	60 @ 5200	130 @ 2800							
Phoenix										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
6000 (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Firebird										V-8	3.74 x 3.48	5.0/305	4	8.6	150 @ 4200	240 @ 2200							
Grand Prix, Bonneville										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Grand Prix (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1865	37.7	39	54.7	53.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 3000	89.6 @ 3000	10.6	4.9	4.7	3.89	F	13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.7	39	53.3	54.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	78 @ 5500	88.2 @ 3100	15	4.9	4.7	3.89	F	13	35.1
OPTIONAL ENGINES: Rabbit, Pickup (diesels)										L4	3.01 x 3.4	1.6/97.1	F.I.	23	52 @ 4800	71.5 @ 3000							

Copyright, 1982, Automotive News

49-state ratings listed

EPA mileage ratings for 1982 models

Est. MPG		Engine CID	Fuel Sys.: No. bbls. or fuel Trans.	Inj.
	TWO-SEATERS			
29	Ford EXP	98	M4	2
29	Mercury LN7	98	M4	2
26	Fiat X1/9	91	M5	FI
26	Ford EXP	98	A3	2
26	Mercury LN7	98	A3	2
25	Fiat Spider 2000	122	M5	FI
24	Legend (Fiat) Spider Turbo	122	M5	FI
22	Alfa Romeo Spider 2000 Veloce	120	M5	FI
22	Fiat Spider 2000	122	A3	FI
21	Mazda RX-7	70	M5	4
19	Mazda RX-7	70	A3	4
17	Mercedes-Benz 380SL	234	A4	FI
15	Chevrolet Corvette	350	A4	FI
10	Ferrari 308	179	M5	FI
	MINICOMPACT CARS			
41	Honda Civic	81	M5	3
38	Toyota Starlet	79	M5	2
36	Honda Civic	81	M4	3
35	Honda Civic	91	M5	3
32	Renault LeCar	85	M4	2
31	Honda Civic	91	A3	3
29	Honda Prelude	107	M5	3
26	Honda Prelude	107	A3	3
21	Porsche 924	121	A3	FI
20	Porsche 924	121	M5	FI
20	Porsche 924 Turbo	121	M5	FI
18	Alfa Romeo GTV 6/2.5	152	M5	FI
17	Porsche 911	183	M5	FI
17	Porsche 928	273	A3	FI
16	Porsche 928	273	M5	FI
10	Ferrari Mondial 8	179	M5	FI
	SUBCOMPACT CARS			
45	Volkswagen Rabbit Diesel	97	M4	FI
43	Volkswagen Jetta Diesel	97	M5	FI
43	Volkswagen Rabbit Diesel	97	M5	FI
42	Volkswagen Jetta Diesel	97	M4	FI
41	Isuzu I-Mark Diesel	111	M4	FI
40	Chevrolet Chevette Diesel	111	M5	FI
39	Dodge Colt	86	M4	2
39	Isuzu I-Mark Diesel	111	M5	FI
39	Mitsubishi Colt/Champ	86	M4	2
39	Plymouth Champ	86	M4	2
38	Audi 4000/Coupe Diesel	97	M5	FI
37	Volkswagen Jetta Diesel	97	A3	FI
37	Volkswagen Rabbit Diesel	97	A3	FI
36	Chevrolet Chevette Diesel	111	A3	FI
36	Datsun 210	85	M5	2
36	Toyota Corolla Tercel	89	M4	2
35	Dodge Colt	86	M4x2	2
35	Mazda GLC	91	M5	2
35	Plymouth Champ	86	M4x2	2
34	Datsun 310	91	M4	2
34	Dodge 024	105	M4	2
34	Mazda GLC	91	M4	2
34	Mitsubishi Colt/Champ	86	M4x2	2
34	Plymouth TC3/Turismo	105	M4	2
33	Datsun 310	91	M5	2
33	Isuzu I-Mark Diesel	111	A3	FI
32	Datsun 210	91	M5	2
32	Subaru	97	M4	2
32	Subaru	97	M5	2
32	Toyota Corolla Tercel	89	M5	2
32	Volkswagen Rabbit	105	M4	1
31	Datsun 210	91	A3	2
31	Datsun 210	91	M4	2
31	Dodge Colt	98	M4x2	2
31	Mitsubishi Colt/Champ	98	M4x2	2
31	Plymouth Champ	98	M4x2	2
31	Subaru	109	M5	2
30	Datsun 210	75	M4	2
30	Datsun Maxima Diesel	170	M5	FI
30	Dodge 024	105	M4	2
30	Honda Accord	107	M5	3
30	Mazda GLC	91	A3	2
30	Plymouth TC3/Turismo	105	M4	2
30	Toyota Corolla	108	M4	2
30	Volkswagen Rabbit	105	M4	FI
29	Dodge Colt	98	A3	2
29	Mitsubishi Colt/Champ	98	A3	2
29	Plymouth Champ	98	A3	2
29	Toyota Corolla Tercel	89	A3	2
28	AMC Spirit	151	M4	2
28	Audi 4000 Coupe	105	M5	FI
28	Datsun Maxima Diesel	170	A3	FI
28	Toyota Corolla	108	A4	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Jetta	105	M5	FI
28	Volkswagen Scirocco	105	M5	FI
27	BMW 320i	108	A3	FI
27	Isuzu I-Mark	111	M5	2
27	Mazda 626	120	M5	2
27	Subaru	109	A3	2
27	Subaru 4WD	109	M4	2
27	Subaru 4WD	109	M4	1
27	Toyota Corolla	108	A3	2
27	Volkswagen Rabbit	105	M5	FI
26	Datsun 200-SX	133	M5	FI
26	Dodge 024	135	M4	2
26	Dodge 024	105	A3	2
26	Honda Accord	107	A3	3
26	Isuzu I-Mark	111	A3	2
26	Mazda 626	120	A3	2
26	Plymouth TC3/Turismo	135	M4	2
26	Plymouth TC3/Turismo	105	A3	2
25	AMC Spirit	151	M4	2
25	AMC Spirit	151	M5	2
25	BMW 320i	108	M5	FI
25	Datsun 200-SX	133	A3	FI
25	Dodge 024	135	A3	2
25	Plymouth TC3/Turismo	135	A3	2
25	Volkswagen Rabbit	105	A3	FI
24	Audi 4000 Coupe	105	A3	FI
24	Audi 4000 Coupe	131	M5	FI
23	Chevrolet Camaro	151	A3	FI
24	Dodge Challenger	156	M5	2
24	Fiat Brava	122	A3	FI
24	Fiat Brava	122	M5	FI
24	Mitsubishi Challenger/ Sapporo	156	M5	2
24	Plymouth Sapporo	156	M5	2
24	Pontiac Firebird	151	M4	FI
24	Toyota Celica	144	A4	2
24	Toyota Celica	144	M5	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
24	Volkswagen Jetta	105	A3	FI
24	Volkswagen Scirocco	105	A3	FI
23	AMC Spirit	151	A3	2
23	Chevrolet Camaro	151	A3	FI
23	Dodge Challenger	156	A3	2
23	Mitsubishi Challenger/ Sapporo	156	A3	2
23	Plymouth Sapporo	156	A3	2
23	Pontiac Firebird	151	A3	FI
22	AMC Spirit	258	M5	2
22	Datsun Maxima	146	M5	FI
22	Ford Mustang	140	M4	2
22	Mercury Capri	140	M4	2
22	Toyota Cressida	168	A4	FI
21	AMC Spirit	258	M5	2
21	AMC Spirit	258	A3	2
21	AMC Spirit	258	M4	2
21	Datsun Maxima	146	A3	FI
21	Ford Mustang	140	M5	2
21	Ford Mustang	140	A3	2
21	Mercury Capri	140	A3	2
21	Mercury Capri	140	M5	2
21	Toyota Celica Supra	168	A4	FI
21	Toyota Celica Supra	168	M5	FI
20	Audi 4000 Coupe	131	A3	FI
20	Ford Mustang	200	A3	1
20	Lancia Beta/Zagato	122	A3	FI
20	Mercury Capri	200	A3	1
19	BMW 633 CSi	196	M5	FI
19	Ford Mustang	255	A3	2
19	Lancia Beta/Zagato	122	M5	FI
19	Mercury Capri	255	A3	2
18	BMW 633 CSi	196	A3	FI
17	Chevrolet Camaro	305	A3	4
17	Jaguar XJ	258	A3	FI
17	Pontiac Firebird	305	A3	4
10	Aston Martin Saloon/ Vantage/Volante	326	A3	8
9	Aston Martin Saloon/ Vantage/Volante	326	M5	8
9	Rolls-Royce Corniche	412	A3	FI
	COMPACT CARS			
32	Nissan Stanza	120	M5	2
31	Ford Escort	98	M4	2
31	Mercury Lynx	98	M4	2
30	Chevrolet Cavalier	112	M4	2
30	Dodge Omni	105	M4	2
30	Plymouth Horizon	105	M4	2
30	Pontiac J2000	112	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
29	Volvo Diesel Sedan	145	M4(OD)	FI
28	Fiat Strada	91	M5	FI
28	Mercedes-Benz 240D/ 300D/300CD	147	M4	FI
28	Peugeot 505 Diesel	141	M4	FI
28	Volkswagen Quantum	105	M5	FI
27	Dodge Omni	135	M4	2
27	Mercedes-Benz 240D/300D/ 300CD Turbo Diesel	183	A4	FI
27	Mercedes-Benz 300SD Turbo Diesel	183	A4	FI
27	Peugeot 505 Turbo Diesel	141	M5	FI
27	Peugeot 505 Diesel	141	A3	FI
27	Peugeot 604 Turbo Diesel	141	M5	FI
27	Plymouth Horizon	135	M4	2
26	Buick Skylark	151	M4	FI
26	Cadillac Cimarron	112	M4	2
26	Dodge Omni	105	A3	2
26	Fiat Strada	91	A3	FI
26	Oldsmobile Omega	151	M4	FI
26	Peugeot 505 Turbo Diesel	141	A3	FI
26	Plymouth Horizon	105	A3	2
26	Volvo Diesel Sedan	145	A3	FI
25	AMC Concord	151	M5	2
25	Buick Skylark	151	A3	FI
25	Cadillac Cimarron	112	A3	2
25	Chevrolet Cavalier	112	A3	2
25	Dodge Omni	135	A3	2
25	Oldsmobile Omega	151	A3	FI
25	Plymouth Horizon	135	A3	2
25	Pontiac J2000	112	A3	2
25	Volvo Sedan (EFI)	130	M4(OD)	FI
24	AMC Concord	151	M4	2
24	Mercedes-Benz 240D/ 300D/300CD	147	A4	FI
23	AMC Concord	151	A3	2
23	Peugeot 604 Turbo Diesel	141	A3	FI
23	Volkswagen Quantum	105	A3	FI
23	Volvo Sedan (MFI)	130	A4	FI
23	Volvo Sedan (EFI)	130	A4	FI
22	Audi 5000	131	M5	FI
22	Buick Skylark	173	A3	2
22	Oldsmobile Omega	173	A3	2
22	Peugeot 505	120	M5	FI
22	Peugeot 505	120	A3	FI
22	Volvo Sedan (MFI)	130	M4(OD)	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
21	AMC Concord	258	A3	2
21	Saab 900	121	M5	FI
21	Saab 900	121	A3	FI
20	AMC Concord	258	A3	2
20	Saab 900 Turbo	121	A3	FI
20	Volvo Turbo Sedan	130	A4	FI
19	Audi 5000	131	A3	FI
19	BMW 733i	196	M5	FI
19	Saab 900 Turbo	121	M5	FI
19	Volvo Turbo Sedan	130	M4(OD)	FI
18	Audi 5000 Turbo	131	A3	FI
18	BMW 733i	196	A3	FI
17	Mercedes-Benz 380-SEC	234	A4	FI
17	Volvo Sedan	174	A3	FI
9	Rolls-Royce Camargue	412	A3	FI
	MID-SIZE CARS			
27	Chevrolet Citation	151	M4	FI
27	Pontiac Phoenix	151	M4	FI
26	Chrysler-LeBaron	135	M4	2
26	Dodge Aries	135	M4	2
26	Dodge 400	135	M4	2
26	Plymouth Reliant	135	M4	2
26	Pontiac 6000	151	A3	FI
25	Buick Century	151	A3	FI
25	Buick Regal Diesel	263	A3	FI
25	Chevrolet Celebrity	151	A3	FI
25	Chevrolet Citation	151	A3	FI
25	Chevrolet Malibu Diesel	263	A3	FI
25	Chevrolet Monte Carlo Diesel	263	A3	FI
25	Chrysler LeBaron	135	A3	2
25	Dodge Aries	135	A3	2
25	Dodge 400	135	A3	2
25	Oldsmobile Cutlass Ciera	151	A3	FI
25	Oldsmobile Cutlass Supreme Diesel	263	A3	FI
25	Plymouth Reliant	135	A3	2
25	Pontiac Phoenix	151	A3	FI
23	Buick Regal Diesel	350	A3	FI
23	Chevrolet Malibu Diesel	350	A3	FI
23	Chevrolet Monte Carlo Diesel	350	A3	FI
23	Chrysler LeBaron	156	A3	2
23	Dodge Aries	156	A3	2
23	Dodge 400	156	A3	2
23	Oldsmobile Cutlass Supreme Diesel	350	A3	FI
23	Plymouth Reliant	156	A3	2
23	Pontiac Bonneville Diesel	350	A3	FI
23	Pontiac Grand Prix Diesel	350	A3	FI
22	Chevrolet Celebrity	173	A3	2
22	Chevrolet Citation	173	A3	2
22	Ford Fairmont Futura	140	M4	2
22	Ford Granada	140	M4	2
22	Lincoln-Mercury Zephyr	140	M4	2
22	Pontiac Phoenix	173	A3	2
22	Pontiac 6000	173	A3	2
21	Buick Regal	231	A3	2
21	Chevrolet Malibu	229	A3	2
21	Chevrolet Monte Carlo	229	A3	2
21	Ford Fairmont Futura	140	A3	2
21	Ford Granada	140	A3	2
21	Mercury Zephyr	140	A3	2
21	Oldsmobile Cutlass Supreme	231	A3	2
21	Oldsmobile Toronado Diesel	350	A4	FI
21	Pontiac Bonneville	231	A3	2
21	Pontiac Grand Prix	231	A3	2
20	Buick Riviera Diesel	350	A4	FI
20	Cadillac Eldorado Diesel	350	A4	FI
20	Cadillac Seville Diesel	350	A4	FI
20	Ford Fairmont Futura	200	A3	1
20	Mercury Zephyr	200	A3	1
19	Buick Regal	252	A3	4
19	Ford Fairmont Futura	255	A3	2
19	Ford Granada	200	A3	1
19	Ford Granada	231	A3	2
19	Ford Thunderbird	231	A4	2
19	Mercury Cougar	200	A3	1
19	Mercury Cougar	231	A3	2
19	Mercury XR-7	231	A4	2
19	Mercury Zephyr	255	A3	2
19	Oldsmobile Cutlass Supreme	260	A3	2
19	Pontiac Bonneville	252	A3	4
19	Pontiac Grand Prix	252	A3	4
18	Buick Regal Turbo	231	A3	4
18	Chevrolet Malibu	267	A3	2
18	Chevrolet Monte Carlo	267	A3	2
18	Chrysler Cordoba	225	A3	1
18	Chrysler New Yorker	225	A3	1
18	Dodge Diplomat	225	A3	1
18	Dodge Mirada	225	A3	1
18	Ford Thunderbird	255	A4	2
18	Lincoln Continental	231	A4	2
18	Mercury XR-7	255	A4	2
18	Plymouth Gran Fury	225	A3	1
17	Buick Riviera	252	A4	4
17	Cadillac Eldorado	249	A4	FI
17	Cadillac Eldorado	252	A4	4
17	Cadillac Seville	249	A4	FI
17	Cadillac Seville	252	A4	4
17	Chrysler Cordoba	318	A3	2
17	Chrysler New Yorker	318	A3	2
17	Dodge Diplomat	318	A3	2
17	Dodge Mirada	318	A3	2
17	Lincoln Continental	302	A4	2
17	Mercedes-Benz 380-SEL	234	A4	FI
17	Oldsmobile Toronado	252	A4	4
17	Plymouth Gran Fury	318	A3	2
16	Buick Riviera	307	A4	4
16	Imperial	318	A3	FI
16	Oldsmobile Toronado	307	A4	4
10	Rolls-Royce Silver Spirit/ Silver Sport/Mulsanne	412	A3	FI
8	Maserati Quattroporte	301	A3	8
	LARGE CARS			
23	Oldsmobile Delta 88 Diesel	350	A3	FI
22	Buick Electra Diesel	350	A3	FI
22	Buick LeSabre Diesel	350	A3	FI
22	Cadillac deVille/ Brougham Diesel	350	A3	FI
22	Chevrolet Impala/ Caprice Diesel	350	A3	FI
22	Oldsmobile 98 Diesel	350	A3	FI
19	Buick LeSabre	231	A3	2
19	Chevrolet Impala/Caprice	229	A3	2
19	Oldsmobile Delta 88	231	A3	2
18	Buick Electra	252	A4	4
18	Buick LeSabre	252	A3	4
18	Buick LeSabre	252	A4	4
18	Cadillac deVille/ Brougham	252	A4	4
18	Chevrolet Impala/Caprice	267	A4	2
18	Ford LTD	255	A4	2
18	Mercury Marquis	255	A4	2
18	Oldsmobile 98	252	A4	4
17	Buick LeSabre	307	A4	4
17	Buick LeSabre	307	A3	4
17	Cadillac deVille/ Brougham	249	A4	FI
17	Chevrolet Impala/Caprice	267	A3	2
17	Chevrolet Impala/Caprice	305	A4	4
17	Ford LTD	302	A4	2
17	Lincoln Mark VI	302	A4	FI
17	Mercury Marquis	302	A4	2
17	Lincoln Town Car	302	A4	FI
17	Oldsmobile Delta 88	307	A3	4
17	Oldsmobile Delta 88	260	A3	2
17	Oldsmobile Delta 88	307	A4	4
17	Oldsmobile 98	307	A4	4
16	Buick Electra	307	A4	4
10	Cadillac Limousine (V-8-6-4)	368	A3	FI
	SMALL STATION WAGONS			
35	Honda Civic	91	M5	3
31	Datsun 210	91	M4	2
31	Datsun 210	91	M5	2
31	Honda Civic	91	A3	3
31	Mazda GLC	91	M5	2
31	Subaru	109	M5	2
30	Datsun 210	91	A3	2
30	Datsun Maxima Diesel	170	M5	FI
30	Mazda GLC	91	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
28	Datsun Maxima Diesel	170	A3	FI
28	Ford Escort	98	M4	2
28	Mercury Lynx	98	M4	2
28	Mazda GLC	91	A3	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Quantum	105	M5	FI
27	Subaru	109	A3	2
27	Subaru	109	M4	2
27	Toyota Corolla	108	A3	2
26	Chevrolet Cavalier	112	M4	2
26	Pontiac J2000	112	M4	2
26	Subaru 4WD Wagon	109	M4	1
25	AMC Concord	151	M5	2
25	Chevrolet Cavalier	112	A3	2
25	Pontiac J2000	112	A3	2
25	Subaru 4WD Wagon	109	M4	2
24	AMC Concord	151	M4	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
23	AMC Concord	151	A3	2
23	Volkswagen Quantum	105	A3	FI
22	Datsun Maxima	146	M5	FI
22	Toyota Cressida	168	A4	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
21	Datsun Maxima	146	A3	FI
20	AMC Concord	258	A3	2
	MID-SIZE STATION WAGONS			
29	Volvo Diesel	145	M4(OD)	FI
28	Peugeot 504 Diesel	141	M4	FI
27	Mercedes-Benz 300TD	183	A4	FI
27	Peugeot 504 Diesel	141	A3	FI
26	Dodge Aries	135	M4	2
26	Plymouth Reliant	135	M4	2
26	Volvo Diesel	145	A3	FI
25	Dodge Aries	135	A3	2
25	Plymouth Reliant	135	A3	2
25	Volvo Wagon (EFI)	130	M4(OD)	FI
23	Buick Regal Diesel Estate Wagon	350	A3	FI
23	Chevrolet Malibu Diesel	350	A3	FI
23	Dodge Aries	156	A3	2
23	Oldsmobile Cutlass Diesel Cruiser	350	A3	FI
23	Plymouth Reliant	156	A3	2
23	Pontiac Bonneville Diesel	350	A3	FI
23	Volvo Wagon (EFI)	130	A4	FI
22	Volvo Wagon (MFI)	130	A4	FI
22	Volvo Wagon (MFI)	130	M4(OD)	FI
21	Buick Regal Estate Wagon	231	A3	2
21	Chevrolet Malibu	229	A3	2
21	Oldsmobile Cutlass Cruiser	231	A3	2
21	Pontiac Bonneville	231	A3	2
20	Volvo Turbo	130	A4	FI
19	Buick Regal Estate Wagon	252	A3	4
19	Ford Granada	231	A3	2
19	Mercury Cougar	231	A3	2
19	Pontiac Bonneville	252	A3	4
19	Volvo Turbo	130	M4(OD)	FI
18	Ford Granada	200	A3	1
18	Mercury Cougar	200	A3	1
17	Chevrolet Malibu	305	A3	4
17	Chevrolet Malibu	267	A3	2
17	Oldsmobile Cutlass Cruiser	307	A3	4
17	Oldsmobile Cutlass Cruiser	260	A3	2
	LARGE STATION WAGONS			
22	Buick LeSabre/Electra Diesel	350	A3	FI
22	Chevrolet Impala/Caprice Diesel	350	A3	FI
22	Oldsmobile Custom Cruiser Diesel	350	A3	FI
17	Ford LTD	302	A4	2
17	Mercury Marquis	302	A4	2
16	Buick LeSabre/Electra	307	A4	4
16	Chevrolet Impala/Caprice	267	A4	2
16	Chevrolet Impala/Caprice	305	A4	4
16	Oldsmobile Custom Cruiser	307	A4	4
	SMALL PICKUP TRUCKS			
42	Volkswagen Diesel	97	M4	FI
40	Volkswagen Diesel	97	M5	FI
33	Datsun Diesel	132	M5	FI
32	Chevrolet Diesel LUV	137	M5	FI
32	Isuzu Diesel P'UP	137	M5	FI
32	Mazda B2000/2200	135	M5	FI
31	Toyota Diesel	134	M5	FI
28	Chevrolet Diesel LUV	137	M4	FI
28	Chevrolet S10	119	M4	2
28	GMC S15	119	M4	2
28	Isuzu P'UP 2WD	111	M5	2
28	Isuzu P'UP 2WD	111	M4	2
28	Isuzu Diesel P'UP 4WD	137	M4	FI
27	Dodge Ram 50	122	M5	2
27	Ford Courier	120	M4	2
27	Ford Courier	120	M5	2
27	Mitsubishi Ram 50/L22 Arrow	122	M5	2
27	Mazda B2000/2200	120	M4	2
27	Mazda B2000/2200	120	M5	2
27	Plymouth Arrow	122	M5	2
27	Volkswagen	105	M4	FI
26	Datsun	133	M5	2
25	Chevrolet S10	119	A3	2
25	Datsun	138	M4	2
25	Dodge Ram 50	122	M4	2
25	GMC S15	119	A3	2
25	Mitsubishi Ram 50/L200/ Arrow	122	M4	2
25	Plymouth Arrow	122	M4	2
25	Toyota	144	M4	2
25	Volkswagen	105	M5	FI
24	Chevrolet LUV 4WD	111	M4	2
24	Chevrolet S10 2WD	173	M4	2
24	Dodge Ram 50	156	M5	2
24	GMC S15	173	M4	2
24	Isuzu P'UP 2WD	111	A3	2
24	Isuzu P'UP 4WD	111	M4	2
24	Mitsubishi Ram 50/L200/ Arrow	156	M5	2
24	Plymouth Arrow	156	M5	2
24	Toyota	144	M5	2
24	Toyota	144	A4	2
23	Datsun	138	A3	2
23	Dodge Ram 50	156	A3	2
23	Jeep Scrambler Pickup	151	M5	2
23	Plymouth Arrow	156	A3	2
23	Suzuki SJ410 4WD	59	M4	1
22	Chevrolet S10 2WD	173	A3	2
22	Datsun 4WD	133	M5	2
22	Datsun 4WD	133	M4	2
22	Ford Courier	140	M4	2
22	Ford Courier	140	M5	2
22	GMC S15	173	A3	2
22	Jeep Scrambler Pickup	151	M4	2
20	Ford Courier	140	A3	2
18	Jeep Scrambler Pickup	258	M5	2
17	Jeep Scrambler Pickup	258	A3	2
17	Jeep Scrambler Pickup	258	M4	2
	STANDARD PICKUP TRUCKS			
24	Toyota 3/4 Ton	144	M5	2
24	Toyota 3/4 Ton	144	M4	2
23	Chevrolet C10 Diesel	379	M4	FI
23	Chevrolet C20 Diesel	379	M4	FI
23	GMC C15 Diesel	379	M4	FI
23	GMC C25 Diesel	379	M4	FI
22	Chevrolet C10	250	M4	2
22	Chevrolet K10 Diesel	379	M4	FI
22	Ford F100/F150	300	M4	1
22	GMC C15	250	M4	2
22	GMC K15 Diesel	379	M4	FI
21	Chevrolet C10 Diesel	379	A4	FI
21	Chevrolet C20 Diesel	379	A4	FI
21	Dodge D150	225	M4	2
21	Ford F100/F150 P/U	300	M3	1
21	GMC C15 Diesel	379	A4	FI
21	GMC C25 Diesel	379	A4	FI
21	Toyota 4WD	144	M5	2
20	Chevrolet C10	305	M4	4
20	Chevrolet K10 Diesel	379	A4	FI
20	Chevrolet K20 Diesel	379	M4	FI
20	Chevrolet K20 Diesel	379	A4	FI
20	Ford F100/F150	232	M3	2
20	Ford F100/F150	300	M4	1
20	GMC C15	305	M4	4
20	GMC K15 Diesel	379	A4	FI
20	GMC K25 4WD Diesel	379	M4	FI
20	GMC K25 4WD Diesel	379	A4	FI
20	Toyota 4WD	144	M4	2
19	Chevrolet C10	250	M3/M4C	2
19	Chevrolet El Camino	229	A3	2
19	Dodge D150	225	M4	1
19	Ford F100/F150	232	M4	2
19	Ford F100/F150	300	M3/M4C	1
19	Ford F250	300	M3/M4C	1
19	GMC Caballero	229	A3	2
19	GMC C15 P/U	250	M3/M4C	2
19	Plymouth Fargo D150	225	M4	1
18	Chevrolet C10	305	M3/M4C	4
18	Chevrolet C10	250	A3	2
18	Dodge D150	225	A3	1
18	Dodge D250	225	A3	1
18	Ford F100/F150	232	A3	2
18	Ford F150 4WD	300	M4C	1
18	Ford F150 4WD	300	M4	1
18	GMC C15	305	M3/M4C	4
18	GMC C15	250	A3	2
18	Jeep J10	258	A3	2
18	Jeep J10	258	A3	2
18	Plymouth Fargo D150	225	A3	1
18	Plymouth Fargo D250	225	A3	1
17	Chevrolet C10	305	A4	4
17	Chevrolet C20	250	M4C	2
17	Chevrolet C20	250	A4	2
17	Chevrolet C20	305	M4C	4

Options: Quest for manufacturing simplification points to fewer extra-cost offerings in the future

By Joseph Bohn
Marketing Editor

There'll be fewer options offered in the future, predicts one domestic Big Three marketer.

The quest for simplification in manufacturing and downsizing of autos will continue to impact the variety of extra accessory items offered on cars, according to Allen K. Strunk, option programs manager—Ford Division.

"Some items that run very high rates will become standardized unless (consumer resistance to car) price gets to us . . . Some options that run very low rates will disappear from the market," Strunk said.

"One of the benefits of simplification (beside lowering costs) is that it assists in quality.

"We carefully evaluate low installation rate items . . . anything under 5 percent, though we still carry some for marketing considerations."

Ford had a 10-15 percent reduction of the options it offers in its total matrix system over the past year or so. Where it had three or four sizes of optional tires, for example, it eliminated some. Whitewalls were eliminated on some cars,

Continued on Page 76

Sales of diesel-powered new cars in the U. S.

	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Cadillac	40,241	7.91	41,860	10.48
Buick	48,627	9.55	19,790	4.96
Pontiac	33,353	6.55	20,791	5.21
Chevrolet	27,600	5.42	12,100	3.03
Oldsmobile	151,667	29.79	126,853	31.77
General Motors Total	301,488	59.22	221,394	55.45
Volkswagen	118,585	23.29	116,225	29.11
Audi	6,434	1.26	8,035	2.01
VW-Audi Total	125,019	24.55	124,260	31.12
Mercedes-Benz	49,354	9.69	39,262	9.83
Peugeot	14,340	2.82	10,232	2.56
Volvo	1,954	0.38	4,158	1.04
Datsun	6,610	1.30	.....	.....
Isuzu	10,368	2.04	.....	.....
TOTAL	509,133	.....	399,306	.....

ENGINE OPTIONS ON 1981 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	92,648	—	N.A.	—	44,777	—	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	18,509	41.50	N.A.	—	26,090	58.50	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	48,045	87.20	N.A.	—	7,052	12.80	N.A.	—
Eagle	N.A.	—	N.A.	—	N.A.	—	13,820	95.40	N.A.	—	666	4.60	N.A.	—
SX-4	N.A.	—	N.A.	—	N.A.	—	12,274	53.50	N.A.	—	10,669	46.50	N.A.	—
CHRYSLER CORP.	58,173	7.93	N.A.	—	N.A.	—	57,694	7.87	N.A.	—	617,656	84.20	N.A.	—
C-P Total	39,339	9.33	N.A.	—	N.A.	—	37,657	8.93	N.A.	—	344,529	81.74	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	139,781	100.00	N.A.	—
Reliant	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	204,748	100.00	N.A.	—
Gran Fury	7,281	94.00	N.A.	—	N.A.	—	465	6.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	10,329	50.90	N.A.	—	N.A.	—	9,964	49.10	N.A.	—	N.A.	—	N.A.	—
LeBaron	11,858	30.90	N.A.	—	N.A.	—	26,519	69.10	N.A.	—	N.A.	—	N.A.	—
Chrysler	9,871	93.30	N.A.	—	N.A.	—	709	6.70	N.A.	—	N.A.	—	N.A.	—
Dodge Total	18,834	6.03	N.A.	—	N.A.	—	20,037	6.42	N.A.	—	273,127	87.55	N.A.	—
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	114,850	100.00	N.A.	—
Aries	N.A.	—	N.A.	—	N.A.	—	N.A	—	N.A.	—	158,269	100.00	N.A.	—
Diplomat	8,301	38.70	N.A.	—	N.A.	—	13,148	61.30	N.A.	—	N.A.	—	N.A.	—
Mirada	5,474	46.00	N.A.	—	N.A.	—	6,425	54.00	N.A.	—	N.A.	—	N.A.	—
St. Regis	5,059	91.60	N.A.	—	N.A.	—	464	8.40	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	352,907	23.46	N.A.	—	N.A.	—	403,180	26.81	N.A.	—	747,859	49.73	N.A.	—
Ford Division	179,529	17.57	N.A.	—	N.A.	—	282,013	27.60	N.A.	—	560,403	54.83	N.A.	—
Escort	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	320,727	100.00	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	71,644	100.00	N.A.	—
Fairmont	9,167	5.70	N.A.	—	N.A.	—	110,167	68.50	N.A.	—	41,494	25.80	N.A.	—
Must./Must. II	6,025	3.30	N.A.	—	N.A.	—	62,254	34.10	N.A.	—	114,283	62.60	N.A.	—
Granada	13,712	11.30	N.A.	—	N.A.	—	95,374	78.60	N.A.	—	12,255	10.10	N.A.	—
T-Bird	72,475	83.60	N.A.	—	N.A.	—	14,218	16.40	N.A.	—	N.A.	—	N.A.	—
Ford	78,150	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
L-M Division	173,378	35.97	N.A.	—	N.A.	—	121,167	25.14	N.A.	—	187,456	38.89	N.A.	—
Lynx	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	111,978	100.00	N.A.	—
Capri	1,827	3.10	N.A.	—	N.A.	—	20,809	35.30	N.A.	—	36,311	61.60	N.A.	—
Zephyr	2,594	3.90	N.A.	—	N.A.	—	49,948	75.10	N.A.	—	13,967	21.00	N.A.	—
Cougar	10,087	18.80	N.A.	—	N.A.	—	40,830	76.10	N.A.	—	2,735	5.10	N.A.	—
XR-7	27,695	74 30	N.A.	—	N.A.	—	9,580	25.70	N.A.	—	N.A.	—	N.A.	—
Mercury	61,638	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	22,465	100.00	N.A.	—
Lincoln	32,839	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
Mark VI	36,698	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	1,065,015	25.33	331,025	7.87	1,704,059	40.53	2,891	0.07	N.A.	—	1,087,879	25.89	13,165	0.31
Buick Division	147,600	17.22	49,500	5.78	519,807	60.65	2,891	0.34	N.A.	—	137,198	16.01	N.A.	—
Skylark	N.A.	—	N.A.	—	125,131	47.70	N.A.	—	N.A.	—	137,198	52.30	N.A.	—
LeSabre	38,128	42.70	15,541	17.40	35,541	39.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Century	14,081	9.80	6,041	4.20	124,142	86.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	20,568	8.80	7,463	3.10	209,278	87.00	2,891	1.10	N.A.	—	N.A.	—	N.A.	—
Electra	42,978	62.30	12,083	18.60	13,922	20.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Riviera	31,842	61.20	8,372	16.10	11,793	22.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	165,611	65.65	42,156	16.71	30,441	12.07	N.A.	—	N.A.	—	14,019	5 57	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	14,048	100.00	N.A.	—
Seville	19,722	68.90	7,250	25.30	1,634	5.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eldorado	43,694	72.20	11,731	19.40	5,132	8.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac	102,195	68.60	23,175	15.50	23,675	15.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	326,997	19.54	30,894	1.84	549,717	32.86	N.A.	—	N.A.	—	752,320	44.97	13,165	0.79
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	440,817	97.10	13,165	2.90
Cavalier	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	65,130	100.00	N.A.	—
Camaro	74,169	58.80	N.A.	—	51,969	41.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Citation	N.A.	—	N.A.	—	167,005	40.40	N.A.	—	N.A.	—	246,373	59.60	N.A.	—
Malibu	43,758	19.30	N.A.	—	182,969	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	47,449	30.20	N.A.	—	109,666	69.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet	115,990	62.70	30,894	16.70	38,108	26.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Corvette	45,631	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile Division	295,119	31.37	172,350	18.32	379,083	40.31	N.A.	—	N.A.	—	94,102	10.00	N.A.	—
Omega	N.A.	—	N.A.	—	53,816	36.30	N.A.	—	N.A.	—	94,102	63.60	N.A.	—
Cutlass	31,337	15.40	37,248	19.00	127,145	64.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	68,158	23.80	33,675	11.70	184,002	64.32	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile	167,861	62.50	87,517	32.50	13,190	5.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Toronado	27,763	65.10	13,910	32.60	930	2.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	129,688	26.96	36,125	7.51	225,011	46.77	N.A.	—	N.A.	—	90,241	18.76	N.A.	—
Firebird	47,459	66.90	N.A.	—	23,440	33.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Phoenix	N.A.	—	N.A.	—	37,628	29.40	N.A.	—	N.A.	—	90,241	70.60	N.A.	—
Grand Prix	18,635	17.20	9,426	8.70	80,283	74.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LeMans	8,562	11.90	N.A.	—	63,386	88.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac	55,032	54.00	26,699	26.10	20,274	19.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	66,626	37.10	113,009	63.90
Total Cars, U. S.	1,476,095	21.84	331,025	4.90	1,704,059	25.21	556,413	8.24	N.A.	—	2,564,497	37.95	126,174	1.86

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada and LN7, are included in some instances, also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,523 Chrysler models, 137,125 AMC and 179,835 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,573,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Continued from Page 74

as were optional upgrade trim packages.

Downsizing is having a great impact on optional equipment. Power door locks, for example, aren't as necessary on a smaller vehicle as previously larger ones where a driver had to reach 4½ feet across the car to lock a door.

Similarly, more people are content to take the base engine on cars today, rather than upgrading to a larger, more powerful one, Strunk said.

The same is true of tires. With radials standard in the industry there's less inclination to upgrade. And there's a great trend away from whitewall tires into blackwalls, Strunk added.

The Escort line, for example, has a very low rate of optional whitewall tires, he pointed out.

Vinyl roofs are rapidly becoming extinct, Strunk added. They're not offered on a number of new vehicles where the "character lines in the greenhouse shape doesn't lend itself to the vinyl roof style," he said. Also, they're not offered on many cars in combination with two-tone paints because of a clash in patterns.

Two-tone paint options themselves, of course, have sliced into the vinyl roof market. And people have been "thrifting themselves" out of vinyl roofs—one of the easiest non-functional items a shopper can save money on.

Strunk also noted that automatic transmissions are declining, as smaller cars come into vogue.

On the other side, he noted that traditional options, such as premium radios, electric defrosters and

Continued on Page 78

COST OF OPERATING CARS IN U. S. AREAS

Basing Point	Fixed Per Day	Running Per Mile
Portland, Oregon	$6.70	8.30c
San Francisco, California	7.53	9.35
Spokane, Washington	6.84	8.70
Sacramento, California	6.76	9.50
Boise, Idaho	6.34	8.70
Butte, Montana	6.20	8.60
Denver, Colorado	6.42	8.65
El Paso, Texas	7.22	7.90
Omaha, Nebraska	6.99	8.50
Dodge City, Kansas	6.56	7.30
Corpus Christi, Texas	6.96	7.20
Duluth, Minnesota	6.40	8.30
Des Moines, Iowa	6.38	7.35
Kansas City, Missouri	6.94	7.35
Joplin, Missouri	6.60	7.05
St. Louis, Missouri	7.27	7.45
Tulsa, Oklahoma	6.50	7.30
Ft. Smith, Arkansas	6.69	8.25
Houston, Texas	7.93	7.35
Jackson, Mississippi	6.44	8.80
New Orleans, Louisiana	7.15	8.55
Chicago, Illinois	6.98	7.75
Milwaukee, Wisconsin	6.61	7.55
Louisville, Kentucky	6.56	8.20
Nashville, Tennessee	6.06	8.45
Birmingham, Alabama	6.20	8.60
Traverse City, Michigan	6.39	8.30
Youngstown, Ohio	6.97	7.25
Syracuse, New York	6.95	8.20
Elmira, New York	6.78	7.45
Pittsburgh, Pennsylvania	6.73	8.50
Williamson, West Virginia	6.36	8.50
Chattanooga, Tennessee	6.37	8.55
Saratoga Springs, New York	7.04	8.40
New York, New York	8.23	8.50
Chelsea, Massachusetts	8.99	7.20
Bayonne, New Jersey	7.57	7.20
Norfolk, Virginia	6.41	7.45
Charleston, South Carolina	7.79	8.45
Miami, Florida	7.04	7.50

Footnotes:

1. Above costs are based on representative model 1982 Ford, Chevrolet, Plymouth compact cars, 6 cylinder engines, 4 doors, equipped with standard accessories, radio, automatic transmission, power steering and power disc brakes.
2. Fixed costs include depreciation, based on a 4-year trade-in cycle or 60,000 miles, whichever comes first, individual state license fees and taxes, individual state sales and user taxes, financing costs and insurance premiums based on a commutation category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator, $100 deductible comprehensive, $250 deductible collision, $100/300M bodily injury and $50M property damage.
3. The running costs include the cost of fuel (no-lead regular), oil, normal preventive maintenance, repair costs, washing, lubrication and tires.
4. If the mileage exceeds 15,000 per year, add a further depreciation allowance of 4.2c per mile.

Source: RUNZHEIMER AND COMPANY, INC. International Management Consultants for Business Travel and Living Expenses

Runzheimer Park
Rochester, WI 53167
Telephone:
414/534-3121
Telex: 910/278-2910

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1981 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	53,659	39.1	—	—	31,328	22.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	1,350	1.0
Spirit	25,246	56.6	—	—	8,095	18.2	N.A.	—	N.A.	—	N.A.	—	N.A.	—	73	0.2
Concord	21,568	39.1	—	—	13,473	24.5	N.A.	—	N.A.	—	N.A.	—	N.A.	—	376	0.7
Eagle/SX-4	6,845	18.3	—	—	9,760	26.1	N.A.	—	N.A.	—	N.A.	—	N.A.	—	901	2.4
CHRYSLER CORP.	269,876	36.8	95,678	13.0	140,400	19.1	16,621	2.3	N.A.	—	19,831	2.7	N.A.	—	9,136	1.2
C-P Total	152,591	36.2	55,510	13.2	82,775	19.6	11,158	2.6	N.A.	—	13,038	3.1	N.A.	—	6,569	1.6
Horizon	43,851	50.1	11,729	13.4	8,665	9.9	525	0.6	N.A.	—	875	1.0	N.A.	—	N.A.	—
Reliant	74,528	36.4	28,460	13.9	38,442	18.8	3,276	1.6	N.A.	—	4,914	2.4	N.A.	—	3,890	1.9
TC3	17,766	34.0	6,532	12.5	14,213	27.2	941	1.8	N.A.	—	1,202	2.3	N.A.	—	N.A.	—
Gran Fury	2,680	34.6	1,301	16.8	132	1.7	15	0.2	N.A.	—	15	0.2	N.A.	—	59	0.9
Cordoba	2,293	11.3	1,745	8.6	8,888	43.8	2,496	12.3	N.A.	—	2,354	11.6	N.A.	—	609	3.0
LeBaron	10,669	27.8	5,066	13.2	8,827	23.0	1,535	4.0	N.A.	—	1,689	4.4	N.A.	—	1,228	3.2
Chrysler	804	7.6	677	6.4	3,608	34.1	2,370	22.4	N.A.	—	1,989	18.8	N.A.	—	773	7.6
Dodge Total	117,285	37.6	40,168	12.9	57,625	18.5	5,463	1.8	N.A.	—	6,793	2.2	N.A.	—	2,567	0.8
Omni	30,312	46.6	8,781	13.5	6,375	9.8	325	0.5	N.A.	—	650	1.0	N.A.	—	N.A.	—
024	16,886	33.9	5,429	10.9	14,793	29.7	1,195	2.4	N.A.	—	1,146	2.3	N.A.	—	N.A.	—
Aries	58,876	37.2	21,683	13.7	27,222	17.2	2,216	1.4	N.A.	—	3,482	2.2	N.A.	—	1,741	1.1
Diplomat	7,057	32.9	2,853	13.3	3,003	14.0	386	1.8	N.A.	—	322	1.5	N.A.	—	279	1.3
Mirada	1,630	13.7	1,035	8.7	5,271	44.3	1,142	9.6	N.A.	—	1,071	9.0	N.A.	—	464	3.9
St. Regis	2,524	45.7	387	7.0	961	17.4	199	3.6	N.A.	—	122	2.2	N.A.	—	83	1.5
FORD MOTOR	437,788	29.1	89,736	6.0	485,241	32.3	75,250	7.1	N.A.	—	145,853	9.7	N.A.	—	13,956	0.9
Ford Division	340,940	33.4	64,795	6.3	314,653	30.8	24,974	2.4	N.A.	—	72,067	7.1	N.A.	—	N.A.	—
Escort	128,251	43.2	23,632	8.0	61,647	20.8	N.A.	—	N.A.	—	13,968	4.7	N.A.	—	N.A.	—
EXP	16,879	23.6	2,621	3.7	22,979	32.1	1,057	1.5	N.A.	—	14,801	20.7	N.A.	—	N.A.	—
Fairmont	88,006	45.4	13,375	6.9	44,584	23.0	1,769	1.1	N.A.	—	3,295	1.7	N.A.	—	N.A.	—
Must./Must. II	41,4b6	25.5	9,974	6.1	44,696	27.5	5,477	3.0	N.A.	—	13,494	8.3	N.A.	—	N.A.	—
Granada	35,461	32.0	10,792	9.7	39,061	35.3	2,670	2.2	N.A.	—	4,524	4.1	N.A.	—	N.A.	—
T-Bird	9,161	11.9	1,275	1.7	39,462	51.3	8,062	9.3	N.A.	—	10,394	13.5	N.A.	—	N.A.	—
Ford*	21,696	18.3	3,126	2.6	62,224	52.6	5,939	7.6	N.A.	—	11,591	9.8	N.A.	—	N.A.	—
L-M Division	96,848	20.1	24,941	5.2	170,588	35.4	50,276	10.4	N.A.	—	73,786	15.3	N.A.	—	13,956	2.9
Lynx	44,343	39.6	9,966	8.9	25,643	22.9	N.A.	—	N.A.	—	10,190	9.1	N.A.	—	N.A.	—
Capri	9,255	15.7	3,537	6.0	26,349	44.7	2,476	4.2	N.A.	—	8,606	14.6	N.A.	—	N.A.	—
Zephyr	20,352	30.6	4,855	7.3	29,397	44.2	1,064	1.6	N.A.	—	2,461	3.7	N.A.	—	N.A.	—
Cougar	11,589	21.6	5,365	10.0	22,963	42.8	2,200	4.1	N.A.	—	4,668	8.7	N.A.	—	N.A.	—
XR-7	3,168	8.5	634	1.7	16,066	43.1	3,914	10.5	N.A.	—	5,964	16.0	N.A.	—	N.A.	—
Mercury	3,513	5.7	N.A.	—	28,415	46.1	9,431	15.3	*	—	10,232	16.6	*	—	2,712*	4.4
LN7	4,628	20.6	584	2.6	8,110	36.1	539	2.1	N.A.	—	6,425	28.6	N.A.	—	N.A.	—
Lincoln*	N.A.	—	N.A.	—	8,177	24.9	14,285	43.5	*	—	10,377*	31.6	*	—	2,693*	8.2
Mark VI*	N.A.	—	N.A.	—	5,468	14.9	16,367	44.6	*	—	14,863	40.5	*	—	8,551*	23.3
GENERAL MOTORS	1,214,693	28.9	376,819	9.0	1,370,991	32.6	227,356	5.4	27,482	0.7	561,711	13.4	31,436	0.7	22,106	0.5
Buick Division	175,060	20.4	83,876	9.8	345,993	40.4	60,022	7.0	3,017	0.4	102,013	11.9	3,948	0.5	5,920	0.7
Skylark	100,472	38.3	25,183	9.6	103,882	39.6	3,934	1.5	262	0.1	17,314	6.6	524	0.2	787	0.3
LeSabre	9,300	10.4	4,194	4.7	46,526	52.5	6,958	7.8	N.A.	—	15,612	17.5	N.A.	—	1,427	1.6
Century	38,163	26.5	13,914	9.6	60,758	42.1	4,905	3.4	N.A.	—	12,984	9.0	N.A.	—	721	0.5
Regal	27,125	11.3	11,582	4.8	129,957	54.1	13,211	5.5	N.A.	—	31,226	13.0	N.A.	—	721	0.3
Electra	N.A.	—	14,011	20.3	2,570	3.7	23,109	33.9	1,449	2.1	23,109	33.5	1,656	2.4	1,380	2.0
Riviera	N.A.	—	14,992	28.8	2,300	4.4	7,905	15.2	1,306	2.5	1,768	3.4	1,768	3.4	884	1.7
Cadillac Division	N.A.	—	N.A.	—	67,282	26.7	39,060	15.5	20,145	8.0	100,987	40.0	19,865	7.9	N.A.	—
Cimarron**	N.A.	—	N.A.	—	N.A.	—	—	—	N.A.	—	9,821	60.6	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,945	17.0	3,488	12.2	2,523	8.8	13,876	48.5	3,533	12.4	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,500	19.2	8,504	14.0	5,122	8.5	29,515	48.7	5,810	9.6	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,837	34.1	27,068	18.2	12,500	8.4	47,775	32.1	10,522	7.1	N.A.	—
Chevrolet Division	851,354	50.9	222,436	13.3	244,906	14.6	38,656	2.3	913	.05	153,318	9.2	2,647	0.2	2,969	0.2
Chevette	328,228	72.3	80,808	17.7	21,791	4.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	39,533	60.7	11,528	17.7	10,551	16.2	521	.8	N.A.	—	22,796	3.5	N.A.	—	N.A.	—
Camaro	25,031	19.8	8,264	6.6	26,008	20.6	8,182	6.5	N.A.	—	23,665	18.8	N.A.	—	208	0.2
Citation	271,175	65.6	50,019	12.1	75,648	18.3	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu	99,759	44.0	31,969	14.1	36,276	16.0	2,041	0.9	N.A.	—	56,682	2.5	N.A.	—	227	—
Monte Carlo	37,865	24.1	15,397	9.8	46,820	29.8	8,798	5.6	N.A.	—	9,270	5.9	N.A.	—	314	0.2
Chevrolet	49,763	26.9	23,493	12.7	22,017	31.7	9,805	5.3	N.A.	—	15,169	8.2	N.A.	—	2,220	1.2
Corvette	N.A.	—	958	2.1	5,795	12.7	9,309	20.4	913	2.0	25,736	56.4	2,647	5.8	N.A.	—
Oldsmobile Division	105,100	11.2	37,306	4.0	499,328	53.1	67,286	7.2	3,407	0.4	152,246	16.2	4,976	0.6	9,938	1.1
Omega	51,651	34.9	10,502	7.0	68,834	46.5	2,296	1.6	N.A.	—	10,874	7.4	N.A.	—	486	0.3
Cutlass	27,389	13.9	12,663	6.4	110,733	56.5	6,204	3.2	N.A.	—	20,803	10.6	N.A.	—	1,320	0.7
Cutlass Supreme	17,446	6.1	10,201	3.5	166,940	58.4	17,469	6.1	N.A.	—	43,969	15.4	N.A.	—	986	0.3
Oldsmobile	8,614	3.2	3,940	1.4	144,291	53.7	29,496	11.0	2,108	0.8	59,706	22.2	2,738	1.0	6,042	2.2
Toronado	N.A.	—	N.A.	—	8,530	20	11,821	27.7	1,299	3.0	16,894	39.7	2,238	5.0	1,104	2.6
Pontiac Division	83,179	17.3	33,201	6.9	213,482	44.4	22,332	4.6	N.A.	—	53,147	11.0	N.A.	—	3,279	0.7
Firebird	6,378	9.0	2,042	2.9	23,856	33.6	5,023	7.1	N.A.	—	20,527	28.9	N.A.	—	267	0.4
Phoenix	52,858	41.3	14,243	11.1	46,940	36.7	1,830	1.4	N.A.	—	6,377	5.0	N.A.	—	N.A.	—
Grand Prix	10,184	9.4	4,550	4.2	56,339	52.0	5,742	5.3	N.A.	—	12,135	11.2	N.A.	—	433	0.4
LeMans	20,073	27.9	8,130	11.3	30,434	42.3	1,007	1.4	N.A.	—	2,878	4.0	N.A.	—	216	0.3
Pontiac	7,394	7.2	4,236	4.2	55,913	54.8	8,730	8.6	N.A.	—	11,230	11.0	N.A.	—	2,363	2.3
VOLKSWAGEN	N.A.	N.A.	42,487	23.6	21,919	12.2	N.A.	N.A.	N.A.	—	15,741	8.8	N.A.	—	N.A.	—
Total Cars, U. S.	1,976,016	29.2	604,720	8.9	2,049,879	30.3	319,227	4.7	27,482	0.4	743,136	11.0	31,436	0.5	46,548	0.7

*Lincoln-Mercury does not break out specific radio types with CB. All sound systems equipped with a CB are included in the AM/FM w/CB column.

**—Cimarron offered only AM/FM stereo with cassette tape during the abbreviated '81 production run. Some 39.4 percent of buyers chose to delete it, since it was billed as a delete option. Cadillac does not promote radios in its other lines as delete options, although it said customers always retained that prerogative. It didn't track deletes of radios on other lines, but guessed they were fewer than 1 percent. AM/FM stereo is standard on all Cadillac lines, except Cimarron.

Continued from Page 76

power assist items with functional value have been increasing on smaller cars. They have a secure future, Strunk added.

"Historically, compact and small-specialty models had lower installations," Strunk pointed out. "But these have been increasing on new small models."

Pinto, for example, only had about a 25 percent penetration of air conditioning; whereas Escort's rates had been running close to 50 percent in mid-'82.

While small cars don't carry the same kinds of equipment loads that traditional full-size models have had, the penetration rates of items like air conditioning, electric defrosters and premium radios have doubled over historical rates for these models.

In round numbers, the average equipped Escort carried about $1,500 worth of optional equipment in mid-'82. The figure, affected by the large numbers of base Escorts available, was down from '81.

At the other end of the spectrum, an average-equipped Thunderbird carried about $2,500 worth of options and the average full-sized Ford about $3,000 worth, Strunk said.

Within the next few years, he sees a big growth in graphic display and electronic-type optional equipment: Graphic readouts of fuel economy, elapsed travel time, etc.

Although they're not expected to be high-volume items, such packages will be up sharply from their current 5-10 percent penetration levels, he predicted.

Interestingly, the reduction in dealer inventories of vehicles helped boost optional equipment offerings to some degree in '82.

Power steering, tilt wheel

Meanwhile, Saginaw Steering Gear Div. of General Motors sees a fairly bright future for power steering and tilt wheel.

It expects power steering to be at about 90 percent by 1985 for General Motors cars, slightly below current levels, and tilt wheel to hit 65-70 percent.

Donald Schutt, marketing manager for Saginaw Steering Gear, said that through January, 1982, power steering had in fact been running at 64 percent on GM cars, "so that projection (for '85) is not as far-fetched as it may seem."

"Tilt wheel has been growing beyond our wildest imagination on small cars, doing particularly well with younger people," Schutt said.

Saginaw Steering has typically promoted tilt wheel as a way to facilitate entry and exit from a small

Continued on Page 80

STEERING WHEEL, SPEED CONTROL OPTIONS ON 1981 U. S. MODELS

	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output	Speed Control	Percent of Output
AMERICAN MOTORS	41,548	30.30	.....	.....	17,491	12.76
Spirit	6,854	15.40	.....	.....	831	1.90
Concord	17,004	30.90	.....	.....	9,538	17.30
Eagle	9,816	67.80	.....	.....	5,939	41.00
SX/4	7,874	34.30	.....	.....	1,183	5.20
CHRYSLER CORP.	97,765	13.33	.....	.....	146,971	20.04
C-P Total	62,656	14.86	.....	.....	93,167	22.10
Horizon	.....	.....	.....	.....	5,777	6.60
Reliant	29,074	14.20	.....	.....	45,454	22.20
TC-3	.....	.....	.....	.....	3,710	7.10
Gran Fury	1,425	18.40	.....	.....	790	10.20
Cordoba	13,190	65.00	.....	.....	13,190	65.00
LeBaron	10,937	28.50	.....	.....	14,967	39.00
Chrysler	8,030	75.90	.....	.....	9,279	87.70
Dodge Total	35,109	11.25	.....	.....	53,804	17.25
Omni	.....	.....	.....	.....	4,488	6.90
024	.....	.....	.....	.....	3,537	7.10
Aries	21,999	13.90	.....	.....	33,236	21.00
Diplomat	6,049	28.20	.....	.....	4,311	20.10
Mirada	5,509	46.30	.....	.....	6,592	55.40
St. Regis	1,552	28.10	.....	.....	1,640	29.70
FORD MOTOR	376,421	25.03	.....	.....	513,225	34.13
Ford Division	187,048	18.30	.....	.....	282,290	27.62
Escort	.....	.....	.....	.....	41,053	12.80
EXP	.....	.....	.....	.....	15,436	21.60
Fairmont	15,922	9.90	.....	.....	33,935	21.10
Must./Must II	17,709	9.70	.....	.....	21,542	11.80
Granada	52,055	42.90	.....	.....	49,143	40.50
T-Bird	57,911	66.80	.....	.....	62,246	71.80
Ford	43,451	55.60	.....	.....	58,925	75.40
L-M Division	189,373	39.29	.....	.....	230,935	47.91
Lynx	.....	.....	.....	.....	15,229	13.60
Capri	7,191	12.20	.....	.....	8,724	14.80
Zephyr	8,779	13.20	.....	.....	21,748	32.70
Cougar	24,841	46.30	.....	.....	27,095	50.50
XR-7	27,285	73.20	.....	.....	27,360	73.40
Mercury	52,824	85.70	.....	.....	57,570	93.40
LN7	.....	.....	.....	.....	4,493	20.00
Lincoln	31,755	96.70	.....	.....	32,018	97.50
Mark VI	36,698	100.00	.....	.....	36,698	100.00
GENERAL MOTORS	1,971,041	46.88	319,792	7.61	1,841,018	43.79
Buick Division	537,899	62.77	25,864	3.02	473,803	55.29
Skylark	109,667	42.10	.....	.....	90,882	34.90
LeSabre	67,670	75.90	3,143	3.50	69,365	77.80
Century	82,623	57.30	.....	.....	78,600	54.50
Regal	165,200	68.80	.....	.....	119,030	49.60
Electra	68,983	100.00	16,443	23.80	66,330	96.20
Riviera	43,756	84.10	6,278	12.10	49,596	95.40
Cadillac Division	14,986	5.94	227,512	90.19	70,403	27.91
Cimarron	14,986	92.40	.....	.....	4,652	28.70
Seville	.....	.....	28,606	100.00	8,884	31.10
Eldorado	.....	.....	59,122	97.60	16,184	26.70
Cadillac	.....	.....	139,784	93.80	40,683	27.30
Chevrolet Division	505,181	30.19	45,631	2.73	426,312	25.48
Chevette	39,950	8.80	.....	.....	.....	.....
Cavalier	20,516	31.50	.....	.....	2,345	3.60
Camaro	75,392	59.80	.....	.....	40,919	32.40
Citation	98,534	23.80	.....	.....	76,566	18.50
Malibu	68,472	30.20	.....	.....	71,646	31.60
Monte Carlo	90,027	57.30	.....	.....	77,301	49.20
Chevrolet	112,290	60.70	.....	.....	120,985	65.40
Corvette	.....	.....	45,631	100.00	36,550	80.10
Oldsmobile Division	607,645	64.60	20,785	2.21	619,830	65.89
Omega	52,235	35.30	.....	.....	45,523	30.70
Cutlass	109,974	56.10	.....	.....	123,050	62.80
Cutlass Supreme	193,366	67.60	.....	.....	171,293	59.90
Oldsmobile	217,788	81.00	14,372	5.30	238,722	88.80
Toronado	34,282	80.40	6,413	15.00	41,242	96.80
Pontiac Division	305,330	63.47	.....	.....	250,670	52.11
Firebird	52,251	73.70	.....	.....	32,021	45.20
Phoenix	50,924	39.80	.....	.....	31,202	24.40
Grand Prix	81,150	74.90	.....	.....	71,832	66.30
LeMans	36,190	50.30	.....	.....	31,441	43.70
Pontiac	84,815	83.10	.....	.....	84,174	82.50
VOLKSWAGEN	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	2,486,775	36.80	319,792	4.73	2,518,705	37.27

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba-Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

DECORATIVE ROOF OPTIONS ON 1981 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	37,733	27.51	N.A.	—	N.A.	—	36,640	26.72	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	1,425	3.20	N.A.	—
Concord	33,840	61.40	N.A.	—	N.A.	—	544	1.00	N.A.	—
*Eagle	3,893	10.40	N.A.	—	N.A.	—	1,695	4.50	N.A.	—
CHRYSLER CORP.	92,885	12.66	N.A.	—	1,781	0.24	11,345	1.55	900	0.12
C-P Total	62,987	14.94	N.A.	—	1,299	0.31	5,966	1.42	403	0.10
Horizon	N.A.	—	N.A.	—	N.A.	—	875	1.00	N.A.	—
Reliant	27,641	13.50	N.A.	—	N.A.	—	1,433	0.70	N.A.	—
TC-3	N.A.	—	N.A.	—	N.A.	—	3,658	7.00	N.A.	—
Gran Fury	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cordoba	13,150	64.80	N.A.	—	670	3.30	N.A.	—	365	1.80
LeBaron	12,357	32.20	N.A.	—	153	0.40	N.A.	—	38	0.10
Chrysler	9,839	93.00	N.A.	—	476	4.50	N.A	—	N.A.	—
Dodge Total	29,898	9.58	N.A.	—	482	0.15	5,379	1.72	497	0.16
Omni	N.A.	—	N.A.	—	N.A.	—	585	0.90	N.A.	—
024	N.A.	—	N.A.	—	N.A.	—	3,686	7.40	N.A.	—
Aries	17,567	11.10	N.A.	—	N.A.	—	1,108	0.70	N.A.	—
Diplomat	3,754	17.50	N.A.	—	64	0.30	N.A.	—	21	0.10
Mirada	6,556	55.10	N.A.	—	369	3.10	N.A.	—	476	4.00
St. Regis	2,021	36.60	N.A.	—	49	0.90	N.A.	—	N.A.	—
FORD MOTOR	335,441	22.30	N.A.	—	N.A.	—	95,436	6.35	25,529	1.70
Ford Division	149,944	14.67	N.A.	—	N.A.	—	59,155	5.79	18,986	1.86
Escort	N.A.	—	N.A.	—	N.A.	—	10,905	3.40	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	16,621	23.20	N.A.	—
Fairmont	23,480	14.60	N.A.	—	N.A.	—	4,825	3.00	N.A.	—
Must./Must. II	9,493	5.20	N.A.	—	N.A.	—	21,360	11.70	18,986	10.40
Granada	37,130	30.60	N.A.	—	N.A.	—	849	0.70	N.A.	—
T-Bird	39,359	45.40	N.A.	—	N.A.	—	4,595	5.30	N.A.	—
Ford	40,482	51.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
L-M Division	185,497	38.48	N.A.	—	N.A.	—	36,281	7.53	6,543	1.35
Lynx	N.A.	—	N.A.	—	N.A.	—	5,263	4.70	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	20,572	34.90	6,543	11.10
Zephyr	11,905	17.90	N.A.	—	N.A.	—	2,860	4.30	N.A.	—
Cougar	27,363	51.00	N.A.	—	N.A.	—	322	0.60	N.A.	—
XR-7	29,335	78.70	N.A.	—	N.A.	—	1,715	4.60	N.A.	—
Mercury	49,742	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	5,549	24.70	N.A.	—
Lincoln	32,839	100.00	N.A.	—	2,107	6.40	N.A.	—	N.A.	—
Mark VI	34,313	93.50	N.A.	—	7,596	20.70	N.A.	—	N.A.	—
GENERAL MOTORS	1,070,732	25.47	N.A.	—	73,043	1.74	22,596	0.54	125,534	2.99
Buick Division	344,026	40.14	N.A.	—	18,105	2.11	4,602	0.54	3,773	0.44
Skylark	40,601	15.60	N.A.	—	N.A.	—	4,602	1.80	N.A.	—
LeSabre	44,869	50.30	N.A.	—	666	0.70	N.A.	—	N.A.	—
Century	53,873	37.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	141,720	59.00	N.A.	—	4,980	2.10	N.A.	—	3,773	1.60
Electra	23,188	33.60	N.A.	—	3,989	5.80	N.A.	—	N.A.	—
Riviera	39,775	76.50	N.A.	—	8,470	16.30	N.A.	—	N.A.	—
Cadillac Division	104,683	41.50	N.A.	—	23,302	9.24	4,073	1.61	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	4,073	29.00	N.A.	—
Seville	N.A.	—	N.A.	—	5,135	18.00	N.A.	—	N.A.	—
Eldorado	N.A.	—	N.A.	—	10,222	16.90	N.A.	—	N.A.	—
Cadillac	104,683	70.20	N.A.	—	7,945	5.30	N.A.	—	N.A.	—
Chevrolet Division	93,166	5.57	N.A.	—	3,142	0.19	11,191	0.67	82,628	4.94
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	N.A.	—	N.A.	—	N.A.	—	1,302	2.00	N.A.	—
Camaro	N.A.	—	N.A.	—	N.A.	—	N.A.	—	30,399	24.10
Citation	N.A.	—	N.A.	—	N.A.	—	7,854	1.90	N.A.	—
Malibu	14,963	6.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	48,234	30.70	N.A.	—	3,142	2.00	N.A.	—	6,598	4.20
Chevrolet	29,696	16.20	N.A.	—	N.A.	—	2,035	1.10	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	45,631	100.00
Oldsmobile Division	398,942	42.41	N.A.	—	21,873	2.33	N.A.	—	7,264	0.77
Omega	21,027	14.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass	48,369	24.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	125,680	43.90	N.A.	—	6,684	2.30	N.A.	—	7,264	2.50
Oldsmobile	173,045	64.40	N.A.	—	6,813	2.50	N.A.	—	N.A.	—
Toronado	30,821	72.30	N.A.	—	8,376	19.60	N.A.	—	N.A.	—
Pontiac Division	129,915	27.01	N.A.	—	6,621	1.37	2,730	0.57	31,869	6.62
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	27,319	38.50
Phoenix	7,497	5.90	N.A.	—	N.A.	—	2,730	2.10	N.A.	—
Grand Prix	49,622	45.80	N.A.	—	3,900	3.60	N.A.	—	4,550	4.20
LeMans	14,246	19.80	N.A.	—	23	0.00	N.A.	—	N.A.	—
Pontiac	58,550	57.40	N.A.	—	2,698	2.60	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	35,649	19.80	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	1,536,791	22.74	35,649	0.53	74,824	1.11	166,017	2.46	151,963	2.25

*Includes SX-4.

Note: Figures are generally based on U.S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Continued from Page 78

car, an inexpensive way to compensate for the size of the car.

Tilt wheel has been running about 50 percent on GM's smaller cars West of the Mississippi, and there's been good sales movement in the Midwest as well, with the Northeast the only area where the option does poorly, he said.

The telescope wheel option is only offered by GM, and will continue to have a limited market on select high-line models, like Cadillacs, Riviera, Toronado, etc., Schutt feels.

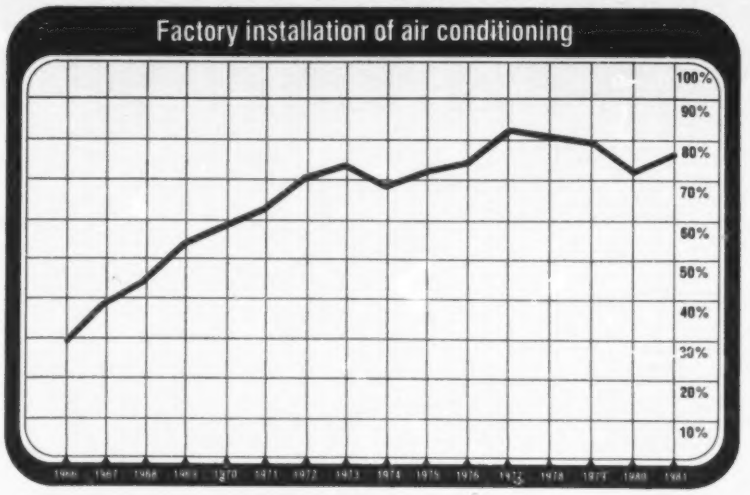
Meanwhile, power steering, he said, is getting increasing acceptance on small cars which will help offset the future decline in larger models where the item is standard.

Radios

James E. Cain, assistant general sales manager, Delco Electronics Division, General Motors, predicted a big trend toward "pre-recorded music" over the next several years.

Cassettes and new, still to be introduced, microcassettes, will be included in most car sound systems

Continued on Page 82



AIR CONDITIONING INSTALLATIONS

1981 VS. 1980 MODEL YEAR

	1981 Model Year			1980 Model Year		
	Unit Total	Percent of Output	Pct. of '81 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installation
AMERICAN MOTORS	73,184	53.37	1.42	103,848	52.02	2.00
Spirit	16,566	37.10	0.32	23,725	33.40	0.46
Concord	40,208	73.00	0.78	52,296	65.00	1.00
Eagle	9,781	67.50	0.19	27,827	60.00	0.54
SX-4	6,629	28.90	0.13	.....	.....	.....
CHRYSLER CORP.	427,736	58.31	8.25	489,092	63.91	9.44
C-P Total	256,901	60.95	4.96	302,825	66.97	5.85
Horizon/TC3	53,117	38.00	1.02	71,002	43.70	1.38
Reliant	131,653	64.30	2.54	.....	.....	.....
Volare	.....	.....	.....	64,985	59.20	1.25
Gran Fury	7,328	94.60	0.14	17,413	93.00	0.33
Cordoba	19,176	94.50	0.37	53,915	93.80	1.04
LeBaron	35,153	91.60	0.68	67,153	90.00	1.30
Chrysler	10,474	99.00	0.21	28,357	97.40	0.55
Dodge Total	170,835	54.76	3.29	186,267	59.49	3.59
Omni/024	39,741	34.60	0.77	59,821	43.30	1.15
Aspen	.....	.....	.....	49,571	58.00	0.96
Aries	97,177	61.40	1.87	.....	.....	.....
Diplomat	17,803	83.00	0.34	30,724	80.50	0.59
Mirada	10,828	91.00	0.21	30,039	87.80	0.58
St. Regis	5,286	95.70	0.10	16,112	94.40	0.31
FORD MOTOR	1,071,117	71.22	20.65	964,613	70.23	18.62
Ford Division	685,116	67.04	13.21	649,675	66.22	12.54
Escort	150,100	46.80	2.89	.....	.....	.....
EXP	42,214	58.90	0.82	.....	.....	.....
Fairmont	121,264	75.40	2.34	161,304	68.80	3.11
Must./Must. II	104,973	57.50	2.02	137,831	50.80	2.66
Granada	106,537	87.80	2.05	75,418	83.40	1.46
T-Bird	83,832	96.70	1.62	147,552	94.10	2.85
Ford	76,196	97.50	1.47	98,512	95.30	1.90
Pinto	.....	.....	.....	29,058	23.30	0.56
L-M Division	386,001	80.08	7.44	314,938	80.24	6.08
Bobcat	.....	.....	.....	9,021	36.60	0.17
Lynx	59,908	53.30	1.16	.....	.....	.....
Capri	37,666	63.90	0.73	44,391	55.50	0.86
Zephyr	57,198	86.00	1.10	51,156	73.00	0.99
Cougar (Monarch)	49,575	92.40	0.96	26,429	86.60	0.51
XR-7 (Cougar)	36,157	97.00	0.70	55,417	95.50	1.07
LN7	14,692	65.40	0.28	.....	.....	.....
Mercury	61,268	99.40	1.18	53,622	98.70	1.04
Lincoln	32,839	100.00	0.63	31,233	100.00	0.60
Mark VI	36,698	100.00	0.70	38,891	100.00	0.75
Versailles	.....	.....	.....	4,784	100.00	0.09
GENERAL MOTORS	3,527,806	83.91	68.01	3,532,273	77.03	68.17
Buick Division	791,893	92.40	15.27	718,745	89.82	13.87
Skylark	218,303	83.80	4.21	167,329	79.00	3.23
Skyhawk	.....	.....	.....	5,101	61.30	0.09
Century	136,159	94.40	2.63	135,218	91.10	2.61
Regal	229,730	95.60	4.43	199,274	92.80	3.85
LeSabre	86,711	97.20	1.67	163,202	97.00	3.15
Electra	68,983	100.00	1.33	.....	.....	.....
Riviera	52,007	100.00	1.00	48,621	100.00	0.94
Cadillac Division	252,256	100.00	4.86	231,028	100.00	4.46
Cimarron	14,048	100.00	0.27	.....	.....	.....
Seville	28,606	100.00	0.55	39,344	100.00	0.76
Eldorado	60,557	100.00	1.17	52,685	100.00	1.02
Cadillac	149,045	100.00	2.87	138,999	100.00	2.68
Chevrolet Division	1,162,319	69.47	22.41	1,287,210	63.46	24.84
Chevette	182,500	40.20	3.52	165,266	36.60	3.19
Cavalier	38,882	59.70	0.75	.....	.....	.....
Monza ('80)	.....	.....	.....	67,894	40.00	1.31
Camaro	96,118	76.20	1.85	107,175	70 05	2.07
Citation	279,440	67.60	5.39	388,264	62.20	7.49
Malibu	194,534	85.80	3.76	223,170	80.40	4.31
Monte Carlo	147,064	93.60	2.84	114,035	90.50	2.20
Chevrolet	178,150	96.30	3.43	180,792	97.00	3.49
Corvette	45,631	100.00	0.87	40,614	100.00	0.78
Oldsmobile Division	894,120	95.05	17.23	781,398	92.20	15.08
Omega	116,877	79.00	2.25	97,652	72.70	1.88
Cutlass	191,448	97.80	3.69	403,603	95.60	7.78
Cutlass Supreme	279,261	97.70	5.38	232,132	97.00	4.48
Oldsmobile	263,930	98.20	5.09	43,440	100.00	0.85
Toronado	42,604	100.00	0.82	4,571	55.50	0.09
Pontiac Division	427,218	88.81	8.24	513,892	75.73	9.92
Sunbird ('80)	.....	.....	.....	67,486	47.17	1.30
Firebird	59,517	83.90	1.15	86,516	80.60	1.67
Phoenix	94,634	74.00	1.82	123,449	69.24	2.38
Grand Prix	105,852	97.70	2.05	110,595	96.41	2.14
LeMans	65,832	91.50	1.27	53,581	87.52	1.04
Pontiac	101,383	99.40	1.95	72,265	98.19	1.39
VOLKSWAGEN	86,933	48.40	1.67	91,539	41.00	1.77
Total Cars, U. S.	5,186,778	76.75	100.00	5,181,365	72.52	100.00

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

SEAT OPTIONS ON 1981 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench	Percent of Output	Power Seats	Percent of Output
AMERICAN MOTORS	127,913	93.28	.....	.....	9,212	6.72	4,156	3.03
Spirit	44,598	100.00	.....	.....	1	0.00	.....	.....
Concord	45,951	83.40	.....	.....	9,146	16.60	1,892	3.40
Eagle	14,422	99.60	.....	.....	64	0.40	2,264	.....
SX	22,942	100.00	.....	.....	1	0.00	.....	.....
CHRYSLER CORP.	346,274	47.20	53,954	7.36	333,295	45.44	71,849	9.80
C-P Total	191,512	45.43	43,004	10.20	187,009	44.37	61,183	14.52
Horizon	87,527	100.00	.....	.....	.....	.....	.....	.....
Reliant	39,926	19.50	.....	.....	164,822	80.50	7,576	3.70
TC3	52,254	100.00	.....	.....	.....	.....	.....	.....
Gran Fury	.....	.....	372	4.80	7,374	95.20	62	0.80
Cordoba	11,344	55.90	8,949	44.10	.....	.....	7,508	37.00
LeBaron	461	1.20	23,103	60.20	14,813	38.60	38,377	100.00
Chrysler	.....	.....	10,580	100.00	.....	.....	7,660	72.40
Dodge Total	154,762	49.60	10,950	3.51	146,286	46.89	10,666	3.42
Omni	65,047	100.00	.....	.....	.....	.....	.....	.....
024	49,811	100.00	.....	.....	.....	.....	.....	.....
Aries	27,855	17.60	.....	.....	130,414	82.40	5,381	3.40
Diplomat	150	0.70	5,427	25.30	15,872	74.00	1,330	6.20
Mirada	11,899	100.00	.....	.....	.....	.....	3,082	25.90
St. Regis	.....	.....	5,523	100.00	.....	.....	873	15.80
FORD MOTOR	839,949	55.85	334,883	22.27	329,114	21.88	368,128	24.48
Ford Division	624,514	61.11	156,588	15.32	240,843	23.57	226,465	22.16
Escort	320,727	100.00	.....	.....	.....	.....	.....	.....
EXP	71,644	100.00	.....	.....	.....	.....	.....	.....
Fairmont	34,256	21.30	.....	.....	126,572	78.70	160,828	100.00
Must./Must. II	182,562	100.00	.....	.....	.....	.....	.....	.....
Granada	12,377	10.20	51,813	42.70	57,151	47.10	7,038	5.80
T-Bird	2,948	3.40	63,199	72.90	20,546	23.70	28,609	33.00
Ford	.....	.....	41,576	53.20	36,574	46.80	30,010	38.40
L-M Division	215,435	44.70	178,295	36.99	88,271	18.31	141,646	29.39
Lynx	111,978	100.00	.....	.....	.....	.....	.....	.....
Capri	58,946	100.00	.....	.....	.....	.....	.....	.....
Zephyr	15,696	23.60	.....	.....	50,813	76.40	998	1.50
Cougar	4,561	8.50	26,987	50.30	22,105	41.20	7,780	14.50
XR-7	1,789	4.80	30,118	80.80	5,368	14.40	11,555	31.00
Mercury	.....	.....	51,653	83.80	9,985	16.20	51,776	84.00
LN7	22,465	100.00	.....	.....	.....	.....	.....	.....
Lincoln	.....	.....	32,839	100.00	.....	.....	32,839	100.00
Mark VI	.....	.....	36,698	100.00	.....	.....	36,698	100.00
GENERAL MOTORS	1,059,622	25.21	1,593,947	37.91	1,550,494	36.88	1,012,837	24.09
Buick Division	49,263	5.74	648,188	75.64	159,544	18.62	271,859	31.72
Skylark	32,266	12.30	230,062	87.70	.....	.....	.....	.....
LeSabre	476	0.50	88,734	99.50	.....	.....	54,450	61.00
Century	730	0.50	66,416	46.00	77,121	53.50	26,872	18.60
Regal	13,847	5.80	143,930	59.90	82,423	34.30	69,547	29.00
Electra	.....	.....	68,983	100.00	.....	.....	68,983	100.00
Riviera	1,944	3.70	50,063	96.30	.....	.....	52,007	100.00
Cadillac Division	14,048	5.56	141,804	56.22	96,399	38.22	251,836	99.83
*Cimarron	14,048	100.00	.....	.....	.....	.....	13,628	8.40
Seville	.....	.....	28,606	100.00	NA	——	28,606	100.00
Eldorado	.....	.....	60,557	100.00	NA	——	60,557	100.00
Cadillac	.....	.....	52,646	35.30	96,399	64.70	149,045	100.00
Chevrolet Division	792,187	47.35	139,244	8.32	741,662	44.33	97,763	5.84
Chevette	453,982	100.00	.....	.....	.....	.....	.....	.....
Cavalier	65,130	100.00	.....	.....	.....	.....	586	0.90
Camaro	126,138	100.00	.....	.....	.....	.....	.....	.....
Citation	78,452	19.00	.....	.....	334,836	81.00	414	0.10
Malibu	3,854	1.70	28,568	12.60	194,305	85.70	6,802	3.00
Monte Carlo	18,540	11.80	51,848	33.00	86,727	55.20	12,569	8.00
Chevrolet	370	0.20	58,828	31.80	125,794	68.00	44,583	24.10
Corvette	45,631	100.00	.....	.....	.....	.....	32,809	71.90
Oldsmobile Division	86,459	9.19	523,421	55.65	330,775	35.16	297,524	31.63
Omega	27,277	18.40	51,546	34.80	69,095	46.70	3,378	2.20
Cutlass	.....	.....	92,238	47.10	103,492	52.80	36,660	18.70
Cutlass Supreme	53,586	18.70	126,020	44.20	106,229	37.10	44,675	15.60
Oldsmobile	1,637	0.60	214,972	80.00	51,959	19.30	170,207	63.30
Toronado	3,959	9.30	38,645	90.70	.....	.....	42,604	100.00
Pontiac Division	117,665	24.46	141,285	29.37	222,114	46.17	93,855	19.51
Firebird	70,899	100.00	.....	.....	.....	.....	.....	.....
Phoenix	20,759	16.20	.....	.....	107,110	83.80	3,744	2.90
Grand Prix	24,486	22.60	48,430	44.70	35,428	32.70	30,878	28.50
LeMans	791	1.10	20,217	28.10	50,939	70.80	6,259	8.70
Pontiac	730	0.70	72,638	71.20	28,637	28.10	52,974	51.90
VOLKSWAGEN	179,635	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	2,553,393	37.78	1,982,784	29.34	2,222,115	32.88	1,456,970	21.56

*Cimarron power seats are for driver side only.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

Continued from Page 80

in the future, Cain predicted.

"Young people today who will be the major buyers in the next five to seven years will all want pre-recorded music."

In the last four to five years the trend has been out of AM into AM/FM stereo. This will continue, with AM/FM stereo, including cassette, becoming the most popular combination over the next several years.

"A lot depends on how fast we can develop the technology to get costs out of the product," he added.

AM/FM stereos without tape will be the second most popular combination by then by 1985, Cain said.

Simple AM and AM/FM units will become passe, particularly when the Federal Communication Commission approves AM stereo, he predicted.

"We don't know when approval will come. But it will come because broadcasters have to have it. Then AM monaural and AM/FM monaural will become obsolete."

Delco has a new micro-cassette under development, along with other manufacturers, that will be introduced within a few years. It will compete with today's conventional size cassettes, leaving eight-track tapes behind.

Eight-track tapes, Cain added, are still popular with the older age group, and others who have money invested in libraries of such tapes. But, "without question," the market is moving "into cassettes and something smaller," he added.

Air conditioning

Michael K. Walsh, general sales manager for the Harrison Radiator Division, feels that air conditioning will "hold pretty steady to what we've seen in the past."

"As people downsize, those that have had factory-installed 'air' recognize the benefits of it and tend to order it in their new smaller cars," he said.

"As a composite, air conditioning will hold to the high levels of today. Implied in that forecast is an ever-increasing number of smaller vehicles with air conditioning," Walsh said.

Auto companies don't have the competitive problems with air conditioning that they've had with radios.

There is some aftermarket 'air' installed in vehicles, Walsh noted, but "it's a very small portion of the total market. The reason is the significant performance differential between aftermarket and factory air."

TRANSMISSION OPTIONS on 1981 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	99,037	72.22	38,088	27.78	NA	.....
Spirit	25,734	57.70	18,865	42.30	NA	.....
Concord	52,234	94.80	2,863	5.20	NA	.....
*Eagle	21,069	56.30	16,360	43.70	NA	.....
CHRYSLER CORP.	535,609	73.02	197,914	26.98	NA	.....
C-P Total	317,843	75.40	103,682	24.60	NA	.....
Horizon	47,789	54.60	39,738	45.40	NA	.....
Reliant	168,917	82.50	35,831	17.50	NA	.....
TC-3	24,141	46.20	28,113	53.80	NA	.....
Gran Fury	7,746	100.00	NA	.....	NA	.....
Cordoba	20,293	100.00	NA	.....	NA	.....
LeBaron	38,377	100.00	NA	.....	NA	.....
Chrysler	10,580	100.00	NA	.....	NA	.....
Dodge Total	217,766	69.80	94,232	30.20	NA	.....
Omni	31,613	48.60	33,434	51.40	NA	.....
024	19,875	39.90	29,936	60.10	NA	.....
Aries	127,407	80.50	30,862	19.50	NA	.....
Diplomat	21,449	100.00	NA	.....	NA	.....
Mirada	11,899	100.00	NA	.....	NA	.....
St. Regis	5,523	100.00	NA	.....	NA	.....
FORD MOTOR	1,034,587	68.79	450,966	29.90	18,393	1.22
Ford Division	668,379	65.40	342,247	33.49	11,319	1.11
Escort	114,820	35.80	205,907	64.20	NA	.....
EXP	17,240	24.10	54,404	75.90	NA	.....
Fairmont	146,675	91.20	14,153	8.80	NA	.....
Must./Must. II	106,251	58.20	64,992	35.60	11,319	6.20
Granada	118,550	97.70	2,791	2.30	NA	.....
T-Bird	86,693	100.00	NA	.....	NA	.....
Ford	78,150	100.00	NA	.....	NA	.....
L-M Division	366,208	75.98	108,719	22.56	7,074	1.46
Lynx	44,343	39.60	67,635	60.40	NA	.....
Capri	31,654	53.70	20,218	34.30	7,074	12.00
Zephyr	62,984	94.70	3,525	5.30	NA	.....
Cougar	53,116	99.00	537	1.00	NA	.....
XR-7	37,275	100.00	NA	.....	NA	.....
Mercury	61,638	100.00	NA	.....	NA	.....
LN7	5,661	25.20	16,804	74.80	NA	.....
Lincoln	32,839	100.00	NA	.....	NA	.....
Mark VI	36,698	100.00	NA	.....	NA	.....
GENERAL MOTORS	3,823,498	90.95	354,108	8.42	7,264	0.17
Buick Division	839,944	98.01	17,051	1.99	NA	.....
Skylark	245,277	93.50	17,051	6.50	NA	.....
LeSabre	89,210	100.00	NA	.....	NA	.....
Century	144,267	100.00	NA	.....	NA	.....
Regal	240,200	100.00	NA	.....	NA	.....
Electra	68,983	100.00	NA	.....	NA	.....
Riviera	52,007	100.00	NA	.....	NA	.....
Cadillac Division	250,584	99.34	1,672	0.66	NA	.....
Cimarron	12,376	88.10	1,672	11.90	NA	.....
Seville	28,606	100.00	NA	.....	NA	.....
Eldorado	60,557	100.00	NA	.....	NA	.....
Cadillac	149,045	100.00	NA	.....	NA	.....
Chevrolet Division	1,343,178	80.28	303,779	18.16	7,264	0.43
Chevette	250,598	55.20	196,121	43.20	7,263	1.60
Cavalier	47,545	73.00	17,585	27.00	NA	.....
**Camaro	109,760	87.00	NA	.....	NA	.....
Citation	329,782	79.80	83,596	20.20	NA	.....
**Malibu	224,233	98.90	NA	.....	NA	.....
Monte Carlo	157,115	100.00	NA	.....	NA	.....
Chevrolet	184,992	100.00	NA	.....	NA	.....
Corvette	39,153	85.80	6,478	14.20	NA	.....
Oldsmobile Division	929,612	98.83	11,020	1.17	NA	.....
Omega	136,898	92.50	11,020	7.40	NA	.....
**Cutlass	195,707	99.90	NA	.....	NA	.....
Cutlass Supreme	285,835	100.00	NA	.....	NA	.....
Oldsmobile	268,568	100.00	NA	.....	NA	.....
Toronado	42,604	100.00	NA	.....	NA	.....
Pontiac Division	460,180	95.66	20,586	4.28	NA	.....
**Firebird	66,498	93.80	4,138	5.80	NA	.....
Phoenix	111,421	87.10	16,448	12.90	NA	.....
Grand Prix	108,344	100.00	NA	.....	NA	.....
**LeMans	71,912	99.90	NA	.....	NA	.....
Pontiac	102,005	100.00	NA	.....	NA	.....
VOLKSWAGEN	16,263	9.00	108,505	60.40	54,867	30.60
Total Cars, U.S.	5,508,994	81.51	1,149,581	17.01	80,524	1.19

*Eagle includes the SX-4.

**Some 23 Olds Cutlasses, 36 Pontiac LeMans, 263 Firebirds, 16,378 Camaros and 2,494 Malibus had a three speed manual, dropped by GM for '82.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP-LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouth and 311,988 Dodge.

TIRE OPTIONS ON 1981 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Raised Letter Sidewalls	Percent of Output
AMERICAN MOTORS	29,963	21.85	107,123	78.12	88,047	64.21	872	0.64
Spirit	1,817	4.10	42,782	95.90	29,370	65.90	707	1.60
Concord	9,164	16.60	45,933	83.30	38,540	69.90	165	0.30
Eagle	8,624	59.50	5,862	40.50	9,386	64.80	.....	.....
SX/4	10,358	45.10	12,546	54.70	10,751	46.90	.....	.....
CHRYSLER CORP	105,927	14.44	617,404	84.17	577,990	78.80	15,567	2.12
Chrysler-Plymouth Total	61,422	14.57	352,689	83.67	338,165	80.22	3,915	0.93
Horizon	8,052	9.20	79,475	90.80	63,457	72.50	.....	.....
Reliant	18,018	8.80	186,730	91.20	177,721	86.80	.....	.....
TC3	8,360	16.00	43,893	84.00	33,129	63.40	3,449	6.60
Gran Fury	294	3.80	883	11.40	1,177	15.20	.....	.....
Cordoba	13,231	65.20	7,062	34.80	19,826	97.70	466	2.30
LeBaron	5,373	14.00	32,160	83.80	32,275	84.10	.....	.....
Chrysler	8,094	76.50	2,486	23.50	10,580	100.00	.....	.....
Dodge Total	44,505	14.27	264,715	84.85	239,825	76.87	11,652	3.74
Omni	6,570	10.10	58,477	89.90	45,273	69.60	.....	.....
Mirada	7,330	61.60	4,569	38.40	10,757	90.40	1,142	9.60
Aries	12,028	7.60	146,241	92.40	141,176	89.20	.....	.....
Diplomat	1,909	8.90	19,540	91.10	15,980	74.50	.....	.....
024	15,790	31.70	34,021	68.30	24,607	49.40	10,510	21.10
St. Regis	878	15.90	1,867	33.80	2,032	36.80	.....	.....
FORD MOTOR	1,503,946	100.00	.....	.....	1,048,796	69.74	24,183	1.61
Ford Division	1,021,945	100.00	.....	.....	670,725	65.63	14,322	1.40
Escort	320,727	100.00	.....	.....	103,274	32.20	.....	.....
EXP	71,644	100.00	.....	.....	.....	.....	10,245	14.30
Fairmont	160,828	100.00	.....	.....	144,584	89.90	.....	.....
Mustang/Mustang II	182,562	100.00	.....	.....	151,161	82.80	3,834	2.10
Granada	121,341	100.00	.....	.....	113,818	93.80	243	0.20
Thunderbird	86,693	100.00	.....	.....	86,693	100.00	.....	.....
Ford	78,150	100.00	.....	.....	71,195	91.10	.....	.....
Lincoln-Mercury Division	482,001	100.00	.....	.....	378,071	78.44	9,861	2.05
Lynx	111,978	100.00	.....	.....	55,541	49.60	.....	.....
Capri	58,946	100.00	.....	.....	26,231	44.50	2,947	5.20
Zephyr	66,509	100.00	.....	.....	61,454	92.40	.....	.....
Cougar	53,653	100.00	.....	.....	51,292	95.60	107	0.20
XR-7	37,275	100.00	.....	.....	37,275	100.00	.....	.....
Mercury	61,638	100.00	.....	.....	61,083	99.10	.....	.....
LN7	22,465	100.00	.....	.....	15,658	69.70	6,807	30.30
Lincoln	32,839	100.00	.....	.....	32,839	100.00	.....	.....
Mark VI	36,698	100.00	.....	.....	36,698	100.00	.....	.....
GENERAL MOTORS	2,909,760	69.21	1,287,809	30.63	3,782,453	89.97	175,140	4.17
Buick Division	634,992	74.10	220,270	25.70	828,016	96.62	4,505	0.53
Skylark	68,953	26.50	191,642	73.50	245,192	94.10	1,376	.50
LeSabre	88,484	99.20	726	0.80	87,423	98.00	.....	.....
Century	116,365	80.70	27,902	19.30	139,860	96.90	222	0.20
Regal	240,200	100.00	.....	.....	234,551	97.60	2,907	1.20
Electra	68,983	100.00	.....	.....	68,983	100.00	.....	.....
Riviera	52,007	100.00	.....	.....	52,007	100.00	.....	.....
Cadillac Division	252,256	100.00	.....	.....	245,429	97.29	.....	.....
Cimarron	14,048	100.00	.....	.....	7,221	51.40	.....	.....
Seville	28,606	100.00	.....	.....	28,606	100.00	.....	.....
Eldorado	60,557	100.00	.....	.....	60,557	100.00	.....	.....
Cadillac	149,045	100.00	.....	.....	149,045	100.00	.....	.....
Chevrolet Division	816,257	48.79	852,074	50.93	1,379,247	82.44	117,553	7.03
Chevette	23,607	5.20	430,374	94.80	390,425	86.00	2,270	0.50
Cavalier	8,337	12.80	56,793	87.20	40,120	61.60	1,172	1.80
Camaro	126,138	100.00	.....	.....	63,826	50.60	59,663	47.30
Citation	127,826	30.90	285,553	69.10	354,265	85.70	9,094	2.20
Malibu	142,611	62.90	79,354	35.00	205,188	90.50	453	0.20
Monte Carlo	157,115	100.00	.....	.....	155,230	98.80	.....	.....
Chevrolet	184,992	100.00	.....	.....	170,193	92.00	.....	.....
Corvette	45,631	100.00	.....	.....	.....	.....	44,901	98.40
Oldsmobile Division	822,265	87.41	118,390	12.59	910,584	96.80	6,477	0.69
Omega	41,502	28.00	106,416	71.90	133,773	90.40	1,254	0.80
Cutlass	183,756	93.80	11,974	6.10	190,596	97.30	194	0.00
Cutlass Supreme	285,835	100.00	.....	.....	278,311	97.30	5,029	1.70
Oldsmobile	268,568	100.00	.....	.....	265,300	98.70	.....	.....
Toronado	42,604	100.00	.....	.....	42,604	100.00	.....	.....
Pontiac Division	383,990	79.82	97,075	20.18	419,177	87.14	46,605	9.69
Firebird	70,899	100.00	.....	.....	24,389	34.40	44,808	63.20
Phoenix	56,767	44.40	71,102	55.60	117,467	91.90	1,653	1.30
Grand Prix	108,344	100.00	.....	.....	107,369	99.10	.....	.....
LeMans	45,975	63.90	25,973	36.10	69,574	96.70	144	0.20
Pontiac	102,005	100.00	.....	.....	100,378	98.40	.....	.....
VOLKSWAGEN	177,300	98.70	.....	.....	15,103	8.40	.....	.....
Total Cars, U. S.	4,726,896	69.94	2,012,336	29.78	5,512,389	81.57	215,762	3.19

NOTE: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

EPA mileage ratings

Continued from Page 72

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.	
17	Chevrolet K10 4WD	250	M4C	2	
17	Chevrolet K10 4WD	250	A4	2	
17	Dodge D150	225	M4C	1	
17	Dodge D150	318	M4	2	
17	Dodge D250	225	M4C	1	
17	Dodge W150	225	M4C	1	
17	Ford F100/F150	255	M3	2	
17	Ford F100/F150	300	A3	1	
17	Ford F100/F150	255	M4	2	
17	Ford F250	300	A3	1	
17	GMC Caballero	305	A3	4	
17	GMC Caballero	267	A3	2	
17	GMC C15	305	A4	4	
17	GMC C25	305	M4C	4	
17	GMC C25	250	M4C	2	
17	GMC C25	250	A4	2	
17	GMC K15 4WD	305	M4C	4	
17	GMC K15 4WD	250	M4C	2	
17	GMC K15 4WD	250	A4	2	
17	Jeep J10	258	M5	2	
17	Plymouth Fargo D150	318	M4	2	
17	Plymouth Fargo D150	225	M4C	1	
17	Plymouth Fargo D250	225	M4C	1	
17	Plymouth Fargo W150 4WD	225	M4C	1	
16	Chevrolet C10	305	A3	4	
16	Chevrolet C20	305	A4	4	
16	Chevrolet K10	305	A4	4	
16	Dodge D150	318	A3	2	
16	Dodge D150	318	M4C	2	
16	Dodge W150 4WD	225	A3	1	
16	Ford F100/F150	302	A4	2	
16	Ford F100/F150	255	A3	2	
16	Ford F100/F150	302	M4	2	
16	Ford F100/F150	302	M3	2	
16	GMC C15	305	A3	4	
16	GMC C25	305	A4	4	
16	GMC K15 4WD	305	A4	4	
16	Plymouth Fargo D150	318	A3	2	
16	Plymouth Fargo D250	318	M4C	2	
16	Plymouth Fargo W150	225	A3	1	
15	Dodge D250	318	A3	2	
15	Dodge W150	318	A3	2	
15	Dodge W250	318	A3	2	
15	Ford F100/F150	302	A3	2	
15	Ford F150 4WD	302	M4C	2	
15	Ford F150 4WD	302	M4	2	
15	Ford F250	302	A4	2	
15	Ford F250	302	M3/M4C	2	
15	Ford F250 4WD	300	M4C	1	
15	Plymouth Fargo D250	318	A3	2	
15	Plymouth Fargo W150 4WD	318	A3	2	
15	Plymouth Fargo W250 4WD	318	A3	2	
14	Chevrolet K20 4WD	350	A4	4	
14	Dodge D150	318	A3	4	
14	Dodge D250	318	M4C	2	
14	Dodge W150 4WD	318	M4C	4	
14	Dodge W250 4WD	318	M4C	2	
14	Ford F150 4WD	302	A3	2	
14	Ford F250 4WD	302	A3	2	
14	GMC K25 4WD	350	A4	4	
14	Plymouth Fargo D150	318	A3	4	
14	Plymouth Fargo D250	318	M4C	2	
14	Plymouth Fargo W150 4WD	318	M4C	2	
14	Plymouth Fargo W250 4WD	318	M4C	2	
13	Chevrolet K20 4WD	350	M4C	4	
13	Dodge D150	318	M4C	4	
13	Dodge W150 4WD	318	A3	4	
13	Ford F100/F150	5.8L	A3	2	
13	Ford F250 4WD	351	M4C	2	
13	Ford F250 4WD	302	A3	2	
13	GMC K25 4WD	350	M4C	4	
13	Jeep J10	360	A3	2	
13	Jeep J10	360	M4	2	
13	Jeep J20	360	A3	2	
13	Jeep J20	360	M4C	2	
13	Plymouth Fargo D150	318	M4C	4	
13	Plymouth Fargo W150	318	A3	4	
12	Dodge D250	318	M4C	4	
12	Dodge D250	318	A3	4	
12	Dodge W150 4WD	318	M4C	4	
12	Dodge W250 4WD	318	M4C	4	
12	Dodge W250 4WD	318	A3	4	
12	Ford F150 4WD	5.8L	A3	2	
12	Ford F250 2WD	351	A3	2	
12	Ford F250 4WD	5.8L	A3	2	
12	Plymouth Fargo D250	318	M4C	4	
12	Plymouth Fargo D250	318	A3	4	
12	Plymouth Fargo W150	318	M4C	4	
12	Plymouth Farbo W250	318	M4C	4	
12	Plymouth Fargo W250	318	A3	4	
	VANS				
29	VW Vanagon Diesel	97	M4	FI	
19	Chevrolet G10/G20	250	M3	2	
19	Dodge B150/B250	225	M4	1	
19	Dodge B150/250 Wgn.	225	M4	1	
19	GMC G15/G25	250	M3	2	
19	Plymouth B150/B250	225	M4	1	
19	Plymouth PB150/250 Voyager	225	M4	1	
18	Chevrolet G10/G20	305	M3	4	
18	Chevrolet G10/G20	250	A3	2	
18	Dodge B150/B250	225	A3	1	
18	Dodge B150/250 Wgn.	225	A3	1	
18	Ford E100/150 (Cargo)	300	M4	1	
18	Ford E100/150 (Cargo)	300	M3	1	
18	Ford E250 (Cargo)	300	M3	1	
18	GMC G15/G25	305	M3	4	
18	GMC G15/G25	250	A3	2	
18	Plymouth B150/B250	225	A3	1	
18	Plymouth PR150/250 Voyager	225	A3	1	
17	Chevrolet G10/G20 Sport Van	250	M3	2	
17	Chevrolet G30	250	M3	2	
17	Ford E100/150 (pass'ngr)	300	M3	1	
17	GMC G15/G25 Sport-Van	250	M3	2	
17	GMC G35	250	M3	2	
17	VW Vanagon	120	M4	FI	
16	Chevrolet G10/G20 Sport Van	250	A3	2	
16	Chevrolet G10/G20 Sport Van	305	A3	4	
16	Chevrolet G10/G20	305	A3	4	
16	Chevrolet G10/G20	305	A3	4	
16	Chevrolet G30	250	A3	2	
16	Dodge B150/B250	318	A3	2	
16	Dodge B150/B250	318	M4	2	
16	Ford E100/150 (pass'ngr)	300	M4	1	
16	Ford E100/150 (Cargo)	300	A3	1	
16	GMC G15/G25 Sport Van	250	A3	2	
16	GMC G15/G25	305	A3	4	
16	GMC G15/G25	305	A3	4	
16	GMC G35	250	A3	2	
16	Plymouth B150/B250	318	A3	2	
16	Plymouth B150/B250	318	M4	2	
16	VW Vanagon	120	A3	FI	
15	Chevrolet G10/G20 Sport Van	350	M3	4	
15	Chevrolet G10/G20 Sport Van	305	A3	4	
15	Dodge B150/250 Wagon	318	M4	2	
15	Dodge B150/250 Wagon	318	A3	2	
15	Dodge B350	318	A3	2	
15	Ford E100/150 (Pass'ngr)	300	A3	1	
15	Ford E100/150 (Cargo)	302	M3	2	
15	Ford E250 (Cargo)	300	A3	1	
15	GMC G15/G25 Sport Van	305	A3	4	
15	GMC G15/G25 Sport Van	350	M3	4	
15	Plymouth B350	318	A3	2	
15	Plymouth PB150/250 Voyager	318	A3	2	
15	Plymouth PB150/250 Voyager	318	M4	2	
14	Dodge B150/B250	318	A3	4	
14	Dodge B350 Wagon	318	A3	2	
14	Ford E100/150 (pass'ngr)	302	M3	2	
14	Ford E100/150 (pass'ngr)	302	A3	2	
14	Ford E100/150 (pass'ngr)	302	M4	2	
14	Ford E100/150 (Cargo)	302	A3	2	
14	Ford E100/150 (Cargo)	302	M4	2	
14	Ford E250 (Cargo)	302	A3	2	
14	Plymouth B150/B250	318	A3	4	
14	Plymouth PB350 Voyager	318	A3	2	
13	Chevrolet G10/G20 Sport Van	350	A3	4	
13	Dodge B150/250 Wagon	318	A3	4	
13	Dodge B350 Wagon	318	A3	4	
13	Ford E100/150 (Cargo)	351	A3	2	
13	GMC G15/G25 Sport Van	350	A3	4	
13	Plymouth PB150/250 Voyager	318	A3	4	
13	Plymouth PB350 Voyager	318	A3	4	
12	Dodge B350	318	A3	4	
12	Ford E100/150 (pass'ngr)	351	A3	2	
12	Ford E250 (Cargo)	351	A3	2	
12	Plymouth B350	318	A3	4	
	SPECIAL PURPOSE VEHICLES				
27	Subaru Brat	109	M4	2	
27	Subaru Brat	109	M4	1	
24	Suzuki SJ410 4WD	59	M4	1	
23	AM General DJ P.O. veh.	151	A3	2	
23	AMC Eagle	151	M5	2	
23	AMC Eagle	151	M4	2	
23	AMC Kammback, SX/4	151	M4	2	
23	AMC Kammback, SX/4	151	M5	2	
23	Jeep CJ-5/CJ-7	151	M5	2	
23	Suzuki SJ410 4WD	59	M4	1	
22	Jeep CJ-5/CJ-7	151	M4	2	
20	AMC Eagle	258	M5	2	
20	AMC Kammback, SX/4	151	A3	2	
20	AMC Kammback, SX/4	258	M5	2	
20	AMC Kammback, SX/4	258	A3	2	
20	Chevrolet C10 Suburban Diesel	379	A4	FI	
20	Chevrolet K10 Blazer Diesel	379	A4	FI	
20	GMC C15 Suburban Diesel	379	A4	FI	
20	GMC K15 Jimmy Diesel	379	A4	FI	
19	AMC Eagle	258	A3	2	
19	AMC Eagle	258	M4	2	
19	AMC Eagle: KMBK, SX/4	258	M4	2	
18	Chevrolet C10 Blazer 2WD	250	A3	2	
18	Chevrolet K10 Suburban Diesel	379	A4	FI	
18	GMC C15 Jimmy	250	A3	2	
18	GMC K15 Suburban Diesel	379	A4	FI	
18	Jeep Cherokee/Wagoneer	258	M4	2	
18	Jeep Cherokee/Wagoneer	258	A3	2	
18	Jeep CJ-5/CJ-7	258	M5	2	
18	Toyota Cab Chassis	144	M4	2	
17	Chevrolet K10 Blazer	250	M4C	2	
17	Datsun Cab Chassis	133	M4	2	
17	Ford Bronco	300	M4	1	
17	GMC K15 Jimmy	250	M4C	2	
17	Jeep Cherokee/Wagoneer	258	M5	2	
17	Jeep CJ-5/CJ-7	258	A3	2	
17	Jeep CJ-5/CJ-7	258	M4	2	
16	Chevrolet C10 Blazer	305	A4	4	
16	Chevrolet K10 Blazer	305	M4C	4	
16	Chevrolet K10 Blazer	250	A4	2	
16	Ford Courier Cab Chassis	140	M4	2	
16	GMC C15 Jimmy	305	A4	4	
16	GMC K15 Jimmy	250	A4	2	
16	GMC K15 Jimmy	305	M4C	4	
15	Chevrolet C10 Suburban	305	A4	4	
15	Chevrolet K10 Blazer	305	A4	4	
15	Dodge AD150 Ramcharger	318	A3	2	
15	Dodge AW150 Ramchrgr	318	A3	2	
15	Ford Bronco	302	M4C	2	
15	Ford Bronco	300	M4C	1	
15	GMC C15 Suburban	305	A4	4	
15	GMC K15 Jimmy	305	A4	4	
14	Chevrolet C10 Suburban	350	A4	4	
14	Dodge AW150 Ramcharger	318	M4C	2	
14	Ford Bronco	302	A3	2	
14	Ford Bronco	302	M4	2	
14	Ford F250 Cab Chassis	302	A3	2	
14	GMC C15 Suburban	350	A4	4	
13	Chevrolet K10 Suburban	350	M4C	4	
13	Chevrolet K10 Suburban	350	A4	4	
13	Ford F250 Cab Chassis	302	M4C	2	
13	GMC K15 Suburban	350	M4C	4	
13	GMC K15 Suburban	350	A4	4	
13	Jeep Cherokee/Wagoneer	360	A3	2	
13	Jeep Cherokee/Wagoneer	360	M4	2	
13	Toyota Land Cruiser 4WD	258	M4	2	
12	Dodge AW150 Ram Chrgr	318	A3	4	
12	Dodge AW150 Ramchrgr	318	M4C	4	
12	Ford Bronco	5.8L	A3	2	
12	Toyota Land Cruiser Wgn.	258	M4	2	
11	Dodge D250 Cab Chassis	318	A3	4	
11	Hess & Eisenhardt Funeral Coach	366	A3	4	
11	Plymouth Fargo D250 Cab Chassis	318	A3	4	
11	Superior Coach Funeral Coach	366	A3	4	

POWER EQUIPMENT OPTIONS ON 1981 U.S. MODELS

	Power Brakes	Percent of Output	Power Steering	Percent of Output	Power side Window	Percent of Output	Rear Window defogger	Percent of Output	Rear Window defroster	Percent of Output
AMERICAN MOTORS	87,176	63.57	129,008	94.08	7,580	5.53	NA	—	70,218	51.21
Spirit	11,586	26.00	37,693	84.50	318	0.70	NA	—	20,796	46.60
Concord	38,161	69.30	53,886	97.80	3,255	5.90	NA	—	25,492	46.30
Eagle	14,486	100.00	14,486	100.00	3,330	23.00	NA	—	10,699	73.90
SX-4	22,943	100.00	22,943	100.00	677	3.00	NA	—	13,231	57.70
CHRYSLER CORP	476,258	64.93	525,475	71.64	35,736	4.87	NA	—	331,027	45.13
C-P Total	279,743	66.37	303,889	72.09	27,346	6.49	NA	—	198,653	47.13
Horizon	21,182	24.20	34,048	38.90	NA	—	NA	—	38,862	44.40
Reliant	166,255	81.20	176,083	86.00	NA	—	NA	—	89,884	43.90
TC3	15,310	29.30	23,253	44.50	NA	—	NA	—	26,075	49.90
Gran Fury	7,746	100.00	1,255	16.20	1,696	21.90	NA	—	4,826	62.30
Cordoba	20,293	100.00	20,293	100.00	9,700	47.80	NA	—	11,445	56.40
LeBaron	38,377	100.00	38,377	100.00	8,174	21.30	NA	—	19,764	51.50
Chrysler	10,580	100.00	10,580	100.00	7,776	73.50	NA	—	7,797	73.70
Dodge Total	196,515	62.99	221,586	71.02	8,390	2.69	NA	—	132,374	42.43
Omni	16,197	24.90	25,173	38.70	NA	—	NA	—	26,799	41.20
024	15,940	32.00	23,013	46.20	NA	—	NA	—	20,920	42.00
Aries	125,507	79.30	134,529	85.00	NA	—	NA	—	62,200	39.30
Diplomat	21,449	100.00	21,449	100.00	2,231	10.40	NA	—	12,719	59.30
Mirada	11,899	100.00	11,899	100.00	4,474	37.60	NA	—	6,306	53.00
St. Regis	5,523	100.00	5,523	100.00	1,685	30.50	NA	—	3,430	62.10
FORD MOTOR	1,320,878	87.83	1,225,990	81.52	256,200	17.04	NA	—	703,458	46.77
Ford Division	885,236	86.62	811,117	79.37	99,214	9.71	NA	—	456,595	44.68
Escort	199,171	62.10	162,609	50.70	NA	—	NA	—	117,065	36.50
EXP	71,644	100.00	49,708	69.40	NA	—	NA	—	71,644	100.00
Fairmont	160,828	100.00	154,394	96.00	4,986	3.10	NA	—	59,506	37.00
Must./Must. II	167,409	91.70	158,829	87.00	9,676	5.30	NA	—	66,452	36.40
Granada	121,341	100.00	120,734	99.50	10,557	8.70	NA	—	53,268	43.90
T-Bird	86,693	100.00	86,693	100.00	40,312	46.50	NA	—	40,832	47.10
Ford	78,150	100.00	78,150	100.00	33,683	43.10	NA	—	47,828	61.20
L-M Division	435,642	90.38	414,873	86.07	156,986	32.57	NA	—	246,863	51.22
Lynx	65,619	58.60	62,484	55.80	NA	—	NA	—	50,390	45.00
Capri	58,946	100.00	52,639	89.30	3,419	5.80	NA	—	27,999	47.50
Zephyr	66,509	100.00	64,181	96.50	5,387	8.10	NA	—	27,734	41.70
Cougar	53,653	100.00	53,438	99.60	10,999	20.50	NA	—	25,485	47.50
XR-7	37,275	100.00	37,275	100.00	15,991	42.90	NA	—	17,855	47.90
Mercury	61,638	100.00	61,638	100.00	51,653	83.80	NA	—	51,160	83.00
LN7	22,465	100.00	13,681	60.90	NA	—	NA	—	22,465	100.00
Lincoln	32,839	100.00	32,839	100.00	32,839	100.00	NA	—	23,775	72.40
Mark VI	36,698	100.00	36,698	100.00	36,698	100.00	NA	—	NA	—
GENERAL MOTORS	3,746,615	89.12	3,778,292	89.87	1,280,355	30.46	2,960	0.07	2,148,230	51.10
Buick Division	844,070	98.49	851,587	99.37	338,046	39.45	NA	—	476,624	55.62
Skylark	255,422	98.00	259,167	99.50	33,570	12.90	NA	—	147,374	56.60
LeSabre	89,210	100.00	89,210	100.00	51,718	58.00	NA	—	50,974	57.10
Century	138,248	95.80	142,020	98.40	41,819	29.00	NA	—	73,901	51.20
Regal	240,200	100.00	240,200	100.00	89,949	37.40	NA	—	112,423	46.80
Electra	68,983	100.00	68,983	100.00	68,983	100.00	NA	—	51,788	75.10
Riviera	52,007	100.00	52,007	100.00	52,007	100.00	NA	—	40,164	77.20
Cadillac Division	252,256	100.00	252,256	100.00	250,373	99.75	NA	—	199,184	78.96
Cimarron	14,048	100.00	14,048	100.00	12,165	86.60	NA	—	14,048	100.00
Seville	28,606	100.00	28,606	100.00	28,606	100.00	NA	—	28,606	100.00
Eldorado	60,557	100.00	60,557	100.00	60,557	100.00	NA	—	49,511	81.80
Cadillac	149,045	100.00	149,045	100.00	149,045	100.00	NA	—	107,019	71.80
Chevrolet Division	1,239,901	74.11	1,256,842	75.12	232,624	13.90	2,960	0.18	750,132	44.84
Chevette	50,846	11.20	55,840	12.30	NA	—	NA	—	167,973	37.00
Cavalier	65,130	100.00	58,356	89.60	2,801	4.30	NA	—	65,130	100.00
Camaro	126,138	100.00	126,138	100.00	38,428	30.50	NA	—	60,058	47.60
Citation	383,322	92.70	402,043	97.30	16,371	4.00	NA	—	186,026	45.00
Malibu	226,727	100.00	226,727	100.00	19,272	8.50	NA	—	90,011	39.70
Monte Carlo	157,115	100.00	157,115	100.00	40,379	25.70	NA	—	57,504	36.60
Chevrolet	184,992	100.00	184,992	100.00	69,742	37.70	2,960	1.60	81,951	44.30
Corvette	45,631	100.00	45,631	100.00	45,631	100.00	NA	—	41,479	90.90
Oldsmobile Division	936,036	99.51	938,652	99.79	309,382	32.89	NA	—	500,873	53.24
Omega	143,299	96.80	145,915	98.60	16,128	10.20	NA	—	79,997	54.00
Cutlass	195,730	100.00	195,730	100.00	45,313	23.10	NA	—	91,140	46.50
Cutlass Supreme	285,835	100.00	285,835	100.00	100,014	34.90	NA	—	128,335	44.80
Oldsmobile	268,568	100.00	268,568	100.00	106,323	39.50	NA	—	166,293	61.90
Toronado	42,604	100.00	42,604	100.00	42,604	100.00	NA	—	35,108	82.40
Pontiac Division	474,352	98.60	478,955	99.56	149,930	31.17	NA	—	221,417	46.03
Firebird	70,899	100.00	70,899	100.00	36,152	51.00	NA	—	36,216	51.10
Phoenix	121,156	94.80	125,759	98.30	9,643	7.50	NA	—	65,049	50.90
Grand Prix	108,344	100.00	108,344	100.00	61,431	56.70	NA	—	44,746	41.30
LeMans	71,948	100.00	71,948	100.00	12,951	18.00	NA	—	31,513	43.80
Pontiac	102,005	100.00	102,005	100.00	29,753	29.20	NA	—	43,893	43.00
VOLKSWAGEN	179,635	100.00	NA	—	NA	—	NA	—	177,819	99.00
Total Cars, U. S.	5,810,562	85.98	5,658,765	83.73	1,579,871	23.38	2,960	0.01	3,430,752	50.76

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,968 Dodges.

MODELS: 1942-1982

Number of models offered by U. S. auto makers, 1942 to 1982:

1942	276	1964	336
1946	160	1965	348
1947	182	1966	368
1948	201	1967	370
1949	205	1968	368
1950	243	1969	365
1951	243	1970	375
1952	224	1971	341
1953	210	1972	297
1954	240	1973	304
1955	216	1974	302
1956	232	1975	325
1957	245	1976	294
1958	263	1977	275
1959	239	1978	259
1960	244	1979	268
1961	260	1980	252
1962	296	1981	278
1963	336	1982	307

Copyright, 1982, Automotive News

Dealers: Higher operating costs, soaring interest rates, declining sales—1981 was a tough year

By Francis J. Gawronski
Service Editor

For the franchised new-car dealers it was more of the same in 1981—declining new-car sales, high interest rates, a staggering national economy and increasing operating costs.

These factors and others helped make 1981 a year in which dealers were hard pressed to make ends meet. Many didn't solve the economic riddle and fell by the wayside.

With the new-car sales outlook still cloudy, dealers will continue to rely on other segments of the new-car dealership—service, parts, used-cars, leasing and daily rental operations—to help them make it over the current economic slump.

If developed properly, these operations can be converted into profit centers not only during the current crisis but also through the ensuing years.

As of Jan. 1, 1982, there were 21,680 franchised dealerships operating in the U. S., compared with 21,772 at the same time the year before, a decline of 0.41 percent. The decline in the number of dealerships between 1981 and 1980 decreased 6.87 percent.

Parts and service business written by new-car dealerships in 1981 amounted to $23,400 million, compared with $22,700 million in 1980 for an increase of 3.1 percent.

Including new-car dealerships, there were a total of 296,950 automotive repair facilities in the U. S.

Top 10 Makes

SALES PER OUTLET

U. S. Market

1981 Position		1980 Position
1—528	Toyota	541— 1
2—470	Honda	496— 2
3—421	Datsun/Nissan	475— 3
4—263	Oldsmobile	251— 6
5—259	Chevrolet	303— 4
6—244	Buick	239— 7
7—241	Volkswagen	264— 5
8—218	Mazda	213— 8
9—201	Subaru	191— *
10—197	Ford	204— 9

*—Not among top 10 in 1980. Pontiac dropped in 1981.

SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise

1981 Position		1980 Position
1—263	Oldsmobile	251— 2
2—259	Chevrolet	303— 1
3—244	Buick	239— 3
4—241	Volkswagen	†
5—197	Ford	204— 4
6—179	Pontiac	195— 5
7—144	Cadillac	133— 6
8—129	Plymouth	97— 9
9—127	Mercury	117— 7
10—126	Dodge	108— 8
11— 85	AMC	88—10
12— 43	Lincoln	45—12
13— 35	Chrysler	50—11
14— 11	Imperial	6—13

†—Listed as import in 1980.

RETAIL OUTLETS

U. S. CARS, 1947-1982

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41

*—Jan. 1, 1982 total includes Volkswagen.

Copyright, 1982, Automotive News

SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Oldsmobile	263	251	286	302	294	272	192	158	241	208
Chevrolet	259	303	364	394	381	350	302	332	408	352
Buick	244	239	234	256	245	244	171	141	224	198
Volkswagen*	241	—	—	—	—	—	—	—	—	—
Ford	197	204	269	326	335	308	276	318	380	345
Pontiac	179	195	241	277	249	233	155	151	244	204
Cadillac	144	133	193	215	207	190	166	138	178	150
Plymouth	129	97	110	133	143	174	127	176	216	187
Mercury	127	117	172	195	172	143	119	117	145	133
Dodge	126	108	133	158	162	166	117	149	186	166
AMC	85	88	97	105	112	140	177	176	205	141
Lincoln	43	45	80	115	112	76	62	56	76	60
Chrysler	35	50	76	89	96	86	70	36	51	52
Imperial†	11	6	—	—	—	—	—	—	—	—

*—VW was counted as an import before 1981.
†—Imperial was not marketed as an individual make during the 1970s. It was part of the Chrysler line from 1971 to 1375.

COMPARATIVE ANALYSIS OF AVERAGE PER UNIT PER MONTH COSTS

YEARS 1981 AND 1980

	1981	1980	Increase (Decrease) Amount	Increase (Decrease) Percentage	Percentage of Total
Operating costs:					
Depreciation	$160.33	$149.72	$10.61	7.1%	34.8%
Repairs and maintenance	33.57	30.41	3.16	10.4	10.4
Insurance	12.93	14.32	(1.39)	(9.7)	(4.6)
License tags and taxes	8.26	7.82	.44	5.6	1.4
Interest	62.56	45.74	16.82	36.8	55.1
Delivery	1.84	2.64	(.80)	(30.3)	(2.6)
Total operating costs	279.49	250.65	28.84	11.5	94.5
General and administrative	27.33	25.64	1.69	6.6	5.5
Total costs	$306.82	$276.29	$30.53	11.0%	100.0%
Average months in operation	27.3	27.4			

Source: American Automotive Leasing Assn.

Personal Use Chargebacks For Fleets using a Straight Mileage Charge

U.S. Commercial Fleets Only

Amount	1978	1979	1980	1981
7c or less	47%	16%	14%	2%
8, 9 or 10c	35%	63%	44%	43%
More than 10c	18%	21%	42%	55%

Source: National Assn. of Fleet Administrators.

Reimbursement for use of Personal Car Mileage Only

(Assigned Fleet Car Not In Service)
U.S. Commercial Fleets Only

Rate	1977	1978	1979	1980	1981
15c or less	74%	66%	13%	4%	3%
16c a mile	7%	8%	4%	—	—
17c a mile	9%	23%	53%	15%	3%
18c a mile	—	2%	21%	20%	9%
19c a mile	9%	2%	9%	6%	3%
20c a mile	**	**	**	43%	66%
More than 20c a mile	**	**	**	11%	17%

NOTES:
* Includes only those mentioning 19c a mile specifically; in earlier surveys it included all fleets paying 19c a mile or more.
** Not broken out in surveys for those years.
Source: National Assn. of Fleet Administrators.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1982 VS. 1981

	Jan. 1, 1982 Exclusives (within Corp.)	Jan. 1, 1982 Multiples (within Corp.)	Jan. 1, 1982 Total Franchises	Jan. 1, 1982 Net Dealers	Jan. 1, 1981 Exclusives (within Corp.)	Jan. 1, 1981 Multiples (within Corp.)	Jan. 1, 1981 Total Franchises	Jan. 1, 1981 Net Dealers
AMERICAN MOTORS	1,547	0	1,547	1,547	1,663	0	1,663	1,663
CHRYSLER CORP.	1,043	7,007	8,050	3,684	1,153	6,759	7,912	3,823
Chrysler	0	2,639	2,639		0	2,668	2,668	
Dodge	1,026	1,427	2,453		1,130	1,221	2,351	
Imperial	0	421	421		0	411	411	
Plymouth	17	2,520	2,537		23	2,459	2,482	
FORD MOTOR CO.	3,042	5,920	8,962	5,685	3,267	5,996	9,263	5,961
Ford	3,021	1,813	4,834		3,245	1,825	5,070	
Lincoln	0	1,465	1,465		0	1,477	1,477	
Mercury	21	2,642	2,663		22	2,694	2,716	
GENERAL MOTORS	5,880	10,325	16,205	10,655	6,185	10,445	16,630	11,060
Buick	825	2,125	2,950		845	2,140	2,985	
Cadillac	270	1,325	1,595		280	1,325	1,605	
Chevrolet	3,405	2,025	5,430		3,585	2,090	5,675	
Oldsmobile	695	2,495	3,190		725	2,525	3,250	
Pontiac	685	2,355	3,040		750	2,365	3,115	
VOLKSWAGEN OF AMERICA	1,006	0	1,006	1,006	*	*	*	*
Volkswagen Rabbit	1,006	0	1,006		*	*	*	*
TOTALS	12,518	23,252	35,770	22,577	12,268	23,200	35,468	22,507
Minus Intercorporate Duals				897				735
NET DEALERS				21,680				21,772*

*—Volkswagen was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1981. If VW had been included in the domestic total at that time, the domestic total would have been 22,672 on Jan. 1, 1981.

Copyright, 1982, Automotive News

Managers of State and Local Dealer Associations

E. Carl Warren

AKRON
Akron Automobile Dealers Assn., 688 Wolf Ledges Pkwy., Box 2244, Akron, O. 44309. Phone 216/434-3134. E. CARL WARREN, exec. secy.

•

ALABAMA
Automobile Dealers Association of Alabama, Inc., 1112 Bell Bldg., Montgomery, Ala. 36197. HAROLD E. STREETMAN, exec. vice pres.

Harold E. Streetman

Keith L. Andresen

ARIZONA
Arizona Automobile Dealers Assn., 2622 N. 16th St., P.O. Box 5438, Phoenix, Ariz. 85010. KEITH L. ANDRESEN, exec. vice pres.

•

ARKANSAS
Arkansas Automobile Dealers Assn., Inc., P.O. Box 3707, Little Rock, Ark. 72203. DENNIS E. JUNGMEYER, exec. vice pres.

Dennis E. Jungmeyer

Richard K. Welte

BUFFALO
Niagara Frontier Automobile Dealers Assn., Inc., 1144 Wehrle Dr., Williamsville, N. Y. 14221. RICHARD K. WELTE, exec. vice pres.

•

NORTH CALIFORNIA
Northern Calif. Motor Car Dealers Assn., Inc., 1244 Larkin St., San Francisco, Calif. 94109. STEPHEN F. SNOW, exec. vice pres.

Stephen F. Snow

NADA presidents

1982—George W. Lyles
Chevrolet and
Rolls-Royce
High Point, N. C.

1981—Wendell H. Miller
Dodge-Honda
Lincoln-Mercury
Binghampton, N. Y.

1980—George S. Irvin
Chevrolet-Subaru,
BMW and Mercedes-Benz
Denver, Colo.

1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.

1974—Hugh R. Gibson
Ford
Cleveland, O.

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N. D.

1971—Warren J. McEleney
Chevrolet-Oldsmobile-
Cadillac
Clinton, Ia.

1970—Sam H. White
Oldsmobile
Houston, Tex.

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.

1967—William E. Voyce Jr.
Ford
Baltimore, Md.

1966—S. E. Kossman
Buick-Cadillac-Pontiac-
GMC-Rambler-Jeep
Cleveland, Miss.

1965—Peter Vai Preda
Oldsmobile-Cadillac
Burlington, Vt.

1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—John H. Lander
Rambler
Atlanta, Ga.

1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.

1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.

1960—Birkett Williams
Ford
Cleveland

1959—H. L. Galles
Chevrolet-Cadillac-
Oldsmobile
Albuquerque, N. M.

1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.

1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.

1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.

1955—Frank H. Yarnall
Chevrolet, Chicago

1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.

1951—R. D. McKay
Chrysler-Plymouth
Wichita

1950—Fred L. Haller
Hudson, Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M. O. Anderson
Buick, Seattle

1945-46—W. L. Mallon
Pontiac
Newark, N. J.

1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.

1942-43—D. E. Castles
Buick, St. Louis

1942—Harry Sommers
Chrysler-Plymouth, Atlanta

1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.

1939-40—Stanley H. Horner
Buick, Washington

1938—J. W. Roby
Shreveport, La.

1936-37—E. M. Lied
Omaha

1933-35—F. W. A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F. J. Edwards
Milwaukee

1930—J. R. Histed
Beverly Hills, Calif.

1929—W. E. Griffith
San Francisco

1928—C. C. Coddington
Charlotte, N. C.

1927—W. L. Hughson
San Francisco

1926—C. B. Warren
New York

1925—Charles E. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G. G. G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W. J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H. B. Harper
Rosemont, Pa.

1918-19—F. W. A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

1982 New Car Orders by Body Style

U. S. Fleets

(Percentage of new car orders)

3 door hatchback	3%
5 door hatchback	16%
Station wagon	7%
2 door sedan	12%
4 door sedan	60%
Sport model	1%
Specialty model	1%

Source: National Assn. of Fleet Administrators

Reimbursement for use of Personal Car Mileage Only

(No Assigned Fleet Car)
U.S. Commercial Fleets Only

Rate	1977	1978	1979	1980	1981
15c or less	72%	64%	19%	3%	1%
16c a mile	6%	5%	3%	—	—
17c a mile	10%	24%	45%	17%	3%
18c a mile	3%	2%	22%	19%	8%
19c a mile	9%	6%	11%	7%	2%
20c a mile	**	**	**	43%	68%
More than 20c a mile	**	**	**	11%	17%

NOTES:
* Includes only those mentioning 19c a mile specifically; in earlier surveys it included all fleets paying 19c a mile or more.
** Not broken out in surveys for those years.

Source: National Assn. of Fleet Administrators.

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days'
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83½
August 1	1,675,193	87½
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81½
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58½

Franchised New Car Dealer Service and Parts Sales

(Millions of Dollars)

Service Labor Sales

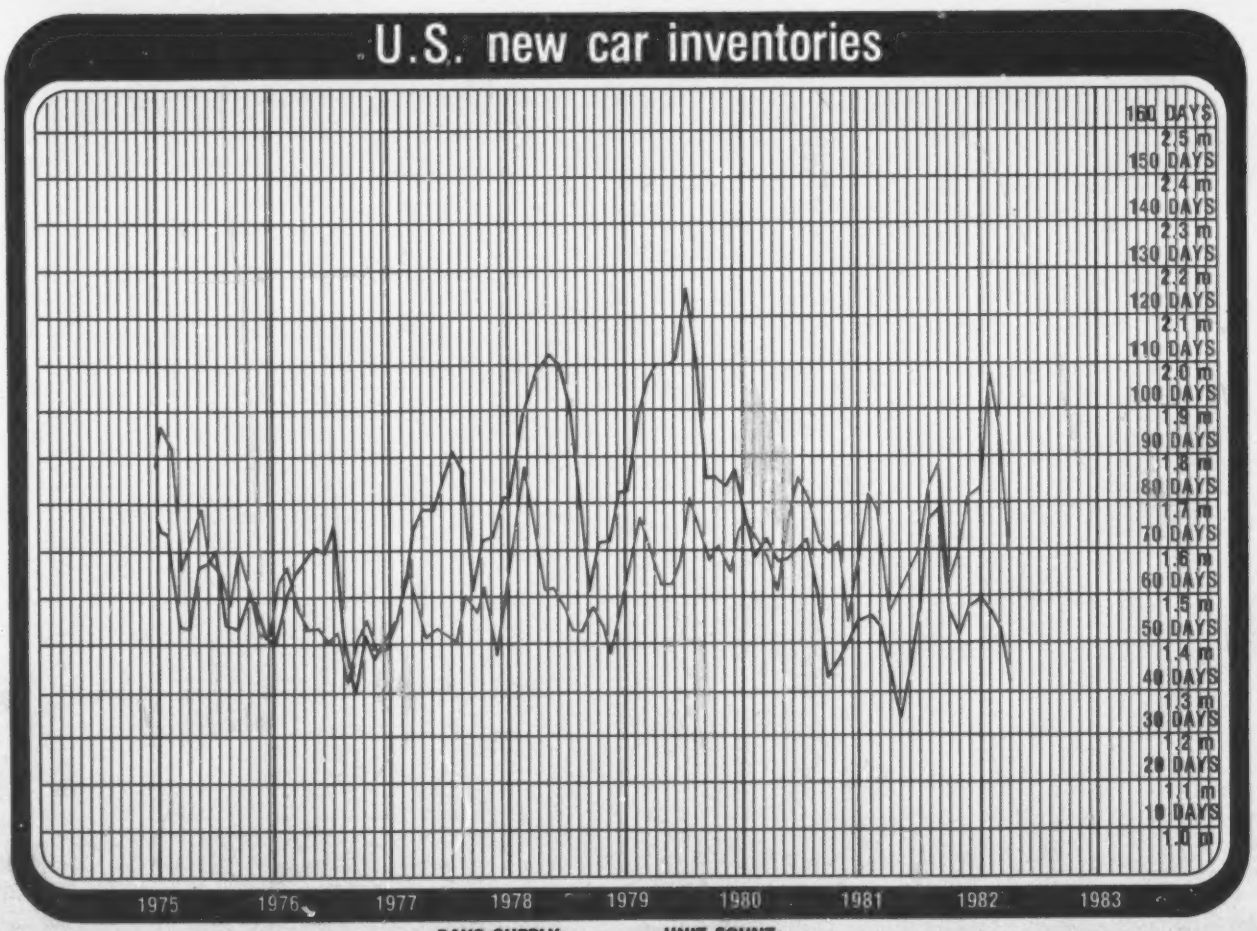
	1980	1981	Percentage Change
Customer			
Mechanical	4,031	4.217	+ 4.6
Customer Body	2,068	2,215	+ 7.1
Warranty	1,525	1,459	− 4.3
Sublet	752	767	+ 2.0
Internal	1,096	1,289	+17.6
Other	971	703	−27.6
Total Service Labor	10,442	10,650	+ 2.0
Parts Sales			
Customer			
Mechanical	2,635	2,729	+ 3.6
Customer Body	1,728	1,760	+ 1.9
Wholesale	3,788	4,042	+ 6.7
Counter	809	854	+ 5.6
Warranty	1,140	1,148	+ 0.7
Internal	1,410	1,517	+ 7.6
Other	748	701	− 6.3
Total Parts	12,258	12,750	+ 4.0
Total Service & Parts	22,700	23,400	+ 3.1

Source: NADA Industry Analysis Division.

Number of Auto Repair Facilities

	1981
Franchised New Car Dealers	25,700
Auto Repair Shops*	177,140
TBA Dealers	20,170
Other Auto & Home Supply Stores	1,820
Service Stations	67,200
Mass Merchandisers	3,550
All Others	1,370
TOTAL	296,950

* Includes independent and franchised repair shops.
Source: NADA Industry Analysis Division.



FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	1980 Total	1979 Total
Buick	$ 9,763.1	$ 4,584.7	$ 15,648.5	$ 3,232.9	$ 853.8	1,222.1	271.4	.....	35,576.5	48,350.1
Cadillac	3,811.3	3,851.8	2,421.2	3,238.3	420.6	450.2	.....	.....	14,193.4	18,035.1
Chev. Car & Truck	20,309.3	16,404.6	55,161.0	3,162.4	371.9	25,727.5	6,848.8	.....	127,985.5	148,363.6
Oldsmobile	10,180.8	9,356.3	10,456.5	2,679.1	836.6	1,865.2	74.6	.....	35,449.1	42,713.5
Pontiac	7,831.4	4,907.8	13,833.5	5,166.2	.....	1,415.0	53.1	.....	33,207.0	46,364.9
GMC	208.8	2,615.4	.....	.3	62.2	321.7	166.0	.....	3,374.4	3,307.1
TOTAL GM*	52,104.7	41,720.6	97,520.7	17,479.2	2,545.1	31,001.7	7,413.9	.....	249,785.9	307,134.4
Ford Car & Truck	7,374.4	26,145.6	84,722.8	19,747.2	3,747.3	7,710.6	.....	39,092.0	188,539.9	148,901.3
Lincoln-Mercury	3,586.0	12,714.0	40,978.6	9,551.3	1,824.9	3,729.4	.....	18,908.0	91,292.2	66,098.7
TOTAL FORD	10,960.4	38,859.6	125,701.4	29,298.5	5,572.2	11,440.0	.....	58,000.0	279,832.1	215,000.0
Chrysler-Plymouth	1,900.0	9,000.0	30,000.0	3,500.0	300.0	5,500.0	400.0	3,700.0	54,300.0	57,590.0
Dodge Car & Truck	1,290.0	8,630.0	30,550.0	4,800.0	308.0	5,700.0	481.0	4,511.0	56,200.0	50,746.0
Corporate	3,800.0	6,300.0	19,150.0	1,400.0	450.0	7,900.0	40.0	760.0	39,800.0	9,660.0
TOTAL CHRYSLER	6,990.0	23,930.0	79,700.0	9,700.0	1,058.0	19,100.0	921.0	8,971.0	150,370.0	117,996.0
AMC	2,748.7	9,824.9	17,733.9	15,233.9	.....	.....	7.3	.....	45,548.9	44,611.6
INDUSTRY TOTAL	72,804.0	114,335.1	320,656.0	71,711.6	9,175.3	61,541.7	8,342.2	66,971.0	725,536.9	684,752.0

*—GM's total expenditures in 1980 were $316,000,000, according to Advertising Age, down 2.29 percent from $323,395,900 the previous year. However, these included component divisions and other expenditures.

"Unmeasured" includes dealer association funds for Ford and Lincoln-Mercury, as well as other expenditures like sales promotion. In the case of Chrysler-Plymouth and Dodge, unmeasured refers solely to dealer association funds.

Source: Advertising Age

1980 DIRECT MEDIA AD EXPENDITURES BY MAJOR IMPORTERS

(IN THOUSANDS OF DOLLARS)

	Magazine	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	1980	1979
Toyota	$ 6,994.3	$22,945.3	$33,035.6	$7,023.3	.....	$3,587.0	$1,542.5	$10,000.0	$85,128.0	$80,256.2
Datsun	7,404.8	18,150.0	15,384.3	6,870.0	.....	5,850.4	706.2	13,000.0	67,365.7	67,682.9
Volkswagen	21,708.6	19,434.7	12,953.6	4,949.4	.....	94.8	579.2	11,000.0	70,720.3	56,842.1
Mazda	6,296.3	20,335.1	2,760.0	573.4	.....	.....	151.2	9,000.0	39,116.0	35,308.1
Honda	9,354.0	12,471.0	.....	411.0	.....	50.0	.....	11,962.0	34,248.0	28,410.0
Subaru	5,000.0	6,500.0	2,000.0	500.0	.....	.....	.....	10,000.0	24,000.0	21,000.0
Fiat	3,900.0	.....	8,300.0	525.0	.....	850.0	.....	.....	13,575.0	12,900.0
Jaguar Rover Triumph	7,100.0	4,800.0	500.0	250.0	.....	.....	.....	.....	12,650.0	11,500.0

Toyota, Datsun, Volkswagen and Mazda figures are Advertising Age estimates, with the "unmeasured" portion of their expenditures supplied by industry sources.

Subaru's figures are based on direct company reports, although individual media breakdown is estimated. Subaru reported spending a total of $24 million last year, including $4-$5 million in shared advertising costs with its distributors and $4-$5 million in production costs and public relations. Actual media dollars spent were $14 million, according to Harvey Lamm, president.

Honda's figures are from direct company reports and do not include motorcycle advertising. Honda's unmeasured includes $7,606,000 for dealer advertising allowance. Dealers do not have to contribute matching funds to get this money. Other "unmeasured" includes $126,000 for yellow pages, with the remainder in brochures, shows and exhibits and production costs, etc.

Fiat is based on industry estimates. Jaguar Rover Triumph ad figures are based on company reports.

Soviet Motor Vehicles Production

Year	Passenger Cars	Trucks and Special-Purpose Vehicles	Buses	Total
1950	64,554	294,402	3,939	362,895
1960	138,822	362,008	22,761	523,591
1970	344,248	524,507	47,363	916,118
1971	529,041	564,250	49,316	1,142,607
1972	730,105	596,797	51,926	1,378,828
1973	916,700	629,481	56,023	1,602,204
1974	1,119,422	666,290	60,233	1,845,945
1975	1,201,210	695,779	66,860	1,963,849
1976	1,239,000	716,000	70,000	2,025,000
1977	1,280,000	734,000	74,000	2,088,000
1978	1,312,000	762,000	77,000	2,151,000
1979	1,314,000	786,000	79,200	2,173,000
1980	1,327,000	787,000	85,000	2,199,000

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
1971	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9,903,000	4,390,000	14,293,000
1979	8,804,000	4,180,000	12,984,000
1980	7,818,000	3,205,000	11,023,000
1981	8,178,000	3,353,000	11,531,000

*—Estimated

SOURCE: NADA

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1982

March	$4,781
Feb.	4,687
Jan.	4,904

1981

Dec.	$4,117	June	$4,286
Nov.	4,315	May	4,326
Oct.	4,364	April	4,116
Sept.	4,321	March	4,076
Aug.	4,548	Feb.	4,076
July	4,398	Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,558	June	$1,629
Nov.	1,662	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1980-81 PRICE AVERAGES BY MONTH AT AUCTIONS

1980	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1980	$6,187	$6,313	$6,799	$6,322	$6,050	$5,821	$5,662	$6,516	$6,350	$6,311	$6,088	$5,576
1979	5,414	5,151	5,108	4,940	4,610	4,650	4,900	5,022	4,787	5,021	5,015	4,708
1978	3,591	3,755	3,533	3,441	3,498	3,501	3,631	3,806	3,841	3,793	3,879	3,610
1977	2,730	2,790	2,691	2,642	2,578	2,981	3,046	3,258	3,240	1,120	3,091	3,034
1976	2,233	2,214	2,069	2,052	2,177	2,328	2,214	2,445	2,362	2,223	2,148	1,991
1975	1,802	1,836	1,269	1,737	1,662	1,772	1,711	1,808	1,741	1,804	1,674	1,626
1974	1,456	1,392	1,375	1,234	1,203	1,343	1,240	1,310	1,350	1,343	1,248	1,146
1973	1,138	1,127	991	1,037	1,007	1,084	968	963	1,167	1,079	987	936
Overal Average	$3,175	$3,207	$3,112	$3,102	$3,183	$3,349	$3,289	$3,649	$3,545	$3,665	$3,795	$3,589

1981	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1981	$7,757	$7,138	$8,432	$8,014	$7,326	$7,126	$7,619	$8,434	$7,548	$7,074	$6,689	$6,424
1980	5,667	5,704	5,698	5,872	5,697	5,856	6,008	6,130	5,814	5,697	5,454	5,363
1979	4,726	4,773	5,001	4,807	4,843	4,857	5,000	5,122	5,051	4,922	4,657	4,321
1978	3,585	3,705	3,681	3,748	3,845	3,669	3,872	4,031	3,963	3,731	3,782	3,475
1977	3,125	2,997	2,888	2,866	3,086	2,972	3,142	3,160	3,045	2,927	2,733	2,590
1976	2,092	2,265	2,226	2,144	2,264	2,288	2,291	2,413	2,122	2,140	2,099	2,026
1975	1,541	1,663	1,525	1,605	1,708	1,699	1,686	1,567	1,587	1,628	1,562	1,361
1974	1,280	1,205	1,347	1,358	1,457	1,379	1,314	1,248	1,180	1,258	.....	.....
Overall Average	$3,981	$4,076	$4,076	$4,116	$4,326	$4,286	$4,398	$4,548	$4,321	$4,364	$4,315	$4,117

U.S. automaker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.
Joseph E. Cappy, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, manager of market development. Ray Avedian, manager of Jeep advertising; Marvin Klein, Renault ad manager; James Jandasek, manager of AMC advertising.
Agency: Grey Advertising handles all AMC car and Renault advertising;
Agency: Compton Advertising handles Jeep and Eagle 4WD.

CHRYSLER CORP.
John Naughton, executive vice president of sales and marketing; John K. Givens, vice president of marketing; E. Thomas Pappert, vice president of sales; Donald Morrissey, general manager of import operations; Joseph A. Campana, general manager of truck operations; Doyle Lott, advertising manager.

CHRYSLER-PLYMOUTH
Michael Howe, C-P ad manager.

DODGE
Joseph Cronin, Dodge ad manager.
Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD DIVISION
Lee R. Miscowski, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gilkoly, national ad manager; C. W. Schneider, advertising specialist-large car; P. A. Glannan, advertising specialist-small car; B. A. Pate, advertising specialist-trucks.
Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION
B. J. "Bud" Coughlan, general marketing manager; John B. Vanderzee, advertising manager; Mark W. Hutchins, merchandising manager.

GENERAL MOTORS CORP.
Donald J. Trasdale, director of advertising; Edward E. Sullivan, director of merchandising; George H. Pruette Jr., public affairs ad manager—public relations staff.
Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; N. W. Ayer-ABH International, Philadelphia.

CADILLAC DIVISION
Gordon Horsburgh, director of marketing; Richard Welday, national director of merchandising; Frank Cadicamo, assistant national director of merchandising.
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

BUICK DIVISION
John Dabels, director of market planning and distribution; Harold E. Savage, director of advertising; Thomas E. Edwards, advertising manager-special projects.
Agency: McCann-Erickson, Detroit.

OLDSMOBILE DIVISION
John Martabano, general merchandising manager; John Hamill, advertising manager; Raymond R. Juracek, assistant advertising manager.
Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION
James H. Graham, director of merchandising; Charlene Curry, advertising manager; Dwight Logie, sales promotion manager.
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION
Thomas A. Staudt, general marketing manager; E. P. Feely, Jr., director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon ad manager; T. R. Chick, car ad manager.
Agency: Campbell-Ewald, Detroit.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO
Ralph Wilson, marketing manager; Peter Wade, advertising manager.
Agency: Laurence, Charles and Free Advertising, New York.

BMW
Hans Bartels, vice president of marketing; Brian Richardson, corporate advertising manager.
Agency: Ammirati Puris, Inc., New York.

JAGUAR ROVER TRIUMPH
Michael H. Dale, vice president of sales and service; Allen Taylor, ad manager.
Agency: Bozell and Jacobs, Inc., New York.

NISSAN
Robert Kent, vice president of marketing; Joseph Opre, national ad manager.
Agency: William Esty Co., New York and Los Angeles.

FIAT
William Rude, national marketing manager; Sergio Montorsi, director of corporate and public relations.
Agency: Hank Forssberg Advertising, Hackensack, N. J.

HONDA
C. G. Schmillen, vice president of car sales; Joseph Haight, car ad manager.
Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA
Duane Bowen, marketing manager; Kazuma Minami, national ad manager; Howard Caudle, manager of sales promotion.
Agency: Foote, Cone & Belding, Inc., Los Angeles.

MERCEDES-BENZ
Robert C. Owens, Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.
Agency: McCaffrey McCall, New York (cars). Geer Duobis, New York (trucks).

PEUGEOT
Anthony Aldarelli, general manager-sales and marketing; John DeWitt, national ad manager.
Agency: Ogilvy & Mather, New York.

SAAB-SCANIA
Sten Helling, vice president of sales and marketing; Peter Berla, ad manager.
Agency: Ally & Gargano, New York.

SUBARU
David Wager, director advertising/merchandising services; Joseph Devlin, national ad manager.
Agency: Levine, Huntley, Schmidt, Papler & Beaver, New York.

TOYOTA
Warren E. Christell, vice president of marketing; James Press, advertising manager.
Agency: Dancer-Fitzgerald-Sample, Inc., Torrance, Calif.

VOLKSWAGEN
John Slaven, manager of Volkswagen marketing; Richard Weidman, manager of Porsche Audi marketing.
Agency: Doyle Dane Bernbach, Inc., New York.

VOLVO
Milton Gravatt, manager of marketing service.
Agency: Scali, McCabe, Sloves, Inc., New York.

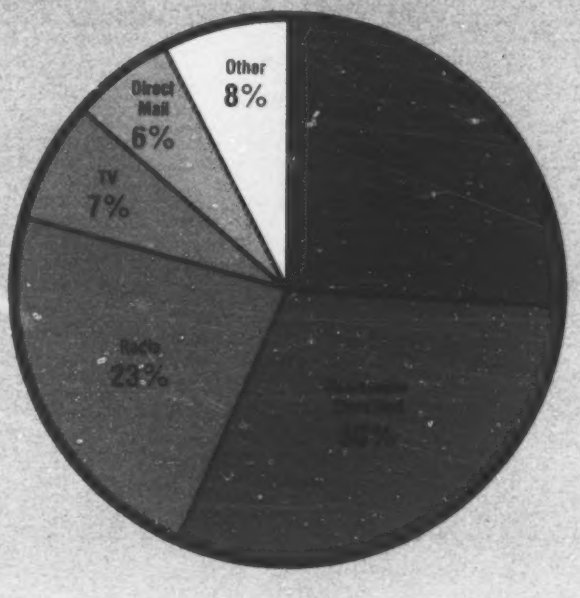
Makers' Financial Results, 1981 vs. 1980

(IN MILLIONS)

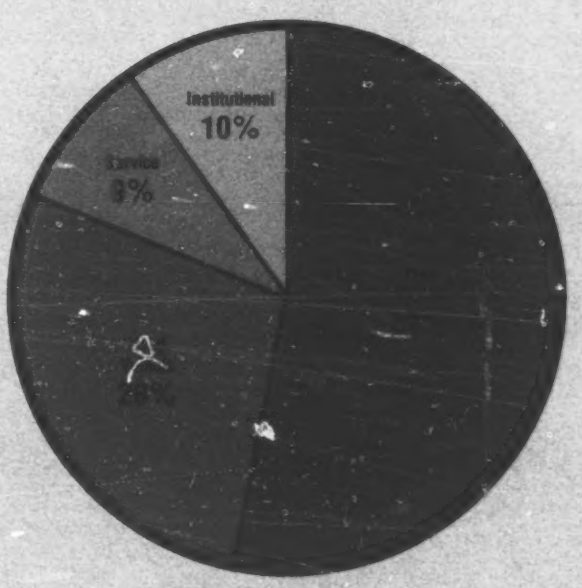
	1981 Sales	1981 Profit (Loss)	1980 Sales	1980 Profit (Loss)
General Motors	$ 62,699	$ 333	$ 57,729	($ 763)
Ford Motor Co.	38,247	(1,060)	37,086	(1,543)
Chrysler Corp.	10,822	(476)	9,225	(1,710)
American Motors	2,589	(137)	2,553	(201)
TOTALS	114,357	(1,340)	106,593	(4,217)

New-Car Dealer Advertising

where dealer ad dollar is spent



what dealer ad dollar is spent on



LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated totals spent by all dealers, 1981 vs. 1980

	1981	1980
By Media Used		
Newspaper Classified	$ 420 million	$ 348 million
Newspaper Display	364 million	302 million
Radio	322 million	267 million
TV	98 million	81 million
Direct Mail	84 million	70 million
Outdoor (Billboards, Signs)	42 million	35 million
Programs (Theatre, Sports, Schools, etc.)	19 million	16 million
Handouts or Handbills	10 million	8 million
Display and Demonstrations	23 million	19 million
Other	18 million	14 million
TOTAL	$1,400 million	$1,160 million
By Types of Advertising		
New Vehicle	$ 742 million	$ 615 million
Used Vehicle	392 million	325 million
Institutional	140 million	116 million
Service	126 million	104 million
TOTAL	$1,400 million	$1,160 million

SOURCE: NADA Economic Analysis Department

Chairmen, presidents, general managers

Top executives of auto makers

AMERICAN MOTORS

(Chairmen)

W. Paul Tippett Jr. 1982-
Gerald C. Meyers 1978-1982
Roy D. Chapin Jr. 1967-1978
Robert B. Evans 1966-1967
Richard E. Cross 1962-1966
George W. Romney....1954-1962
George W. Mason....May-Oct. 1954

(Presidents)

Jose J. Dedeurwaerder 1982-
W. Paul Tippett Jr. 1978-1982
Gerald C. Meyers....1977-1978
William V. Luneburg....1967-1977
Roy Abernethy 1962-1967
George W. Romney....1954-1962
George W. Mason....May-Oct. 1954

Hudson

(Presidents)

A. E. Barit 1936-1954
Roy D. Chapin Sr....1933-1936
W. J. McAnneny....1929-1933
R. B. Jackson 1923-1929
†Roy D. Chapin Sr....1910-1923
J. L. Hudson....1909-1910

Nash-Kelvinator

(President)

George W. Mason....1937-1954

Nash

(Presidents)

Earl H. McCarthy....1932-1935*
Charles W. Nash....1916-1932

*Charles W. Nash was chairman in 1936; there was no president.
†—Chairman, 1923-1933.

CHRYSLER CORP.

(Chairmen)

Lee A. Iacocca 1979-
John J. Riccardo 1975-1979
Lynn Townsend 1967-1975
George H. Love 1961-1966
L. L. Colbert....1960-1961
(No chairman) 1956-1960
K. T. Keller....1950-1956
(No chairman) 1940-1950
Walter P. Chrysler.... 1925-1940

(Presidents)

No President 1981-
J. Paul Bergmoser 1979-1981
Lee A. Iacocca 1978-1979
Eugene A. Cafiero 1975-1978
John J. Riccardo....1970-1975
Virgil E. Boyd 1967-1970
Lynn A. Townsend....1961-1966
L. L. Colbert....1960-1961
W. C. Newberg....Apr.28-June 30, 1960
L. L. Colbert....1950-1960
K. T. Keller....1935-1950
Walter P. Chrysler....1925-1935
Nicholas Kelley ....June 8-26, 1925

U. S. Automotive Sales Division

(Formed in 1974 by combining C-P and Dodge divisions)

(General Managers)

E. Thomas Pappert 1981-
Jerry H. Pyle 1979-1981
William W. Bivens 1977-1979
Richard D. McLaughlin 1974-1977

Chrysler-Plymouth

(General Managers)

No General Manager....1971-1974
Richard K. Brown....1970-1971
Glenn E. White....1967-1970
Robert Anderson 1965-1967
Philip N. Buckminster....1964-1965
Clare E. Briggs....1961-1963

Chrysler Division

(General Manager)

Clare E. Briggs....1958-1961

(Presidents)

E. C. Quinn....1953-1958
D. A. Wallace....1937-1953
Joseph E. Fields 1931-1937
Walter P. Chrysler....1923-1931

Plymouth Division

(General Manager)

Harry E. Chesebrough 1958-1961*

(Presidents)

John P. Mansfield....1952-1958
D. S. Eddins....1934-1952
B. E. Hutchinson....1932-1934
F. L. Rockelman....1930-1932
Walter P Chrysler....1928-1930

*—Known as Plymouth-DeSoto and Plymouth-De-Soto-Valiant Division from June, 1959 to November, 1960.

Dodge

(General Managers)

No General Manager....1971-1974
Robert J. McCurry....1967-1971
Byron J. Nichols....1960-1966
M. C. Patterson....1958-1960

(Presidents)

M. C. Patterson....1956-1958
W. C. Newberg....1951-1956
L. L. Colbert....1946-1951
H. L. Weckler....1943-1946
W. J. O'Neil....1938-1943
K. T. Keller....1930-1938
Walter P. Chrysler....1928-1930
Edward G. Wilmer....1926-1928
Frederick J. Haynes....1920-1926
John F. Dodge....1919-1920
Horace E. Dodge 1914-1919

FORD MOTOR CO.

(Chairmen)

Philip Caldwell 1980-
Henry Ford II 1960-1980
Ernest R. Breech....1955-1960
(No chairman prior to 1955)

(Presidents)

Donald E. Petersen 1980-
Philip Caldwell 1978-1980
Lee A. Iacocca....1970-1978
No President 1969-1970
Semon E. Knudsen....1968-1969
Arjay Miller 1963-1968
John Dykstra 1961-1963
Henry Ford II....Jan.-Apr., 1961
R. S. McNamara....Nov.-Dec., 1960
Henry Ford II....1945-1960
Henry Ford 1943-1945
Edsel Ford 1919-1943
Henry Ford 1906-1919
John S. Gray....1903-1906

Ford Division

(General Managers)

Louis E. Lataif 1981-
Philip E. Benton Jr. 1979-1981
Walter S. Walla 1977-1979
William P. Benton....1975-1977
Bennett E. Bidwell....1973-1975
John B. Naughton....1968-1973
Matthew S. McLaughlin....1967-1968
Donald N. Frey....1965-1967
Lee A. Iacocca....1960-1965
James O. Wright....1957-1960
R. S. McNamara....1955-1957
Lewis D. Crusoe....1949-1955

Lincoln-Mercury Division

(General Managers)

Gordon B. MacKenzie 1980-
Walter J. Oben 1977-1980
Walter S. Walla....1975-1977
William P. Benton 1973-1975
Bennett E. Bidwell....1970-1973
Matthew S. McLaughlin....1968-1970
E. F. Laux....1966-1968
Paul L. Lorenz....1964-1966
Ben D. Mills....1958-1964*
James J. Nance....1957-1958*
Ben D. Mills (Lincoln)....1955-1957
F. C. Reith (Mercury)....1955-1957
Benson Ford 1948-1955
Thomas Skinner 1945-1948

*—Known as Mercury-Edsel-Lincoln Division from Jan., 1958, to Nov., 1959.

GENERAL MOTORS

(Chairmen)

Roger B. Smith 1981-
Thomas A. Murphy 1974-1980
Richard C. Gerstenberg 1972-1974
James M. Roche....1967-1971
Frederic G. Donner....1958-1967
Albert Bradley 1956-1958
Alfred P. Sloan Jr. 1937-1956
Lammont duPont 1929-1937
Pierre S. duPont 1915-1929
Thomas Neal 1912-1915

(Presidents)

F. James McDonald 1981-
Elliott M. Estes 1974-1981
Edward N. Cole 1967-1974
James M. Roche 1965-1967
John F. Gordon 1958-1965
Harlow H. Curtice 1953-1958
C. E. Wilson 1941-1953
William S. Knudsen 1937-1940
Alfred P. Sloan Jr....1923-1937
Pierre S. duPont....1920-1923
W. C. Durant 1916-1920
C. W. Nash 1912-1916
Thomas Neal 1911-1912
James J. Storrow 1910-1911
William M. Eaton 1909-1910
George E. Daniels 1908

Buick

(General Managers)

Lloyd E. Reuss 1980-
Donald H. McPherson 1978-1980
David C. Collier 1975-1978
George R. Elges 1973-1975
Lee N. Mays 1969-1972
Robert L. Kessler 1965-1969
Edward D. Rollert 1959-1965
Edward T. Ragsdale 1956-1959
Ivan L. Wiles 1948-1956
Harlow H. Curtice 1933-1948

(Presidents)

Irving J. Reuter 1932-1933
Edward T. Strong 1926-1932
Harry H. Bassett 1920-1926
Walter P. Chrysler 1912-1920
Thomas Neill 1911-1912
Charles W. Nash 1910-1911
William M. Eaton 1908-1910
Charles M. Begole 1904-1908
James H. Whiting 1903-1904
David D. Buick—Founder

Cadillac

(General Managers)

Edward C. Kennard 1974-
Robert D. Lund 1973-1974
George R. Elges 1969-1972
Calvin J. Werner 1966-1969
Kenneth N. Scott..Apr.-Aug., 1966
Harold G. Warner....1960-1966
J. M. Roche 1957-1960
D. E. Ahrens 1950-1956
J. F. Gordon 1946-1950
Nicholas Dreystadt 1934-1946
L. P. Fisher 1925-1934
H. H. Rice 1921-1925
R. H. Collins 1917-1921
Henry Leland 1904-1917

Chevrolet

(General Managers)

Robert C. Stempel 1982-
Robert D. Lund 1974-1982
F. James McDonald 1972-1974
John Z. DeLorean 1969-1972
E. M. Estes 1965-1969
Semon E. Knudsen 1961-1965
Edward N. Cole 1956-1961
Thomas H. Keating 1949-1956
W. F. Armstrong 1948-1949
Nicholas Dreystadt 1946-1948
M. E. Coyle 1933-1946

(Presidents)

*William S. Knudsen 1922-1933
*Karl W. Zimmershied....1920-1922
W. C. Durant 1911-1920

*—President and general manager.

Oldsmobile

(General Managers)

Robert J. Cook 1974-
John D. Baker....Nov.-Dec., 1973
Howard H. Kehrl....1972-1973
John B. Beltz 1969-1972
Harold N. Metzel 1964-1969
Jack F. Wolfram 1951-1964
S. E. Skinner 1940-1950
C. L. McCuen 1933-1940
I. J. Reuter 1932-1933
*D. S. Eddins 1930-1932
I. J. Reuter 1925-1930
A. B. C. Hardy 1921-1925
Edward VerLinden 1916-1921
C. W. Nash 1913-1916
O. C. Hutchinson 1912-1913
W. J. Mead 1908-1912
‡F. L. Smith....1904-1908
R. E. Olds 1897-1904

*—Acting general manager.
‡—Henry Russell, president.

Pontiac

(General Managers)

William E. Hoglund 1980-
Robert C. Stempel 1978-1980
Alex C. Mair 1975-1978
Martin J. Caserio 1972-1975
F. James McDonald 1969-1972
John Z. DeLorean 1965-1969
E. M. Estes 1961-1965
Semon E. Knudsen 1956-1961
Robert M. Critchfield 1952-1956
Arnold Lenz 1951
Harry J. Klingler 1934-1950
William S. Knudsen 1932-1933

Oakland

(General Managers)

Irving J. Reuter 1931
Alfred R. Glancy 1924-1930
George W. Hannum 1921-1923
Fred W. Warner 1916-1920
Charles W. Nash 1915
George P. Daniels 1911-1914
Lee Dunlap 1909-1910
Edward M. Murphy 1907-1908

GMC

(General Managers)

Robert W. Truxell 1975-
Alex C. Mair 1972-1975
Martin J. Caserio 1966-1972
Calvin J. Werner 1959-1966
Philip J. Monaghan 1953-1959
Roger M. Kyes 1950-1953
Morgan D. Douglas 1945-1950
Irving B. Babcock 1943-1944

Yellow Truck

(Presidents)

Irving B. Babcock 1935-1943
Paul Seiler 1927-1935
John D. Ritchie 1925-1927

Yellow Coach Mfg. Co.

(President)

John Hertz 1920-1925

General Motors Truck Co.*

(General Manager)

W. L. Day 1911-1925

*—General Motors Truck Co. and Yellow Coach Mfg. Co. merged in 1925.

Rapid Motor Vehicle Co.

(Presidents)

A. G. North 1905-1911
Max Grabowski 1900-1905

VOLKSWAGEN OF AMERICA

(Presidents)

James W. McLernon 1978-

INTERNATIONAL HARVESTER

(Chairmen)

Archie McCardell 1979-
Brooks McCormick 1977-1979
Harry O. Bercher 1968-1971

(Presidents)

Warren J. Hayford 1979-
Archie R. McCardell 1977-1979
Brooks McCormick 1968-1977
Harry O. Bercher 1962-1968
F. W. Jenks 1957-1962
P. V. Moulder 1956-1957
John L. McCaffrey 1946-1956
Fowler McCormick 1941-1946
Sidney G. McAllister 1935-1941
Addis E. McKinstry 1933-1935
Alexander Legge 1931-1933
Herbert F. Perkins 1929-1931
Alexander Legge 1922-1929
Harold F. McCormick 1918-1922
Cyrus H. McCormick 1902-1918

INTERNATIONAL TRUCK GROUP

(President)

J. Patrick Kaine 1977-

MACK

(Chairmen)

Alfred W. Pelletier 1979-
R. W. Mullin Jr. 1976-1979
Henry J. Nave 1974-1976
Zenon C. R. Hansen 1967-1974

(Presidents)

John Curcio 1980-
Alfred W. Pelletier 1976-1980
Henry J. Nave 1972-1976
Zenon C. R. Hansen 1965-1972
C. Rhoades MacBride 1962-1965
Nicholas Dykstra 1961-1962
No President 1958-1961
P. O. Peterson 1955-1958
E. D. Bransome 1949-1955
C. T. Ruhf 1943-1949
E. C. Fink 1937-1943
Charles Hayden 1936-1937

International Motor Truck Corp.

(Presidents)

A. J. Brosseau 1917-1936
Vernon Munroe 1913-1916
John Calder 1913

Mack Bros. Motor Car Co.

(Presidents)

C. P. Coleman 1911-1913
John M. Mack 1908-1911
Thomas Rush 1907-1908
Jacob Sulzbach 1906-1907
Otto Mears 1905-1906
John M. Mack 1905

KAISER JEEP CORP.

(President)

(Merged into American Motors in 1970 and put under AMC management.)

S. A. Girard 1963-1970

Willys Motors

(Presidents)

S. A. Girard 1959-1963
Edgar F. Kaiser 1953-1959
Ward M. Canaday 1950-1953
James D. Mooney 1946-1949
Charles E. Sorensen 1944-1946
Joseph W. Frazer 1939-1943
David R. Wilson 1936-1939
Receivership 1933-1936
L. A. Miller 1929-1933
John N. Willys 1908-1929

VOLVO WHITE TRUCK CORP.

(President)

Thage Berggren 1981-

White

(Chairmen)

Cruse W. Moss 1980-1981
S. E. Knudsen 1971-1980
J. N. Bauman 1969-1971

(Presidents)

Keith P. Mazurek 1980-1981
Cruse W. Moss 1979-1980
Jerome Bennett 1976-1979
John E. Sheehan 1975-1976
S. E. Knudsen 1972-1975
Henry J. Nave 1969-1972
J. N. Bauman 1956-1969
R. F. Black 1935-1956
A. G. Bean 1930-1934
R. W. Woodruff 1929-1930
W. C. White 1921-1929
W. T. White 1916-1920

White Motor Truck Group

(Vice Presidents)

James G. Musser Jr. 1977-1980
C. A. Kiropes 1972-1977
Hayward Thomas 1971-1972
Harry Weller 1969-1971
Henry J. Nave 1968-1969

White Truck Division

(General Managers)

W. L. Pepin 1971-1977
W. L. Peterson 1969-1971
Harry Weller 1968-1969
Henry J. Nave 1965-1968

Diamond Reo Division

(Presidents)

Jack L. Adams 1968-1971
Donald E. Heinisch 1967-1968

(Diamond Reo was sold in 1971 by White Motor and operated independently until it went bankrupt in 1975.)

Lansing Division

(Presidents)

Donald Heinisch 1965-1967
Zenon C. R. Hansen 1961-1965

Reo

(Sales Vice Presidents)

Neil Cochrane 1966-1967
George Collins 1965-1966

(General Managers)

Zenon C. R. Hansen 1961-1965
John C. Tooker 1957-1961

(Presidents)

John C. Tooker 1955-1957
J. S. Sherer Jr. 1948-1954
Henry E. Hund 1940-1948
Fred Glover 1940
Trusteeship 1938-1939
Rowland Campbell 1938
Fred Glover 1938
D. E. Bates 1934-1938
R. H. Scott 1923-1934
R. E. Olds 1904-1923

Diamond T

(Sales Vice President)

Walter S. Batty 1965-1967

(Presidents)

Zenon C. R. Hansen 1956-1965
E. J. Bush 1946-1956
C. A. Tilt 1905-1945

Autocar

(Vice President in Charge)

Edward S. Hoke 1967-1976
K. A. Roesch 1955-1967
E. F. Coogan 1953-1955

(Presidents)

E. F. Coogan 1948-1953
R. P. Page Jr. 1927-1948
L. L. Woodward 1926-1927
David S. Ludlam 1908-1926
John S. Clarke 1907-1908
H. A. Gillis 1906-1907
Louis S. Clarke 1897-1906

DIAMOND REO TRUCKS, INC.

(Chairmen)

F. L. Cappaert 1971-1975

(Presidents)

S. O. Eaton 1972-1975
Jack L. Adams 1971-1972

(Diamond Reo Trucks was declared bankrupt in 1975.)

COMPARING PRICES— 1982 vs. 1981

SUBCOMPACTS

	April 1, 1982	Final 1981 Model Price
Chevette Scooter 2-dr.	$4,997	$4,700
Chevette Scooter 4-dr.	5,238	
Escort 2-dr.	5,462	5,158
Spirit 2-dr.	5,476	5,115
Horizon Miser 4-dr.	5,499	5,499
Omni Miser 4-dr.	5,499	5,499
Lynx 2-dr.	5,502	5,199
Chevette 2-dr.	5,513	5,260
Spirit Liftback	5,576	5,310
Chevette 4-dr.	5,660	5,399
Escort 4-dr.	5,668	
Lynx 4-dr.	5,709	
T1000 2-dr.	5,782	5,358
TC3 Miser 2-dr.	5,799	5,499
024 Miser 2-dr.	5,799	5,499
T1000 4-dr.	5,945	5,504
Rabbit 2-dr.	5,990	5,765
Escort L 2-dr.	6,046	5,749
Lynx L 2-dr.	6,159	5,873
Escort L 4-dr.	6,263	
Cavalier Cadet 2-dr.	6,278	
Horizon Custom 4-dr.	6,311	5,927
Omni Custom 4-dr.	6,311	5,927
Lynx L 4-dr.	6,376	
TC3 Custom 2-dr.	6,421	6,048
024 Custom 2-dr.	6,421	6,048
Rabbit L 2-dr.	6,615	6,360
J2000 S 2-dr.	6,734	
Eagle Kammback 2-dr.	6,799	6,144
Rabbit L 4-dr.	6,825	6,570
Cavalier 2-dr.	7,016	6,966
J2000 2-dr.	7,049	6,999
Cavalier 4-dr.	7,187	7,137
J2000 4-dr.	7,253	7,203
Skyhawk 2-dr.	7,297	
EXP 2-dr.	7,387	7,253
Firenza 2-dr.	7,413	
Firenza 4-dr.	7,448	
Eagle SX/4 2-dr.	7,451	6,966
Skyhawk 4-dr.	7,489	
LN7 2-dr.	7,787	7,750

SUBCOMPACT WAGONS (4-dr. Models)

Escort L	$6,461	$6,146
Lynx L	6,581	6,278
Cavalier Cadet	6,704	
Escort GL	6,841	6,523
Lynx GL	6,899	6,580
J2000 S	7,206	
Cavalier	7,404	
J2000	7,498	

COMPACTS (2-dr. Models)

Concord 4	$5,954	$5,954
Fairmont Futura 4	5,985	
Aries 4	5,990	5,995
Reliant 4	5,990	5,995
Citation 4 (slantback)	6,297	
Zephyr Z-7 4	6,309	6,311
Mustang L 4	6,345	6,363
Capri 4 (hatchback)	6,711	
Citation 4 (hatchback)	6,754	6,389
Phoenix 4	6,964	6,536
Omega 4	7,388	6,598
Skylark 4	7,477	6,844
Camaro V-6	7,631	6,906
Firebird V-6	7,996	7,155
Eagle 4	8,719	8,107

COMPACT WAGONS (4-dr. Models)

Concord 4	$7,013	$6,458
Aries 4	7,334	6,854
Reliant 4	7,334	6,854
Eagle 4	9,566	8,761

INTERMEDIATES (2-dr. Models, unless otherwise noted)

	April 1, 1982	Final 1981 Model Price
Granada 4	$7,126	$6,574
Cougar 6	7,963	6,635
Gran Fury 6 (4-dr.)	7,750	
Diplomat 6 (4-dr.)	7,750	6,910
Dodge 400 4	8,043	
Malibu Classic V-6 (4-dr.)	8,137	7,196
LeBaron 4	8,143	
Monte Carlo V-6	8,177	7,660
Celebrity 4	8,313	
Grand Prix V-6	8,333	7,862
Thunderbird 6	8,492	7,916
Bonneville G V-6 (4-dr.)	8,526	
Cutlass Supreme V-6	8,588	8,025
Mirada 6	8,619	8,083
Regal V-6	8,712	8,099
Pontiac 6000 4	8,729	
Cutlass Ciera 4	8,847	
Century 4	8,980	
Cougar XR-7 6	9,094	8,181
Cordoba 6	9,197	8,547
New Yorker 6 (4-dr.)	11,391	

INTERMEDIATE WAGONS (4-dr. Models)

	April 1, 1982	Final 1981 Model Price
Granada 6	$7,983	
Cougar 6	8,216	
Malibu Classic V-6	8,263	$7,317
Bonneville G V-6	8,694	
Cutlass V-6	8,905	8,272
Regal V-6	9,058	8,291
LeBaron Town & Country 4	9,425	

STANDARD-SIZE (4-dr. Models)

Chevrolet Impala V-6	$ 7,918	$ 7,472
Ford LTD S V-8	8,312	
Oldsmobile 88 V-6	8,603	8,064
Mercury Marquis V-8	8,674	
Buick LeSabre V-6	8,876	
Buick Electra V-6	11,884	11,102
Olds 98 Regency V-6	12,294	11,335

STANDARD-SIZE WAGONS (4-dr., V-8)

Chevrolet Impala	$ 8,516	$ 7,863
Ford LTD S	8,783	8,220
Mercury Marquis	9,198	8,625
Olds Custom Cruiser	9,614	9,028
Buick Estate Wagon	10,669	9,926

LUXURY CARS

Cimarron 4-dr.	$12,181	$12,131
Riviera 2-dr.	14,272	13,027
Toronado 2-dr.	14,462	13,030
Cadillac deVille 2-dr.	15,249	14,345
Cadillac deVille 4-dr.	15,699	14,769
Lincoln 4-dr.	16,100	14,985
Corvette 2-dr.	18,290	16,259
Eldorado 2-dr.	18,716	17,550
Mark VI 2-dr.	19,452	17,939
Mark VI 4-dr.	19,924	18,385
Imperial 2-dr.	20,988	19,491
Continental 4-dr.	21,302	
Seville 4-dr.	23,433	23,000
Cadillac Limousine	28,003	26,242
Cadillac Formal Limousine	28,983	27,163

CONVERTIBLES

LeBaron	$12,300
Dodge 400	12,300
LeBaron Mark Cross	14,600
Riviera	23,994

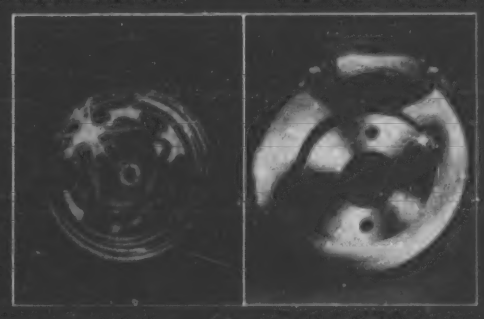
Comparison of selected 1982 and 1981 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1982 prices are those in effect April 1, 1982. The 1981 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models. If there is no entry in the 1981 column, it means the '82 model is new or had no direct counterpart in '81.

Copyright, 1982, Automotive News

LIGHT-YEARS AHEAD...

Anticipating the demand for lighter-weight automotive components, Kelsey-Hayes has introduced several new products to meet the industry's challenges of the Eighties.

Highlighting recent developments are new, production-proven, lightweight fabricated aluminum wheels. They weigh up to 40% less than their steel counterparts ... less, too, than comparable forged or cast aluminum wheels. Taking advantage of the natural beauty and formability of aluminum, they can also be produced in many attractive designs that eliminate the need for traditional wheel covers.



Lighter, more compact, low-drag disc brake packages are another major Kelsey-Hayes contribution to automobile weight savings.

These new lightweight products reflect the same dedication to quality that has been a Kelsey-Hayes tradition for over seventy years. Kelsey-Hayes Company, Romulus, MI 48174. A subsidiary of Fruehauf Corporation.

Leading the way in weight savings

KELSEY-HAYES

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1982

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	12,017**

*—Alltime high
**—VW counted as domestic in 1982.

Copyright 1982 Automotive News

Market Data Book Index

	Page
Adjustable steering columns, factory installations	78
Advertising agencies with imported car accts.	97
Advertising agencies with U. S. car accts.	97
Advertising executives, U. S. cars	97
Advertising executives, imported cars	97
Advertising, factory media spending	94
Air conditioning installations	80
Album of imported cars	48-54
Assembly plants, cars and trucks	23
Associations, auto industry	134
Association managers, new-car dealers	86-90
Auctions, price averages by model year	94
Auctions, used-car price trends	94
Auto industry associations	134
Auto industry top executives	103-133
Auto industry Roster of Companies	134-175
Auto makers, top 50 in world	4
Auto makers, top 10 worldwide	4
Automatic transmission installations	82
Auto prices, imports	50-52
Auto prices, U. S.	59-60, 72
Auto repair facilities	92
Axle ratios, imports	56-58
Axle ratios, U. S. cars	69-70
Brakes, power, installations	84
Bucket seats, installations	80
Buyers' guide, dealers	101, 175-177
Canada, car and truck factory sales	20
Canada, car and truck assembly plants	23
Canada, truck production	26
Canada-U. S. cross-border shipments	22
Car assembly plants	23
Car price, average retail	60
Car prices, imports	50-52
Car prices, U. S.	59-60, 72
Car scrappage since 1950	20
Companies in auto industry	134-175
Cost of operating cars	76
Cross-border shipments, U. S.-Canada	22
Dealer advertising	97
Dealer association managers, state, local	86-90
Dealer buyers' guide	101, 175-177
Dealers, car sales per	86
Dealers, import	46
Dealers, parts and service sales	59
Dealers, truck	32
Dealers, truck registrations per	38
Dealers, U. S. makes	86
Diesel car sales	74
Diesels, car installations	74
Delivery (multistop) trucks, factory sales	38
Dimensions, imports	56-58
Dimensions, U. S. cars	69-70
Dollar sales, U. S. car makers	97
Engines, four-cylinder, installations	74
Engines, options	74
Engines, six-cylinder, installations	74
Engines, specifications, imports	56-58
Engines, specifications, U. S. cars	69-70
Engines, V-8, installations	74
EPA mileage figures	72-84
Executives, auto industry	103-133
Exports, cars and trucks	20
Exports, trucks and buses	20
Factory sales, Canada, cars and trucks	20
Factory sales, cars and trucks by month	20
Factory sales, special body trucks	38
Financial data	97
Fleets, charge backs	86
Fleets, composition by size of car	92
Four-cylinder engine installations	74
France, registrations	4
Franchises, domestic	86
Franchises, import	46
Fuel economy, EPA figures	72, 84
Geographical trends in production	29
GVW, truck registrations by	38
Import advertising agencies	97
Import advertising executives	97
Import dealers	46
Import models offered in U. S.	46
Imported car pictures	48-54
Imports, franchises	46
Imports, outlets	46
Imports, prices	50-52
Imports, retail outlets	46
Imports, sales, by makers, since 1974	43
Imports, sales by model	46
Imports, sales per outlet	46
Imports, specifications	56-58
Inventories, U. S. new cars	92
Japan, registrations	4
Magazine ad spending by U. S. car makers	94
Managers of state and local dealer assns.	86-90
Market class, models offered	60
Market class, sales by month	18
Market shares, new-car registrations	16
Media ad spending by U. S. car makers	94
Mileage, EPA figures	72-84
Models, by size class	60
Models, imports offered in U. S.	46
Models offered, by make	59
Models offered, by market class	60
Models offered, total by year	84
Models, prices compared	100
MPG figures, EPA	72-84
Multistop delivery trucks, factory sales	38
NADA presidents	92
New-car inventories	92
New-car registrations, by divisions	8
New-car registrations by make and states	10
New-car registrations, 1966-80	11
New-car registrations, 1050-65	14
New-car registrations, 1930-49	14
New-car registrations, by models	8
New-truck registrations by GVW	38
New-truck registrations, by make and years	35
New-truck registrations, by states	40
Operating costs of cars in various areas	76
Options, adjustable steering column installations	78
Options, air conditioning	80
Options, automatic transmission installations	82
Options, bucket seat installations	80
Options, diesel installations	74
Options, engines	74
Options, five-speed transmission installations	82
Options, four-cylinder engine installations	74
Options, four-speed transmission installations	82
Options, power brake installations	84
Options, power equipment	84
Options, power seat installations	80
Options, power side window installations	84
Options, power steering installations	84
Options, radio installations	76
Options, rear window defogger installations	84
Options, six-cylinder engine installations	74
Options, speed control device installations	73
Options, steel radial tire installations	82
Options, stereo tape unit installations	76
Options, sunroof installations	73
Options, V-8 engine installations	74
Options, vinyl top installations	73
Options, whitewall tire installations	82
Outdoor ad spending by U. S. car makers	94
Outlets, imported cars	46
Outlets, trucks	32
Outlets, truck registrations per	38
Parts and service sales, dealers	59
Pictures, imported cars	48-54
Pictures, U. S. cars	62-68
Power brakes installations	84
Power equipment options	84
Power seat installations	80
Power side window installations	84
Power steering installations	84
Presidents, NADA	92
Price, average retail	60
Prices, compared by model	100
Prices, imported cars	50-52
Prices, U. S. cars	59-60, 72
Prices, used car averages by model year	94
Prices, used car trend	94
Profits, losses, U. S. car makers	97
Production, Belgium	4
Production, by calendar years	29
Production, by geographic regions	29
Production, by make and month	21
Production, by model years	29
Production, by size category	23
Production, calendar year	22
Production, Canadian cars, by make & month	26
Production, Canadian, shares of total	29
Production, Canadian cars by calendar year	38
Production, Canadian trucks, by calendar year	38
Production, geographical trends	29
Production, model run, by size class	29
Production, model year, by make	22
Production, shares by size	26
Production, Soviet union	94
Production, Spain	4
Production, top 10 worldwide	4
Production, top 50 producers in world	4
Production, total by months	29
Production, truck, Canadian	26
Production, truck, by make and month	26
Production, truck totals by month	26
Production, van and light truck	29
Production, where cars, trucks are built	23
Production, World	2
Radial tires, steel-belted, installations	82
Radio ad spending by U. S. makers	94
Radios, factory installations	76
Recreational vehicle shipments	29
Registrations, Austria	4
Registrations, Belgium	4
Registrations, France	4
Registrations, Holland	4
Registrations, Japan	4
Registrations, new cars by division	8
Registrations, new cars, by makes and states	10
Registrations, new-car market shares	16
Registrations, new-cars, by model	8
Registrations, new-car 1966-80	11
Registrations, new-car, 1950-65	14
Registrations, new-car, 1930-49	14
Registrations, new trucks by states	40
Registrations, overseas	4
Registrations, per outlet, trucks	38
Registrations, records, cars and trucks	18
Registrations, Switzerland	4
Registrations, truck, since 1951	35
Registration, trucks	32
Registrations, trucks, by make and GVW	38
Registrations, trucks, by make and state	40
Registrations, trucks, by makes and year	35
Registrations, U. S.	8
Retail outlets, domestic	86
Retail outlets, imports	46
Retail outlets, trucks	32
Roster of auto firms, executives	134-175
RV shipments	29
Sales, by make	20
Sales, by market class	18
Sales, by month, by market class shares	18
Sales, by nameplate	20
Sales, cars, by year	18
Sales, diesel cars	74
Sales, dollar, U. S. makers	97
Sales, imports, by make, since 1974	43
Sales per outlet by size categories	18
Sales per outlet, cars, by years	86
Sales per outlet, imports	86
Sales per outlet, U. S. makes	86
Scrappage, cars, since 1950	20
Scrappage, trucks, since 1950	38
Seats, power, installations	80
Service and parts sales, dealers	59
Six-cylinder engine installations	74
Size categories, production by	23
Sound equipment installations	76
Specifications, imported cars	56-58
Specifications, U. S. makes	69-70
Speed regulating devices, installations	73
State and local dealer association managers	86-90
States, new-car registrations by	10
States, new-truck registrations by	40
Steel-belted radial tires, installations	82
Steering column, adjustable, installations	73
Steering, power, installations	84
Stereo tape units, factory installations	76
Sunroof installations	73
Switzerland, registrations	4
Television ad spending, U .S. makers	94
Tire sizes, U. S. cars	69-70
Tire sizes, imported cars	56-58
Tires, steel radial, factory installations	82
Tires, whitewall, raised-letter, installations	82
Top executives in auto industry	103-133
Transmission, automatic, installations	82
Transmission, five-speed, installations	82
Transmission, four-speed, installations	82
Truck and bus factory sales	20
Truck assembly plants	23
Truck production, totals by month	26
Truck scrappage	38
Trucks and buses, U. S. exports	20
Trucks, Canadian production by months	26
Trucks, factory sales of special vehicles	38
Trucks, multistop delivery, factory sales	38
Trucks, production by make and month	26
Trucks, registrations	32
Trucks, registrations by make and GVW	38
Trucks, registrations by make and state	40
Trucks, registrations by makes and years	35
Trucks, registrations per outlet	38
Trucks, registrations, shares by make	32
Trucks, RV shipments	29
Trucks, sales outlets	32
Trucks, 3 or more axles, factory sales	38
Trucks, van and light truck production	26
TV ad spending by auto makers	94
UK, production	4
Used car, average auction prices by model year	94
Used cars, sales by franchised dealers	94
Used cars, trend in prices	94
U. S.-Canada cross-border shipments	22
Vehicle producers, top 10 worldwide	4
Vehicle producers, top 50 in world	4
West Germany, production	4
Wheelbases, imported cars	56-58
Wheelbases, U. S. cars	69-70
Where cars, trucks are built	23
Whitewall tires, factory installations	82
Who's Who in Auto Industry	103-133
Windows, power side, installations	84
World production, car and truck	2
World production, top 50 producers	4
Worldwide production, top 10	4

PRINTED IN UNITED STATES

C2700-1 5/7/82

Automotive News

May 3, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

1st-quarter dip steepest on record

U.S. dealer total off 276

By John K. Teahen Jr.
Managing Editor

It's a new year, but there has been no letup in the attrition in the number of dealerships handling domestic makes of passenger cars.

In fact, the decline is getting worse.

The latest AUTOMOTIVE NEWS census finds that there were 21,404 outlets for U. S.-built cars on April 1, down 276 from the 21,680 counted on Jan. 1.

It was the steepest first-quarter decline in the 21 years AUTOMOTIVE NEWS has been compiling dealer totals on a quarterly basis.

This year's loss of 276 locations compares with dips of 221 in the first quarter of 1981 and 258 in the comparable period of 1980.

Back in the good old days of the U. S. auto industry, the declines were much lighter — 86 in the first quarter of 1979, 29 in 1978, 36 in 1977 and 51 in 1975.

Tables on Page 41.

All five of the major domestic manufacturers shared in this year's dropoff, but in widely varying degrees. The bigger they are, the bigger the fall.

American Motors and Volkswagen, the two smallest makers, fared best with dips of 12 and 14 outlets, respectively. Chrysler Corp. was down 29, and there were slips of 78 for Ford Motor Co. and 145 for General Motors.

That's a total of 278. A change in the number of intercorporate duals cut the industry's figure to 276.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

• GM's first-quarter loss was 10 times that of Volkswagen, but on a percentage basis they were about even. The GM dip of 145 outlets amounted to 1.36 percent of its dealer body; VW's 14 was 1.39 percent.

The first-quarter decline in dealer totals is simply another chapter in the saga of the depression gripping the domestic auto industry. A sharp upturn in deliveries and profits at the retail level is a must before the decimation can be curtailed.

Looking at franchise totals, Chrysler Corp. had the best record among the Big Three. Imperial and Plymouth each showed a gain of one franchise during the first quarter, while Chrysler was down five and Dodge car was down four. The franchise count was down less than the dealer total, indicating increased dualing among the corporation's four lines of cars.

The car franchise figures were down for each of the Ford Motor and GM lines. At Ford, the dips amounted to 66 for Ford cars, 34 for Mercury and 12 for Lincoln.

Chevrolet was down 65 franchises for the quarter, almost exactly the same as Ford. Elsewhere at GM, there were drops of 35 for Pontiac, 25 for Buick, 20 for Oldsmobile and 15 for Cadillac.

Chevrolet's 5,430 is the highest franchise total in the do-

Continued on Page 41, Col. 4

'Gray-market' imports face tighter restrictions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Lamborghini Countach, Ferrari Berlinetta Boxer, Porsche 930 Turbo, BMW M-1, Ferrari Mondial, Mercedes-Benz 500-SLC. To motoring enthusiasts they are the stuff of headspins, the vestal virgins of the auto kingdom, the epitome of what the most mundane of motoring vehicles could be, given enough money and freedom to conceive it. But, they are a headache, too, and, oddly enough, for the very people who make them.

Countachs, Boxers, 930 Turbos and the like are not sold here by Lamborghini, Ferrari and Porsche because the companies either could not or wished not to certify the cars to U. S. government standards on tailpipe emissions and safety.

The cars are, nonetheless, available here. Available from so-called, "importers for resale." These are entrepeneurs who, exploiting a loophole in the Clean Air Act, "certify" the vehicles to meet government tailpipe standards.

The "loophole" works as follows: Rather than running a full battery of emissions tests to certify that the vehicle will meet tailpipe emission standards for 5 years or 50,000 miles, as called for by the Clean Air Act, testing that costs on the order of $150,000 per engine family, importers for resale need pass only one test.

This test is a varied driving

Continued on Page 40, Col. 1

breaking news

ASC and McLaren form joint firm

DETROIT. — Heinz Prechter's ASC, Inc., and McLaren Engines, Inc., have formed a new jointly held company, ASC/McLaren. Prechter said joining of the two companies provides a potential for the creation of "ultimate automotive specialty products" with unique design and powertrain characteristics. The new firm will be headquartered in Southgate, Mich.

AMC slaps release of Jeep rollover verdict

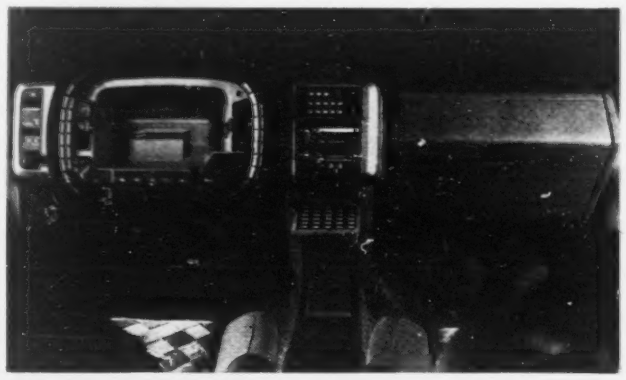
DETROIT.—American Motors Chairman W. Paul Tippett Jr. blasted a Reno (Nev.) judge for releasing his findings in favor of the plaintiff in a Jeep CJ-5 rollover suit after AMC had settled for $5 million. Tippett, at the AMC annual meeting, said the company won two previous rollover suits this year, but he refused to disclose how many suits were outstanding and how much settlements and awards cost AMC last year. The Reno judge released his opinion that the CJ-5 had faulty design despite AMC's attempts to quash the opinion by settling out of court. The opinion could be used as a precedent in other cases.

See BREAKING NEWS, Page 8, Col. 1

Turin toppers

New direction from ItalDesign

ItalDesign lends a classic shape to the 2-liter sedan with its Orca. The body features flush-fitted windows. Inside is a radically different instrument display replacing the speedometer and tachometer.



Space-age concept from Bertone

Bertone's Mazda MX-81 combines a wedge-shaped body with some radical features in the interior. Instead of a steering wheel, it has a crawler-track-type rack which rotates around a television screen. The screen displays information normally provided by dashboard instruments.

Striking Viking from Rayton Fissore

Rayton Fissore, Italian coachbuilder launched five years ago, turned out this version of a Saab Turbo for the Turin Motor Show. Rayton Fissore is also doing design work for Chrysler Corp.

But flair for design persists

Technology to the fore at Turin

By Richard Feast
European Editor

TURIN.—Everyone knows it—the Italians' reputation is for design flair, not as leaders of technology or production.

Everyone, that is, except the Italians. The domestic industry not only came up with its usual styling creations for the biennial auto show here, but it launched a major frontal attack on the areas of high technology and efficiency.

Not everyone is convinced, but the evidence is worth a closer look.

The vehicle technology involved two four-wheel-drive sedan developments, a Ferrari with a turbocharged engine, developments in engine cut-off systems, a production car with a mechanically driven supercharger, and the opening of a new research center by Pininfarina.

On the production front, Fiat Auto's managing director claimed efficiency improvements that put the company on a level with the rest of Europe. (It would be too much to expect favorable comparisons with the Japanese.)

Later, Alfa Romeo's chairman reported that his company's productivity has in recent weeks been "substantially aligned" with that of Fiat.

The public face of optimism may not be built of granite. But

Continued on Page 6, Col. 1

NEWSPAPER

AN
DC20014CNGLIAG OEA FMJT M
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Cimarron changes division's demographics

New types of buyers go for little Cadillac

By Al Fleming
Industry Editor

The little Cimarron is not just a big sales plus for Cadillac this year. It's also changing the division's owner profile.

In the 1982 model year through April 10, Cadillac sales were up 5,265 units over '81 model sales in the comparable period a year earlier. Virtually all the gain was accounted for by Cimarron, which wasn't introduced until last May.

Here are the Cadillac sales figures for the two model years through April 10:

	1982	1981
DeVille, Fleetwood Brougham	70,847	70,589
Eldorado	28,089	29,513
Seville	13,155	16,922
Cimarron	10,198	.....
Total	122,289	117,024

At a time when industrywide new-car sales are slumping along, Cadillac registered a 4.5 percent increase in the '82 model year through April 10 and a 4.6 percent improvement in its daily sales rate.

Cimarron is one of the smallest Cadillacs built since the Model D was introduced in 1905. It's the first Cadillac with a four-cylinder engine since 1914, and the first to feature a standard manual transmission since 1953.

The little four-door sedan is altering Cadillac's buyer profile, according to L. B. (Braz) Pryor, division general sales manager.

"It's changing our demographics," he said. "We used to attract mostly senior executives and professional people. Now the average age is coming down, and we're attracting young affluents and skilled trades people."

Pryor said Cadillac showrooms are pulling in young working couples with "a combined income of $45-$50,000," and that "80 percent of Cimarron buyers never owned a Cadillac before."

Cadillac's success reflects a resurgence in the full-size and luxury markets generally; their market share is up this year, while compact and intermediate cars are down.

Asked for a reason, Pryor said, "A lot of people prefer the passenger room and luggage space of a large car, as long as it's reasonably fuel efficient."

Cadillac's 1982 fleet averages 22 MPG on the EPA scale compared with about 10.5 in 1974. The full-size '82s also are about 1,000 pounds lighter and a foot shorter than the '74s.

"Now that fuel is readily available, and the public is convinced it isn't going to go to $2.50 or $3 a gallon, people are opting for full-size cars," Pryor surmised.

The recent drop in gas-pump prices is adversely affecting sales of diesel-powered Cadillacs, however, just as it is the diesel-car market generally.

Diesels accounted for 11.5 percent of Cadillac sales in the '82 model year through April 10 compared with 16.7 percent a year earlier. The fuel-efficient engine is offered as an option on all Cadillac models except Cimarron and Fleetwood Limousine.

Pryor maintains that introduction in '82 models of the division's new fuel-injected 4.1-liter iron/aluminum-block V-8 (standard on all '82 Cadillacs except Cimarron and Fleetwood Limousine) also is responsible for the diesel sales decline.

Cadillac's expanded line of cars is instilling hopes of an expanded share of the luxury-car market in the U. S. Pryor said the division's target is "31 or 32 percent" of the luxury segment this year, including domestic and import makes. Its share in the '82 model year through April 10 was 31.6 percent, up from 31.4 percent a year earlier.

He estimated that Cadillac will sell 228,000 '82 models compared with 226,000 '81s.

"Our guns are aimed right at the high-group imports," Pryor said. "Two years ago, led by Mercedes-Benz and BMW, they were taking about 10 percent of the luxury market; now it's 20 percent."

Market analysts contend consumers perceive that luxury-import quality, reliability and durability are superior to that of domestic makes, which increases the imports' value as used cars.

To this, Pryor responds: "Some foreign makes, such as Mercedes, have increased new-car prices in bigger chunks than domestics; that's had a salutary effect on their used-car prices, but the money difference (from year to year) is staggering when a customer goes to buy a new Mercedes."

• Pryor said Cadillac has "tremendously strong dealers," that the division ended 1981 with 1,600 dealers, the same as the year before.

They will not have an all-new product, such as Cimarron, to sell in the '83 model year, however. "It will be an evolutionary year for Cadillac," Pryor said. "We'll fine-tune our existing lineup."

Just as Cadillac's model lineup and owner profile are changing, so are its assembly operations.

Currently, deVilles and Fleetwood Broughams are built in Detroit, and Eldorados and Sevilles at a GM assembly plant in Linden, N. J.

Cimarrons were assembled at a GM assembly plant in South Gate, Calif., until the facility closed March 23. Starting June 1, the cars will be made at GM's Janesville (Wis.) plant.

But the future has Pryor excited. "GM is building three new plants, and Cadillacs will be assembled at two of them," he said. "That means we'll have the benefit of the company's very latest manufacturing technology."

Starting in the fall of 1983 with '84 model production, C-body Cadillacs (deVille, Fleetwood Brougham) move into a new plant in Lake Orion, Mich.

"Sometime in 1984, we're not sure of the exact timing," Pryor said, E-body (Eldorado) and K-body (Seville) '85 models go into production at a new Detroit-Hamtramck assembly plant.

Asked to forecast when the entire new-car market will recover, Pryor said indications are that sales will start picking up in the third quarter, sustain momentum in the fourth quarter and show substantial improvement in the last half compared with the first half of 1982.

He looks for continued improvement in 1983.

The everything vehicle

The 1982 version of the front-drive off-road Renault Rodeo has a new body. Much shorter than previous models, it features soft nose and side panels as well as soft-material removable roof, rear and rear side windows. The multi-purpose Rodeo is based on the Renault 4 GTL with 1.1-liter engine. It seats up to four.

Company won't implement changes during new UAW pact

GM bonus commotion winds down

By Edward Lapham
Financial Editor

The great 1982 General Motors bonus snafu was fairly well sorted out last week, although there was an aftermath of confusion among shareholders, analysts and labor officials.

The snafu began innocently enough, as GM announced in its April 16 proxy statement that it was revising its incentive program with a proposal for the May 21 annual meeting that would lower the profit threshold for executive bonuses, create a new stock option plan, broaden the number of executives eligible and create a new Performance Achievement Plan (AUTOMOTIVE NEWS, April 26).

News Analysis

GM now has agreed not to implement the new bonus and stock option procedures during the current UAW contract, which expires Sept. 14, 1984.

Although the proxy statement clearly stated that the Bonus and Salary Committee, comprised entirely of non-employe board members, had started its review of the incentive program in December, 1980, and recommended the changes on March 1, 1982, before the company went back to the bargaining table to work out concessions with the UAW, union officials were incensed by the plan.

The situation was exacerbated when an internal document informing salaried employes that merit raises were not included in the sacrifices expected under the equality of sacrifice letter of understanding attached to the labor agreement was made public.

• UAW dissidents who had opposed the union concessions and forced the narrow 52 percent to 48 percent approval of the new pact, seized upon the internal document and began calling for a one-day strike against GM to protest the "bad faith" move.

Last week both UAW and GM spokesmen confirmed that the merit raises were discussed during the negotiations and were in fact excluded from expected sacrifices in the letter of understanding signed by GM Chairman Roger B. Smith.

A GM spokesman told AUTOMOTIVE NEWS the revised incentive plan was not an attempt to undermine or violate the UAW agreement. "Like the profit-sharing program for UAW members, it was designed to create incentive for employes to make the corporation profitable," he said.

It seemed to many UAW members that GM, through the revised incentive program and the retention of merit-raise prerogatives, was undermining the new agreement.

As a result, UAW President Douglas Fraser and Owen Bieber, UAW vice president and head of the union's GM department, met with company officials for 11 hours and emerged with a letter from Smith declaring that for the life of the new contract, GM will not "award bonus in excess of the amount that would have been generated under the present formula and will restrict the number of stock optionees to the number of participants under the present plan" in the interest of "keeping with the spirit" of the new UAW contract.

Smith also said that for the duration of the agreement, GM will not make any awards under the new Performance Achievement Plan.

The negative response to the revised incentive program was not restricted to the UAW. Shareholders told AUTOMOTIVE NEWS they believe the plan was not warranted in light of the lack of dividend growth.

Wilma Soss, GM shareholder, long-time shareholder advocate and chairman of the Federation of Women Shareholders In American Business, agreed that the announcement of the plan was ill-timed and said it pointed up the need to restrict the terms of outside directors. She will present such a proposal at the annual meeting.

"This is the third blunder Smith has made this year," said one Wall Street analyst. "First, he promised price cuts through a UAW concession package he couldn't win. Then he tried to play around with the annual meeting, a stand from which he also had to back down."

While labor leaders, shareholders and others were trying to understand what caused the problem, others were more empirical in their analysis.

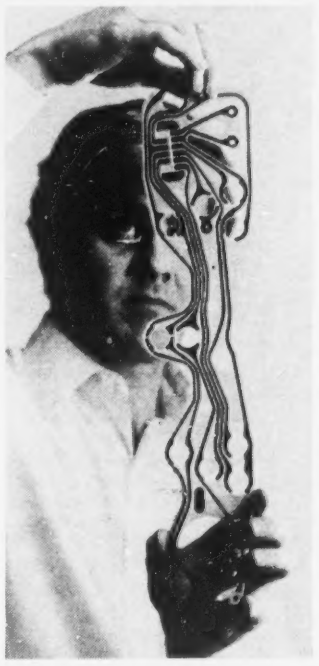
Arthur Davis, auto analyst for Prescott Ball & Turben, said the lower profit threshold for bonuses "was a clear signal GM expects drastically reduced earnings" for the next several years.

Davis also said it is now unlikely GM will be able to wring a needed $2.5 billion in concessions from local negotiations, making it imperative for the corporation to make an equity offering to raise capital, perhaps as soon as June.

There was little question that much of the brouhaha surrounding the revised incentive program was generated by the media, which in retrospect may have misunderstood the situation, been manipulated by UAW dissidents and in turn fed the controversy, thereby making it aimost imperative that Fraser and other UAW leaders, for political reasons, take a tough stand.

Still, it was a genuine snafu which could have ramifications beyond Smith's letter.

Said one shareholder: "It's going to be a very spirited annual meeting."



Flexible

Goodyear employe checks a flexible printed circuit board that replaces bulky wiring in an instrument panel. Goodyear provides Vitel copolyester resins that bond copper foil to plastic backing.

index

Auction reports	28
Classified advertising	30
Editorial page	14
Production by makes	42
Truck highlights	12

57th year — No. 4913

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

BMW deal opens

SPRINGFIELD, Mass.—Balise Motor Sales (BMW), headed by James E. Balise, has opened here.

Its total rises 15 pct.; industry climbs 6 pct. over 1981

GM paces mid-April sales upturn

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-April were paced by a 15.53-percent gain for General Motors, plus a slight improvement at Ford Motor Co. The industry's total was up from its year-ago level and was higher than in the first 10 days of the month.

April 11-20 domestic sales totaled 158,824, 6.79 percent ahead of 148,726 for the corresponding period of 1981, and up 19.06 percent compared with the early-April period.

With eight selling days this year and last, the daily selling rate of 19,853 was up 6.79 percent from 18,591. The daily rate climbed 33.94 percent from the early-April average of 14,822, which was based on nine selling days.

Year-to-date sales of 1,692,916 were still far distant—17.16 percent—from last year's total of 2,043,519.

General Motors was chiefly responsible for buoying up the domestic total. GM sales climbed 15.53 percent, to 101,644 from 87,984 last year. Ford Motor Co. was up 1.18 percent, to 34,532 from 33,953.

Chrysler Corp. dropped 12.38 percent during the period, to 17,714 from 20,216 in 1981. Volkswagen of America dealers retailed 2,634 Rabbit sedans, down 30.19 percent from 3,773. Estimated sales of American Motors passenger cars numbered 2,300, down 17.86 percent from 2,800.

GM claimed 64.00 percent of the market for the period, up from 59.16 percent a year earlier. Ford earned 21.74 percent, down from 22.83 percent. Chrysler slipped to 11.15 percent from 13.59 percent. VWoA stood at 1.66 percent, down from 2.54 percent, and AMC had the remaining 1.45 percent, down from 1.88 percent.

All five GM makes, plus Mercury, Lincoln and Chrysler were up for the period. Chrysler, in fact, more than doubled its sales, shooting to 4,768 units from 2,361 last year. Lincoln was up 75.80 percent; Mercury was up 8.74 percent; Buick was up 12.26 percent; Cadillac was up 10.79 percent; Chevrolet was up 22.90 percent; Oldsmobile was up 11.91 percent, and Pontiac was up 9.77 percent.

DOMESTIC SALES

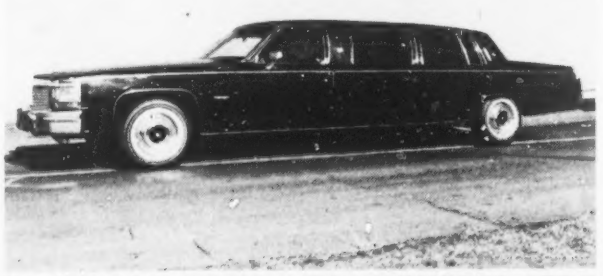
	April 11-20, 1982	April 11-20, 1981
AMERICAN MTRS.	2,300†	2,800†
Chrysler	4,768	2,361
Imperial	102	149
Plymouth	6,706	8,936
Dodge	6,138	8,770
CHRYSLER CORP.	17,714	20,216
Ford	23,162	24,427
Mercury	8,719	8,018
Lincoln	2,651	1,508
FORD MOTOR CO.	34,532	33,953
Buick	19,170	17,076
Cadillac	6,704	6,051
Chevrolet	38,685	31,476
Oldsmobile	23,158	20,694
Pontiac	13,927	12,687
GENERAL MTRS.	101,644	87,984
VOLKSWAGEN	2,634	3,773
INDUSTRY TOTAL	158,824	148,726

†—Estimate.

Best-dressed dealership

Harry Evans, center, president, Boulevard Motors, St. Louis, receives an award plaque from John Capps, left, executive vice president, Volkswagen Mid-America, Inc., and Gerd Beetz, vice president corporate service, Volkswagen Mid-America. The dealership was cited for excellence in appearance and maintenance. It has participated in the company's national program focusing on creating attractive and inviting dealership facilities.

'82 Cadillacs "Extended Body" Limousines



"AMERICAN CUSTOM COACHWORKS, LTD."

For '82 "luxuriously" custom coachcrafted, these elegant limos are extended 4 feet which allows more room for comfort and more "passengers per gallon." Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or select factory pool cars, presently in build, "are available."

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-4

Chrysler offers incentives and rebates on truck lines

Continued from Page 12

applied toward any domestic Dodge truck purchased or delivered during the next 29 months.

Dodge is currently offering Prospector packages worth up to $1,000 in equipment savings on Ramcharger. It is amending its advertising campaign to combine Prospector package savings with cash rebate savings, calling attention to Ramcharger, for example, offering up to $3,000 in retail savings under the combined programs.

The Dodge and Plymouth import truck program is called "Move Fast for Cash." It runs from April 23 to June 30 and provides cash payments to dealers.

Dealers are assigned to one of four groups, based on their volume. Group 1 has a one-unit qualifier; Group 2 a two-unit qualifier; Group 3 a three-unit, and Group 4 a four-unit qualifier to become eligible for payments.

Each dealership has an assigned retail objective. Achieving 0-30 percent pays $250 per unit; 31-70 percent pays $500; 71-100 percent pays $750 and over 100 percent of objective pays $1,000, nonretroactively.

There is also a one-time fast-start bonus. Dealers who hit 40 percent of objective by May 15 or 80 percent by June 10 and 100 percent by the end of the program receive a one-time payment of $250 (Group 1), $500 (Group 2), $750 (Group 3) and $1,000 (Group 4).

If they hit both the 40 and 80 percent fast starts and achieve the 100 percent by the end, they collect double the amount.

Dealers are required to replace what they sell under the program on a one-for-one basis.

For truck sales ending May 15, they have to submit new orders by May 21; for sales ending June 10, new orders by June 18, and for sales ending June 30, new orders by July 9.

Replacement units will come first from import trucks still owned by Chrysler, sitting at ports; followed by consignment units and, when those are gone, from units en route from Japan.

Audi Quattro, new 4WD sedan, priced at $35,000

TROY, Mich. — Porsche Audi Division of Volkswagen of America has priced its 1983 Audi Quattro four-wheel-drive four-door sedan at $35,000.

Standard equipment on the Quattro includes a turbocharged 2.2-liter 160-HP five-cylinder engine, air conditioning, four-wheel disk brakes, power steering, power windows, power door locks, AM/FM digital stereo cassette radio, cruise control, five-speed transmission, light alloy wheels and steel-belted radial tires.

Another new 1983 model, the Audi 5000 Turbo Diesel four-door sedan, carries a sticker of $17,480. Automatic transmission, power steering, power disk brakes, power windows, AM/FM stereo cassette radio, air conditioning and cruise control are standard.

The division also announced a price increase of 3 percent on the 1983 Audi 5000-S and 5000 Turbo (gasoline engine) four-door sedans and a sales-weighted hike of 3 percent on the Audi 4000 and Coupe.

New prices are: 5000-S, $14,075 (up $410); 5000 Turbo, $19,045 (up $555); 4000 two-door sedan, $10,055 (up $300); 4000-S four-door sedan, $11,205 (up $340); 4000 Diesel four-door sedan, $10,855 (up $340), and Audi Coupe, $12,680 (up $310).

The division said a new Special Value Package for the Audi 4000 offers a customer about $800 worth of options for $250.

Strike named president of Hess & Eisenhardt

CINCINNATI. — Louis N. Strike has been named president of Hess & Eisenhardt Co. The 106-year-old firm makes armored passenger cars for world leaders, executive limousines and custom convertibles.

Strike had been vice president of finance for Hess & Eisenhardt since 1976. Before that, he was a vice president at Continental Illinois National Bank of Chicago.

Greater Chicago Auto Auction Expansion Celebration

$82,000 CASH GIVE-AWAY IN '82.

1982 will be a year to remember. Our one million dollar expansion program will be completed and we're going to celebrate the entire year by giving away $82,000 in cash.

$22,000 cash given away to 82 winners at our Anniversary Sale May 27, 1982.

All transactions from Jan 1, 1982 through May 27, 1982 will qualify:

1	$ 5,000.00 winner
1	3,000.00 winner
2	2,000.00 winners
4	500.00 winners
4	250.00 winners
70	100.00 winners
82	$22,000.00

$4,000 given away the last Thursday of every month in 1982.

1	$1,000 winner
2	500 winners
20	100 winners

$300 given away all other Thursdays in 1982.

2 ... $150 winners ... if present at the end of sale. If not, all money not claimed will be added to the next Thursday's cash give-away.

A year of celebration ... Get the Thursday habit ... You'll be richer for it.

Joe Lyng's
Greater Chicago Auto Auction
12055 South Cicero Avenue, Chicago, IL 60658 312/597-3600

Now ... 5 carpeted auction lanes • all transactions computerized • New larger restaurant • New larger dealer lounge & telephones • Large paved, lighted, fenced-in lot • 1000 to 1200 cars every Thursday ... Truly the Market Hub of America.

31.21 pct. of January registrations

Imports take record market share

By Jenny L. King
Staff Writer

Registrations of new imported cars were down in numbers in January compared with both year-earlier and December, 1981, levels, but they continued to make inroads into the total market, establishing an any-month penetration record of 31.21 percent.

According to figures compiled by R. L. Polk & Co., new import registrations in the first month of 1982 totaled 158,894, down 8.81 percent from 174,242 in January of 1981 and 13.78 percent away from 184,282 in December.

Import penetration of the January new-car market was an any-month record, 31.21 percent, striking from the record book the previous high of 30.58 percent set in May of 1981.

It demolished the former January peak of 27.38 percent established just one year ago and was up from a 28.80-percent penetration in December of 1981.

Of the top five imports, three increased their portions of the total import market. Honda was up 1.90 percentage points, to 18.42 percent from 16.52 percent a year earlier. Subaru was up to 6.47 percent from 5.40 percent, and Nissan (Datsun) inched up to 18.44 percent from 18.02 percent.

Top-import Toyota cornered 22.53 percent, down 1.25 percentage points from 23.78 percent in January of 1981. Volkswagen dropped to 7.73 percent from 9.62 percent.

Mazda, which yielded fifth place to Subaru this year, was down 2.17 percentage points, to 6.05 percent from 8.22 percent last year. Mercedes-Benz, Volvo and Audi all were up less than a percentage point from year-ago market-penetration levels.

• By country of origin, Japan continued to increase its influence, climbing to 77.29 percent of the import total in January from 75.94 percent a year earlier. Germany dropped to 15.85 percent from 17.78 percent. Sweden was up to 3.73 percent from 2.69 percent, France had 1.96 percent compared with 1.91 percent and Italy slipped to 0.56 percent from 1.08 percent.

Cars from England represented 0.36 percent of the import total in January, down from 0.60 percent, and Ireland supplied 0.25 percent of imports, with no year-ago figure.

Registrations by country of origin in January compared with the month in 1981 were:

	Jan., 1982	Jan., 1981
Japan	122,818	132,321
West Germany	25,193	30,972
Sweden	5,908	4,684
France	3,117	3,335
Italy	895	1,887
England	571	1,043
Ireland	392	——

Registrations of imported trucks in January totaled 32,452, up 2.74 percent from 31,587 in 1981.

Imported truck figures in the first month of 1982, compared with 1981, were:

	Jan., 1982	Jan., 1981
Toyota	9,681	7,995
Nissan	7,612	6,495
Ford Courier	3,651	4,613
Dodge Ram 50	2,816	——
Chevrolet LUV	——	5,134
Others	8,692	7,350

4,000 tire books stocked by U.S.

WASHINGTON. — The Government Printing Office has nearly 4,000 copies of Mechanics of Pneumatic Tires in stock, according to a NHTSA spokesman.

Mechanics of Pneumatic Tires, now in its second edition, is one of the few comprehensive treatments of the subject of pneumatic tires in English.

Copies of the book are available for $18 each from the U. S. Government Printing Office, Washington, D.C. 20402. The stock number of the book—which must be included in mail orders—is 050-003-00377-8.

IMPORT REGISTRATION SHARES IN U. S.
JANUARY

	Regis., Jan., 1982	Percent Share of Market	Regis., Jan., 1981	Percent Share of Market	Pct. Pt. Change 82 vs. 81
Toyota	35,793	22.53	41,427	23.78	— 1.25
Nissan	29,306	18.44	31,392	18.02	— 0.42
Honda	29,271	18.42	28,780	16.52	+ 1.90
Volkswagen	12,288	7.73	16,768	9.62	— 1.89
Subaru	10,276	6.47	9,412	5.40	+ 1.07
Mazda	9,611	6.05	14,326	8.22	— 2.17
Mercedes-Benz	4,979	3.13	4,129	2.37	+ 0.76
Volvo	4,718	2.97	3,738	2.14	+ 0.83
Audi	3,557	2.24	2,896	1.66	+ 0.58
BMW	3,379	2.13			
Fiesta			4,092	2.35	
All Others	15,716	9.89	17,282	9.92	— 0.03
TOTAL	158,894		174,242		
Share of U. S. Total		31.21		27.38	

Registrations not available for Oklahoma

Put a GBL convertible in your showroom

Build Traffic & Sales. Now!

Inquire about our multiple car/dealer program

- Riviera
- Regal
- Eldorado
- Monte Carlo
- Camaro
- And 15 others

Coach Builders Ltd. 904 454-2060
Creatively Engineered Convertibles
Box 1978 • 1320 N. Main St. • High Springs, FL 32643
(Near Gainesville)

EXPERT RADIO REPAIR
Complete Repair Facility
"ONE DAY SERVICE"
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio (513) 222-1491
AR-7

Hallmark

Because Quality Sells

Today's van buyer. More mature. More affluent. Quality conscious. Luxury oriented. Reach this high profit market with Hallmark — unforgettably elegant, pleasantly affordable vehicles inspired by the world's fine luxury automobiles.

CALL
INTERNATIONAL VEHICLES CORPORATION (219) 848-7686
TODAY
Because more than ever, Quality Sells.
P.O. Box 424 • 200 Legion Street • Bristol, Indiana 46507

U. S. firm puts greater emphasis on program

BMW European deliveries grow

By John A. Russell
New York Staff Writer

MONTVALE, N. J. — In one year, sales of BMW of North America's European Delivery Program have increased 178 percent, moving the company into the number three position for this type of program among European importers.

While the volume is low, Anthony Scelsi, manager of the program for BMW, said he expects this year's sales to double last year's 729.

The sales increase stems from concentrated effort. The company had this type of program for three or four years, Scelsi said, but there never was a strong emphasis placed on it until last year.

The key, he said, has been increased advertising and promotion as well as tours by the European Delivery staff to dealers in the major market areas.

In addition, forms for the program have been simplified and now the BMW training department has included instruction on European Delivery in some of its product knowledge sessions.

Sales have been evenly divided between the four-cylinder and six-cylinder models, Scelsi said, and all sales are made through the local dealer who receives a 10 percent commission.

Scelsi added that a few things have been added to make the customer's arrival at the Freihamm Delivery Center near Munich more pleasant, including food at the company cafeteria, use of rooms and maps with tours outlined.

The marketing department has created a special budget for this program, he added, which has helped in the creation of advertising.

Another element that has increased awareness of the program, he said, is a European Delivery desk at the BMW display at all major auto shows. Also, when dealers have mall shows, material can be distributed.

• BMW is encouraging its dealers to work with travel agencies in their areas to promote the program, and the company has become part of the American Society of Travel Agents.

Scelsi said the program is especially advantageous for the dealer since it can either be a sale or a lease and he has no floorplanning costs.

Another area that is showing some growth is diplomatic sales which reached 80 cars in 1981. Scelsi said 100 cars have been sold in this manner thus far in 1982.

While the sales are handled through the dealer, the company sends out three diplomatic mailings per year and the interested diplomats contact the company.

Those sales are considered house accounts, Scelsi said. The company has a diplomatic sales specialist who will demonstrate the cars to the prospective customer at his office by appointment.

Scelsi said there has always been such a program at BMW but this is the first time there is a "man on the road" demonstrating the cars.

While the company does not anticipate record growth in this area since it is limited by the number of diplomats in the country, there is a value in product awareness and company prestige. There is also some public relations value, Scelsi said.

He said diplomats can order a European model, which can be brought into the U. S. and used for up to two years. It then has to be taken back to Europe. But the usual case is for the diplomat to order a U. S. car and sell it when he is transfered.

Scelsi said he is looking forward to another good year for both programs.

Among the best

Bob Worthington, left, president, Royal Oldsmobile, Stone Mountain, Ga., receives his second consecutive "Elite 100" recognition plaque for being among the top 100 volume Oldsmobile dealers in the U. S. from Jim Schultz, Atlanta zone manager.

Automotive News EXTRA

MAY 3, 1982

NAFA SHOW

Cost per mile tops 22 cents

By Francis J. Gawronski

The expense of keeping the average fleet car in operation increased more than three cents a mile in 1981.

According to the National Assn. of Fleet Administrators (NAFA) annual operating expense survey, per-mile expense for the composite fleet car was 22.2 cents a mile in 1981 compared with 18.9 cents in 1980, a rise of 3.3 cents.

NAFA says most of the increase resulted from higher new-car prices and interest rates—averaging $50 a month more in 1981 than in 1980. Actual operating expenses in 1981 remained fairly steady at less than 10 cents a mile.

A total of 72 fleets operating more than 56,000 cars participated in the survey; results are based on NAFA's Recommended Classification of Automobile Expenses.

Under the accounting system, NAFA says, fleet costs are divided into three major categories:

Operating expenses — all expenses directly related to operating a vehicle, such as fuel, oil, tires and tire repair, and normal maintenance and repair, which are computed in pennies.

Incidental expenses — licenses and taxes, accident repairs less recoveries, washing, parking, tolls and miscellaneous expenses, computed on a dollar per car per month basis.

Standing expenses — investment costs, depreciation and insurance, also computed on a dollar per car per month basis.

Subtracted from incidental and standing expenses, according to NAFA, are chargebacks or credits which are generally for personal use and optional equipment.

NAFA says the 1981 survey is the first in which data were acquired to determine operating expenses for front-wheel-drive and diesel-engine cars, in addition to the four basic size categories — subcompact, compact, midsize and large.

The largest segment of the survey response, according to NAFA, is in the composite fleet group which consists of fleets that report total expenses but do not break out expenses by size groupings.

Makeup of the composite fleet group is 3 percent subcompact, 43 percent compact, 51 percent midsize, 3 percent large.

Operating costs for the composite group increased from .0925 cents a mile in 1980 to .0958 in 1981. The bulk of the increase, NAFA says, resulted from the rise in the cost of gasoline from .0715 a gallon in 1980 to .0745 in 1981.

The average MPG for the composite fleet, according to NAFA, was 16.9 in 1980 and 17.8 in 1981.

Incidental expenses for this group climbed from $33.94 per car per month in 1980 to $39.69 in 1981. Single largest increase in this category was parking and toll charges, up from $11.50 to $16.48.

Standing expenses for the composite group escalated sharply from $174.66 per car per month in 1980 to $234.81 in 1981.

NAFA says a positive factor in limiting total expenses in the composite group "came from a significant increase in credits or dollar return to the company, particularly in personal use chargebacks." This credit increased from an average of $25.53 per car per month in 1980 to $43.63 in 1981.

Net expenses (incidental expenses plus standing expenses less credits) for composite fleet cars totaled $230.37 in 1981, compared with $183.07 in 1980.

Total expenses (total operating expense multiplied by average miles per month plus net expenses), for the composite-group cars, driven 1,897 miles per month, in 1980, were $358.54, or 18.9 cents per mile. According to the 1981 survey, total expenses for cars driven 1,822 miles per month, were $405.42, or 22.2 cents per mile.

NAFA says the 1981 survey also is the first in which sufficient data were acquired to determine operating costs of subcompacts. These vehicles are driven the fewest number of miles per month (1,525) and have the lowest cost (.0818 cents per mile). Based on an average price of $1.35 a gallon for gasoline, these cars averaged 22.9 MPG in 1981, according to NAFA.

Operating cost for a compact car, according to the survey, declined to .0911 per mile in 1981 from .0923 in 1980. While fuel costs increased slightly in 1981. (.0695 vs. .0725) as a result of higher prices, the per mile cost of tires and repair maintenance declined on a per-mile basis.

Small cars averaged 17.4 MPG in 1980, compared with 18.6 MPG in 1981, while the cost per gallon increased from $1.21 per gallon in 1980 to $1.35 in 1981.

Operating cost for midsize or intermediate cars increased from .0922 in 1980 to .0973 in 1981, according to the survey. The entire increase in the cost was attributed to the cost of fuel which rose from .0725 in 1980 to .0781 per mile in 1981. The cost of tires and tire repair and normal repair and maintenance remained practically level in 1981. Average MPG in 1981 was 17.3 as compared to 16.7 in 1980.

Operating cost of large cars increased a little more than one cent a mile in 1981 from .1111 in 1980 to .1213. Almost all of the increase is accounted for in the cost of fuel which climbed from .0659 cents per mile in 1980 to .0977 in 1981. Average MPG of the large cars dipped to 13.8 in 1981 from 14 in 1980.

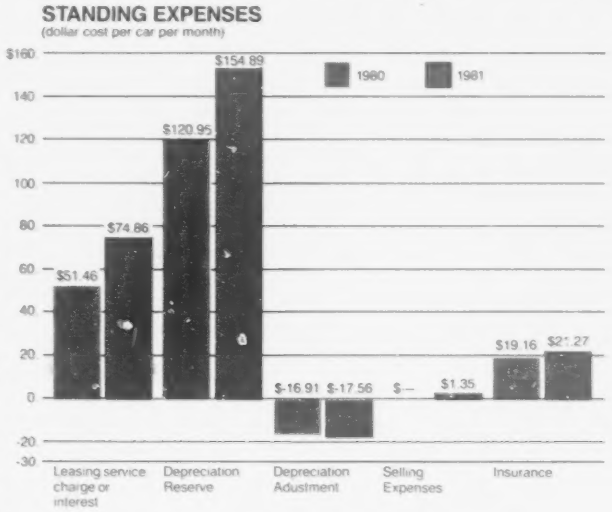
Responses to the survey did not provide enough data to compute incidental and standing expenses for groups other than the composite.

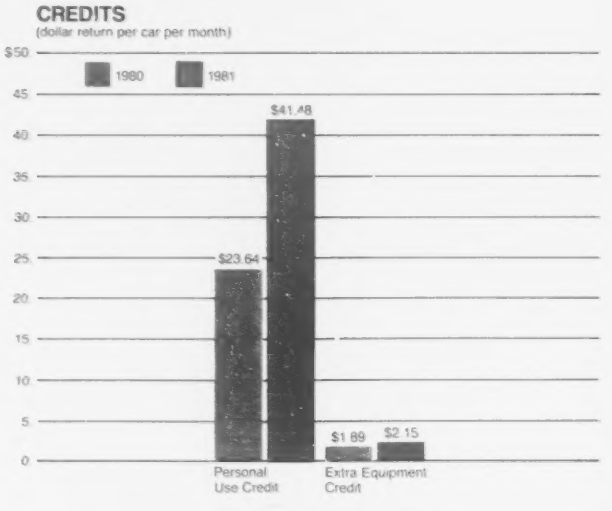
The NAFA 1981 survey reveals, for the first time, operating costs for front-wheel-drive cars, which amounted to .0864 cents a mile for cars driven an average of 1,812 miles a month. The cars averaged 19.8 MPG calculated with gasoline costing $1.35 a gallon. Fuel cost was .0693 cents a mile.

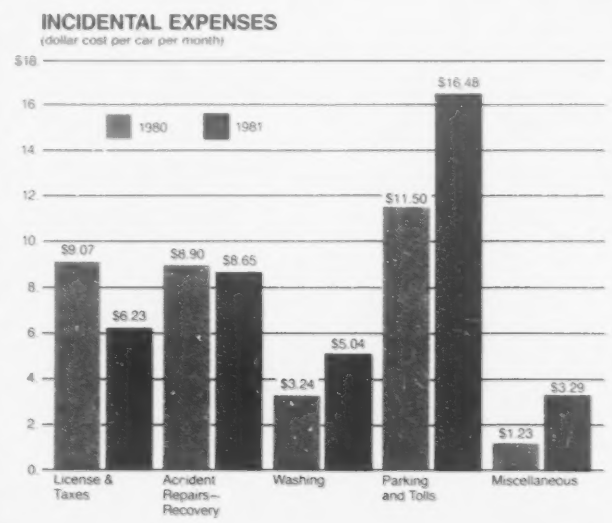
According to the NAFA survey, diesel-powered cars were

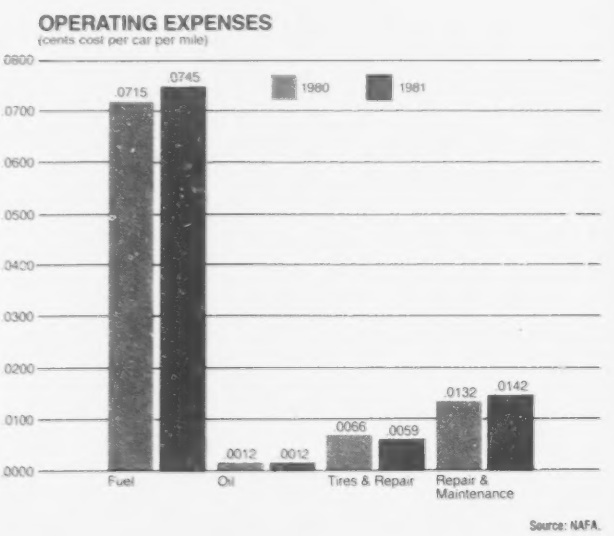
Continued on Page E-12

Expense Comparisons: Composite Fleets, 1980 vs. 1981









Source: NAFA.

Survey shows four-cylinder cars are strong

ROCHESTER, Wis. — A survey of fleet administrators indicates four-cylinder vehicles are as durable as cars with larger engines, according to Runzheimer Report on Transportation.

The publication says it surveyed 34 fleets across the U. S. and Canada with a total of 19,937 automobiles, leased or company owned, and a per fleet average of 665 vehicles. Sixty-five percent of the fleets contained four-cylinder vehicles, with the average size consisting of 26 percent of the fours.

The survey, according to Runzheimer, found that 73 percent of business car fleets encounter no more mechanical problems with four-cylinder cars than they do with six-cylinder and eight-cylinder units.

Sixty-eight percent of those surveyed reported they follow the same maintenance schedule for the four-cylinder units as they do for the bigger engines.

However, 32 percent of the fleet administrators said they believed that the smaller engines should receive more frequent routine maintenance.

As for leased units, Runzheimer said when its researchers asked if the company's lessors had recommended more frequent servicing, only 18 percent of the respondents said yes, while 82 percent said no.

Runzheimer found that 73 percent of these firms use their four-cylinder cars for both local and highway travel; 18 percent only operate them in the city; and nine percent allow highway travel only.

The publication said 82 percent of the fleets introduced four-cylinder cars one to two years ago, 14 percent had them three or more years, and 5 percent less than one year.

The survey also revealed that 82 percent of the fleet administrators indicated they plan to purchase more four-cylinder units when replacing current sixes and eights, 5 percent said no, and 13 said they didn't know.

Runzheimer analysts recommend that drivers who use four-cylinder cars avoid overloading, change oil regularly, accelerate smoothly and allow plenty of passing room.

Editors stated that "no apparent reason exists as to why the currently redesigned, four-cylinder cars can't be as durable and last as long in fleet use as the bigger ones, given they are properly driven."

Operating Expense Comparisons 1980 vs. 1981

Small Cars

	1980	1981
Average miles per month	1,630	1,794
Fuel	.0695	.0725
Oil	.0010	.0011
Tires & Repair	.0074	.0052
Repair & Maintenance	.0144	.0123
Total Operating Expense	.0923	.0911
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	17.4	18.6

Midsize Cars

	1980	1981
Average miles per month	1,929	1,799
Fuel	.0725	.0781
Oil	.0011	.0010
Tires & Repair	.0066	.0064
Repair & Maintenance	.0120	.0118
Total Operating Expense	.0922	.0973
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	16.7	17.3

Large Cars

	1980	1981
Average miles per month	1,773	1,611
Fuel	.0859	.0977
Oil	.0012	.0014
Tires & Repair	.0065	.0070
Repair & Maintenance	.0175	.0152
Total Operating Expense	.1111	.1213
Average price per gallon of fuel	$1.21	$1.35
Average miles per gallon	14.0	13.8

Source: National Assn. of Fleet Administrators.

Operating Expenses

Small Front-Wheel Drive Cars

	1981
Average miles per month	1,812
Fuel	.0693
Oil	.0010
Tires & Repair	.0050
Repair & Maintenance	.0111
Total Operating Expense	.0864
Average price per gallon of fuel	$1.35
Average miles per gallon	19.8

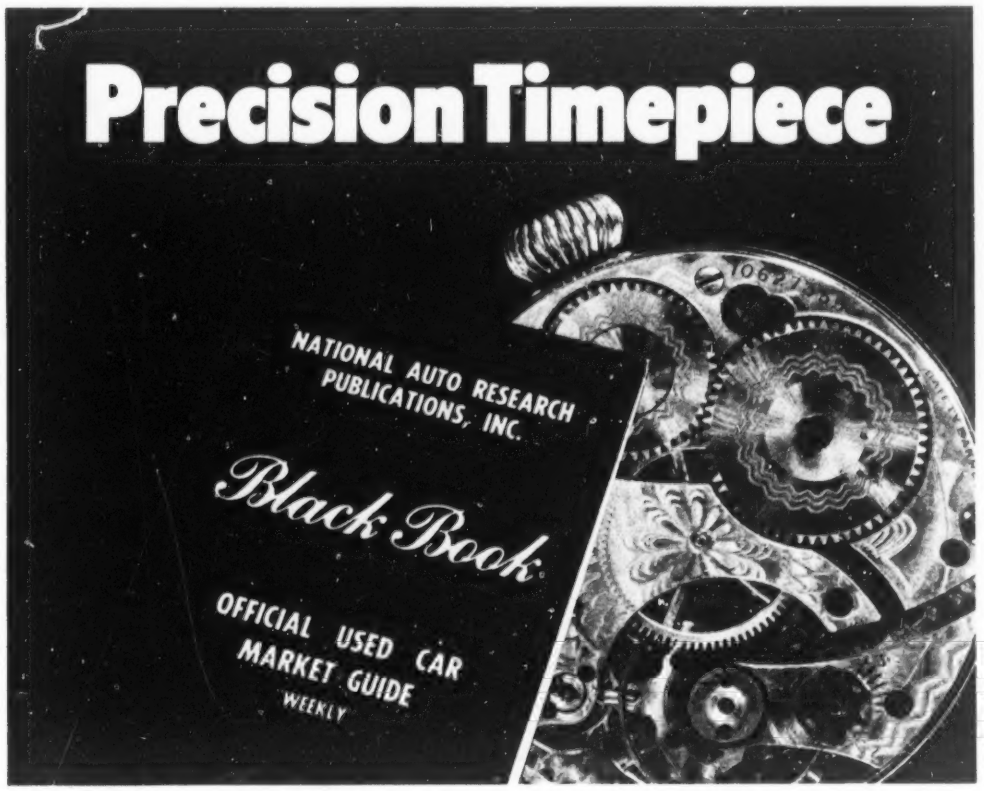
Diesel Engine Cars

	1981
Average miles per month	2,895
Fuel	.0484
Oil	.0021
Tires & Repair	.0045
Repair & Maintenance	.0080
Total Operating Expense	.0630
Average price per gallon of fuel	$1.25
Average miles per gallon	25.7

Subcompact Cars

	1981
Average miles per month	1,525
Fuel	.0589
Oil	.0009
Tires & Repair	.0063
Repair & Maintenance	.0157
Total Operating Expense	.0818
Average price per gallon of fuel	$1.35
Average miles per gallon	22.9

Source: National Assn. of Fleet Administrators.



Time in the automobile business can make you or break you. Using outdated, inaccurate auto values can send customers "down the street" because of poor trade-in allowances. Or send your profits down the drain because of overvaluation. That's why Black Book figures are *current, timely,* and *accurate.*

Every Monday you get an updated pocket-size report that shows current market valuations in four appraised conditions: from extra clean to rough. These figures reflect actual prices paid at major auctions in your area and the error-free tabulation Black Book's computer system assures. No guessing. All "no-sales" deleted, listing only sold units. Just current, timely facts only 7 days from the auction to your desk. That's precision you can rely on.

25 Year's Experience

We began professional reporting in 1955 because we recognized the need for actual auction transactions in assuring accuracy.

Black Book provides the most complete retail and wholesale coverage available in the market today. Black Books include complete coverage of the import market, specialty vehicles and lease vehicles. You can profit from that experience.

Black Book®

Complete this coupon and attach it to your business letterhead for a free copy of the Black Book Official Used Car Market Guide (Weekly)

NAME _____

TITLE _____

DEALERSHIP _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

TELEPHONE _____/_____

Anything Less is a Guess!

* Black Book is a registered trademark of National Auto Research, Division of Hearst Business Media Corporation

Return to: *Black Book* P.O. Box 758/Gainesville, GA 30503/Phone: (404) 532-4111

Silver anniversary

Lloyd McKee, right, owner-operator of Lloyd McKee Chrysler Plymouth, Inc., Albuquerque, celebrated his silver anniversary recently and received a birthday plaque from G. A. Novelly, Chrysler Denver zone manager. McKee sold more than 1,200 units in 1981, ranking among the top volume dealers in the Southwest.

Cost per mile

Continued from Page E-1

driven 2,895 miles per month and total operating expense was .0630 cents per mile, based on an average price of $1.25 per gallon of fuel. Total fuel costs for these vehicles was .0484 cents a mile. They averaged 25.7 miles per gallon.

The NAFA defines subcompact cars as those with a wheelbase of less than 100 inches.

A compact's wheelbase is 100 to 106 inches and curb weight is 2,300 to 2,799 pounds.

Midsize wheelbase is 106 to 114 inches and curb weight is 2,800 to 3,399 pounds.

Large cars have a wheelbase over 114 inches and curb weight over 3,400 pounds.

AUDI
FLEET BUYERS
COUNTRY PRICE & SERVICE
Fredericksburg, VA — 703-373-3911

Buffalo spot not needed, rival dealers say

New Dodge outlet stirs up a storm

Continued from Page 10

years . . . They both went out of business. We need a Dodge dealer to replace the dealer that covered this northern part of the market for Dodge.

"The Delaware Ave. area is kind of declining, so our plan was to use the Pontiac dealer (Davis) who agreed to build a building and put Dodge in next door to Pontiac . . . We're going to get a showroom now for Dodge, and later he will build a service and parts facility.

There is a "complete void" for Dodge in the northern part of Buffalo, added Casement.

"All we're doing is replacing a dealer in a better location . . . the nearest (competing) Dodge dealer is way over here in Transitown (Herbert Sixbury, Transitown Dodge)," he said.

Casement said Chrysler does careful market studies in areas like Buffalo before putting in a dealer.

It takes new-car registrations and applies them as a percentage of U. S. sales to determine Buffalo's share, for example, and further carves up the Buffalo area into trading zones to determine what each part of the area is doing.

"We find that the Kenmore trading zone is 19.4 percent of the metro area in car (registrations) and 17.8 percent in truck (registrations)," said Civitello.

"So it's a sizeable portion, and we have nobody in that area. If you look at the whole area, and see the numbers, the planning potential will support the operation," he concluded.

• Chrysler officials recalled that Herb Sixbury, Transitown Dodge, had a Dodge dealership in Kenmore which he closed in 1979.

"He didn't think we should close it, but thought we should buy it from him and maintain it . . . So his marketing thoughts have changed since '79," said Civitello.

"The assumption is that Buffalo will deliver only so many Dodges, and that's heresy," add-Pappert. "If we don't have representation in that fair share portion of the market, they (customers) won't go to the other Dodge dealers and buy. They'll go to the competition."

Pappert said that if any new dealers are to be signed "in a point that's not provisioned, it must go to the marketing committee."

"If we sense confrontation, one of the decisions of the marketing committee is that surrounding dealers be made aware of it," he added.

"Now, if we have a point such as in Buffalo, where it is designated an open point, that sales agreement package doesn't even have to come to the marketing committee. The zones have a right to do it on their own.

"We try in all our metro areas to say to all the dealers periodically, 'Here's what our plans are.' In points already designated, as in this example, probably the Syracuse zone manager didn't call a Buffalo meeting, and say, 'We're going to open a point,' predicated on the fact that the world knew this was an open point.

"The world knew we were prospecting for a dealer in that locality . . . Do they take issue with the marketing—or the fact that we were successful in putting someone into the point?" Pappert said.

• Pappert added that Chrysler is always willing to listen to complaints and has adjusted plans on occasion, based on dealer reaction.

"If those dealers as a group want to come to Detroit, I promise you we have an absolutely open door," Pappert said.

"Out in Chicago recently, where we put a package together, the dealer committee came to see us . . . In that example, we absolutely backed away (from installing a new dealer). We got a commitment from those dealers to do the kind of job we needed done in that market, and they're doing it," added Casement.

Dodge dealer Bonadonna replied by saying that since dealers in his area had not received advance notification, they couldn't very well have objected.

"If they had let us know beforehand, we would have really raised hell. But all this was done before saying anything to anybody," said Bonadonna.

He added that after sending a telegram to Chrysler Chairman Lee Iacocca and Pappert, the only response area dealers got was from the zone manager.

Pappert concluded by saying that, as a matter of policy, Chrysler has turned down many requests for duals in recent years.

"We have resisted quadding (giving a dealer the full line of Chrysler car/truck models) and dualing in fair share metropolitan markets through the last three years, predicated on a down industry," he said.

"Our feeling is that we have the product capabilities to stand on our own two feet. Our feeling is this market will not stay at 5 to 6 million domestic rates forever. At that point, those competitive dealers who are currently overfacilitized will then need those facilities for their own operations. We will have lost our identity . . .

"For us to go into a market, and put in two dealers, where one or the other is financially unstable and in the long run we lose one or the other, take our sign down and lose our image in the marketplace, doesn't make sense."

factories list auction dates

Ford Motor Co.

May 5—Columbus Fair Auto Auction, Obetz, O.; Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 6—Big H Auto Auction, Houston, Tex.

May 11—Arena Auto Auction, Chicago, Ill.

May 12—Clanton's Auto Auction, Darlington, S. C.

May 13—Skyline Auto Exchange, Fairfield, N. J.; Salt Lake City, Utah, and 166 Auto Auction, Springfield, Mo.

May 18—Dallas Auto Auction, Dallas, Tex.; Aptco Auto Auction, Taylor, Mich.

May 19—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Lakeland Auto Auction, Lakeland, Fla.

May 20—Nashville Auto Auction, Nashville, Tenn.

May 25—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26—Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

Used car sales
Auction Averages

April	$4,710
Montha ago	$4,565
Year ago	$4,116

Model breakdown
Auction Averages

	April	March	February
1982	$5,891	$9,019	$7,719
1981	5,979	6,839	6,422
1980	5,472	5,439	5,282
1979	4,638	4,759	4,487
1978	3,764	3,849	3,658
1977	2,917	2,953	2,783
1976	2,183	2,281	2,189
1975	1,491	1,695	1,798
Overall Average	$4,710	$4,781	$4,687

Chevy for Peart

Carol J. Peart signs a Chevrolet sales and service agreement to become owner-operator of Tide Chevrolet, Inc., Poulsbo, Wash. Witnessing the signature is Michael G. Heathman, Seattle zone manager.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MAY 11, 1982
11 A.M.
AMC FACTORY SALE
CENTRAL OFFICE UNITS
OVER 200 UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A CONTINENTAL BREAKFAST ON US.

APTCO DETROIT

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
512-546

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3500.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Alex Pate, *Gen. Manager*
Every Thursday, 10:30 A.M.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse. Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

Loan agreement amended; new committee formed

IH takes 2 major financial steps

Continued from Page 2

should cut costs and streamline operations. Following Hayford's March resignation, McCardell assumed the title of president although much of the job functions already had been parceled out to executive vice presidents.

"Hayford's pace was just too fast," said Wall Street analyst Arvid Jouppi. "McCardell's pace seems to be just right — two notches faster than (former IH chairman) Brooks McCormick."

Jouppi said part of the company's problem in trying to renegotiate its labor agreements to win concessions has been a fairly simple one.

"Harvester wasn't dealing with a single, homogenous union," he said. "It has many diverse elements including some very radical ones." This, he said, is what caused the devastating 5½-month strike two years ago.

The analyst said that using conventionally "pure balance sheet analysis" the IH situation looks "very, very negative."

However, he said, there are a lot of "off-balance-sheet items" which are really assets, including the leadership of McCardell, who joined IH in 1977 from Xerox Corp., where he had been a senior vice president, and the team he has put together since then.

"Chrysler, Harvester and Massey-Ferguson are all in the same boat," Jouppi said. "Everybody's a loser if they fold, so everybody wants to make sure they don't."

• There is no question that the International Harvester situation remains precarious, with most analysts, and even the company itself, agreeing that the state of the economy and the eventual advent and pace of the long-awaited recovery may well be the determining factor in the survival of IH.

Arthur G. Davis, Prescott Ball & Turben analyst, agrees that the economy, particularly the farm economy, are important to IH's future. Davis, however, is sufficiently pessimistic about the recovery to say that Chapter 11 is "almost inevitable" for IH.

He said IH's large inventory in farm equipment and trucks is potentially fatal.

"They're practically giving away their farm equipment inventory," Davis said, "and they may have to start auctioning it off. It's killing the market. With the increasing number of farm bankruptcies, they have nearly $1 billion in farm equipment inventories they're going to have to laugh off."

Davis said that if IH does go into Chapter 11 reorganization, it will mean a grave problem for the U. S. truck market because Japanese truck makers, who have dramatically increased their international penetration in the last few years, might decide to move into the U. S. heavy-truck market in a big way.

He said that Komatsu International Mfg. Co., in which IH had a 50 percent interest until it sold it for $51 million earlier this year to partner Komatsu, Ltd., would likely move into the U. S. construction equipment market.

He also said that Caterpillar might decide to move into trucks to fill the void.

"The International Harvester situation is a bigger problem for the economy than meets the eye because of the sector it's in," Davis said.

Still, International Harvester is not out yet. Last week's changes gave it some room to move. The company has cut costs, made as many capital improvements as it can afford and trimmed operations not essential to its three main areas of business, trucks, farm equipment and construction equipment.

The new financial committee will be looking for other operations to lop off in the hopes of paring back to the essentials. The new credit amendments were an indication that the lenders have not given up hope of a recovery, and McCardell has said the company can be profitable later in 1982 if its primary markets are revived.

"There's no doubt about it," said analyst Davis. "The story's going to be written this summer."

Gill buys Avery Pontiac

David P. Gill, right, makes no secret of his pleasure at acquiring one of the nation's oldest dealerships, Avery Pontiac, Columbus, O. Taking part in the new-dealer signing are Ronald C. Ewart, left, former dealer, and Richard J. Sherman, Pontiac's zone manager in Cleveland. The Avery dealership was founded in 1893 by Frank E. Avery as a bicycle repair shop, becoming an auto sales outlet in 1900. It became an Oakland dealership in 1923 and took on Pontiac when that car was introduced in 1926. The new name is Gill Pontiac.

AMC's new role in autos: Produce and sell Renaults

Continued from Page 2

staff and offices of Chrysler Credit. Cappy said the program increased sales particularly in Philadelphia, where the money supply has been tight.

AMC will encourage dealers who have successfully arranged for credit through their own sources to continue those ties, Cappy said. But there will be enough money available from the captive finance company to take care of all the new Alliances and other AMC products, he said.

Financing will be available to AMC, Jeep and Renault dealers.

Also in preparation for the Alliance debut, AMC and Renault have launched an intensive service training program. Sixteen trainers have been added, and two-day and five-day clinics are being staged in all 14 zones.

Sales training may prove even more important for AMC, whose dealership personnel are unused to dealing with the younger, more educated and more affluent import buyers who will be buying 60 percent of all new cars this decade.

Detailed video disks and zone seminars are planned.

• Cappy said one of the biggest enticements that AMC offered him to sign aboard (which he did in February) was the opportunity to "keep one foot on first base" with AMC's loyal customer base "while running around bases" trying to catch those young, affluent import buyers with a high-tech, European-looking car that will be priced competitively.

It will be the only domestically built car in its price range that will comfortably seat five passengers, Cappy said.

The real sports car of the Renault-AMC family will continue to be the Fuego, which was introduced in the U. S. one month ago and is expected to turn in first-month sales of 1,400—instead of the 1,000 originally projected.

"Since I've been here, we've increased production (headed for the U. S. this year) by 3,500 cars, and I think we could do even better than that," Cappy said. "It's hard to tell how big it can go."

Undaunted by the Japanese success story, Cappy predicted the Japanese will be unable to maintain their high degree of buyer loyalty once worthy alternatives are offered.

Current AMC and Renault dealership totals are about where the companies want to stay, he said. Altogether, the three marques — AMC, Renault and Jeep — have 1,928 dealers. There are 116 Renault dealers that aren't dualed with AMC or Jeep. More than 250 AMC and Jeep dealers don't carry the Renault lineup.

In a few major markets, AMC continues to pay rent on closed dealerships which it will reopen when economic conditions improve, Cappy said.

'Gray-market' import boom troubles official networks

Continued from Page 40

questions of product liability. As far as VWoA is concerned and from a technical point of view, the cars do not exist because they were not imported by Porsche-Audi, he said.

The spokesman for Mercedes-Benz said the M-B policy is simple: "A car not originally designed and engineered to meet U. S. regulations cannot be altered to meet it."

Even something as seemingly simple as bumper standards can prove difficult to meet, he said. Even though a U. S.-spec bumper may be added, the floorpan might not get strengthened.

The independent importers can buy the parts, he said, but there is some difference in chassis built for the U. S. and those for Europe.

Servicing the cars becomes another problem. In a prepared statement, John Cook, president of BMW of North America, said flatly that modified BMWs are not covered by warranty. Technical training and assistance are unavailable to BMW dealers, he said. Even English service manuals are not available, he said.

All three manufacturers agreed that service training is not available generally on European-specification cars.

In addition to service, there is the problem of parts. Parts peculiar to the European versions (such as the rear axle for the Mercedes 500 Series), are not stocked in the U. S. These parts have to be special-ordered from overseas. That takes time.

But, as Porsche-Audi's Fuller noted, people who buy these cars come to franchised dealers for service and then find the parts and technical service problems.

Domestic dealership total down 276 in first quarter

Continued from Page 1

mestic industry. Ford is second with 4,768.

AMC had 1,535 car dealers on April 1, little changed from its Jan. 1 total of 1,547. AMC currently has 755 duals with Big Three makes and 34 with VW. At the beginning of the year, there were 737 AMC-Big Three spots and 38 AMC-VW points.

Volkswagen dipped below 1,000 during the first quarter, winding up with 992 outlets for its U. S.-built Rabbits. The total was down from 1,006 on Jan. 1. VW has 98 duals with other U. S. makes, an estimated 64 of which are with Big Three lines. The 98 domestic duals compare with 114 on Jan. 1.

Chrysler Corp.'s April - dealer total of 3,655 was down 29 from 3,684 at the beginning of the year. It was the corporation's smallest first-quarter loss since 1978.

Franchise totals on April 1 were: Chrysler, 2,634; Plymouth, 2,538; Dodge, 2,449, and Imperial, 422.

In addition to its 3,655 car dealerships, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

Ford Motor's first-quarter slip of 78 outlets cut its car-dealer total to 5,607 from 5,685 on Jan. 1.

Franchise totals at the beginning of April were: Ford, 4,768; Mercury, 2,629, and Lincoln, 1,453.

Ford Motor has 96 outlets that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in Ford Division's franchise total.

At GM, the car-dealer total was 10,510 on April 1, down 140 from 10,655 at the beginning of the year. The decline was less than the fourth quarter of last year (150), but it was considerably higher than the drop of 55 in the first quarter of 1981.

GM franchise totals on April 1 were: Chevrolet, 5,365; Oldsmobile, 3,170; Pontiac, 3,005; Buick, 2,925, and Cadillac, 1,580.

Going back a year, the current total of 21,404 domestic-car outlets is down 1,047 from 22,451 on April 1, 1981.

The 12-month comparison shows dips of 495 for GM, 291 for Ford Motor, 117 for Chrysler Corp., 111 for AMC and 26 for VW. That's an aggregate drop of 1,040. There are seven more intercorporate duals than there were a year ago, so the industry's net loss is 1,047.

U. S. CAR OUTLETS

	April 1, 1982	Jan. 1, 1982
American Motors	1,535	1,547
Chrysler Corp.	3,655	3,684
Ford Motor Co.	5,607	5,685
General Motors	10,510	10,655
Volkswagen	992	1,006
TOTALS	22,299	22,577
Minus Intercorporate Duals	895	897
NET OUTLETS	21,404	21,680

Copyright, 1932, Automotive News

U. S. FRANCHISES

	April 1, 1982	Jan. 1, 1982
AMERICAN MOTORS	1,535	1,547
CHRYSLER CORP.		
Chrysler	2,634	2,639
Dodge	2,449	2,553
Imperial	422	421
Plymouth	2,538	2,537
FORD MOTOR CO.		
Ford	4,768	4,834
Lincoln	1,453	1,465
Mercury	2,629	2,663
GENERAL MOTORS		
Buick	2,925	2,950
Cadillac	1,580	1,595
Chevrolet	5,365	5,430
Oldsmobile	3,170	3,190
Pontiac	3,005	3,040
VOLKSWAGEN	992	1,006

Copyright, 1982, Automotive News

Chevy for Sanford

BAY SPRINGS, Miss. — Tom E. Sanford has been appointed owner-operator of Sanford Motors, Inc. (Chevrolet) here.

124,660 assembled, up 5 pct. from previous week

Ford overtime hikes car production

By Patricia Hoffman
Staff Writer

Overtime schedules at four Ford Motor assembly plants boosted last week's auto production 5.91 percent above the previous week's total. Only three plants were dark last week.

Last week, the makers scheduled 124,660 cars, up from 117,703 the previous week, but down 22.72 percent from 161,311 in the comparable 1981 week.

General Motors, Ford Motor and Chrysler Corp. all showed production gains last week.

Volkswagen of America's Westmoreland plant continued down for inventory control. It has been idle since April 19 and is slated to return today (May 3). GM's Janesville and Oklahoma City points remained down last week for model changeover. All other car facilities were reported working.

Janesville is expected to resume operations June 1 with production of the Cadillac Cimarron. Oklahoma City is scheduled to be back later this spring.

Saturday overtime was scheduled last week at Ford's St. Louis facility. Also at Ford, San Jose, Wayne and Wixom plants all worked daily overtime last week.

Breakdown for the week by company is: GM, 59.55 percent; Ford, 26.65 percent; Chrysler, 12.59 percent; AMC, 1.12 percent and Checker, 0.09 percent.

So far this year, the auto manufacturers have built 1,576,877 cars, down 30.07 percent from 2,254,906 in the same 1981 period.

3 Detroit-area dealers honored by Cadillac

DETROIT. — Cadillac has named three Detroit-area dealers "Master Dealers" for 1981. They are Don Massey, of Don Massey Cadillac, Inc., Plymouth; Thomas S. Dreisbach, of Dreisbach and Sons Cadillac Co., Detroit, and Roger Rinke, of Roger Rinke Cadillac Co., Warren.

It is the ninth such award for Massey, the sixth for Dreisbach and the third for Rinke. Cadillac bestows the award on about 100 dealers each year. It is based on total dealership performance, from customer satisfaction to sales.

Domestic makers team up in giant Time auto section

DETROIT.—The biggest automotive advertising section ever carried in a major magazine appears exclusively in the May 10 issue of Time magazine.

Autorama U.S.A., a 44-page auto section worth $2,280,000, according to Publishers Information Bureau estimates, marks the first time four major auto makers—General Motors, Ford, Chrysler and American Motors—have advertised cooperatively.

Autorama was sponsored by the MVMA, but all ad money is from the domestic car firms and their divisions—each of which has ads. There are 22 pages of color ads and 22 black-and-white paid ad pages with an editorial format.

Themed "There's never been a better time to buy a new car," the section was researched and written by the staff of Automotive News.

In text, photos, charts and graphs, Autorama details engineering advances built into today's new domestic cars, with emphasis on fuel efficiency, safety and economy.

Automotive News will carry the entire 44-page insert in its May 10 issue, as part of Time's promotion.

Time is also promoting the section with ads in Time, Sports Illustrated and People magazines, as well as Advertising Age, Ad Week, Adcrafter and other trade publications.

Downtime at GM reduces week's truck output 3.7 pct.

A partial shutdown at the GMC Truck & Coach plant in Pontiac pulled last week's domestic truck production down 3.75 percent from the previous week's total.

Output last week was targeted at 45,010 units, down from 46,765 the previous week, but up 36.13 percent from 33,064 in the comparable 1981 week.

So far this year, the makers have assembled 633,942 trucks, up 5.65 percent from 600,042 in the same period last year.

The heavy-duty truck line and the coach line were both down last week at the GMC plant. The two-week partial shutdown is to control inventory. About 2,000 workers were on temporary layoff last week, and 1,000 will be idle this week. Normal operations are expected to resume May 10.

Volkswagen of America's Westmoreland point remained idle last week for inventory adjustment. The facility closed April 19 and is scheduled to return today (May 3).

For the ninth consecutive week, Chrysler Corp.'s Warren plant operated on daily overtime schedules last week. The facility builds light-duty Dodge pickups.

The General Motors Detroit facility (Chevrolet and GMC chassis) upped production last week by four units an hour. The single shift now builds 22 units an hour. This is the third increase in output in six weeks and has resulted in 100 employes being recalled from indefinite layoff.

Car production in Canada shows rise for week

Canadian auto production last week rose 2.78 percent from the previous week's output, but the truck total dropped 5.50 percent as Chrysler Corp.'s Windsor plant returned to normal five-day operations.

The auto makers planned 21,632 units the week of April 26, a slight gain from 21,046 the previous week, but down 7.71 percent from 23,438 in the comparable 1981 week.

Year-to-date, the auto manufacturers have built 292,334 units, up 3.83 percent from 281,562 in the same period last year.

Truck production for last week was targeted at 12,429 units, down from 13,152 in the previous week, but 5.48 percent above the 11,783 units in the comparable 1981 week.

So far this year, the makers have finished 173,441 trucks, down 9.63 percent from 191,919 in that same period last year.

Chrysler's Windsor truck facility operated on a normal five-day week last week following two weeks of Saturday overtime. A Chrysler spokesman said overtime schedules are expected at the facility again this month, but the dates have not been set.

General Motors' Scarborough (van) facility increased production last week from 23 units an hour to 26 units an hour.

Also at GM, the Oshawa (No. One) car plant operated an eight-hour shift last Saturday and is scheduled to work Saturday, May 15 and May 29. The plant builds full-size Chevrolets.

GM's Oshawa (No. Two) plant and its Ste. Therese facility continued on one-shift operations last week. Oshawa's second shift was idled April 2, and second-shift operations were dropped at St. Therese last Feb. 1.

Overtime continued last week at Ford Motor's St Thomas plant. The facility began operating on daily overtime April 12 with both shifts working 9 hours Monday through Thursday, and eight hours on Friday.

According to a Ford spokesman, there is no downtime slated for any Ford facility during May.

U. S. CAR PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
AMERICAN MOTORS	1,400*	2,300*	1,400*	5,831*	35,154*	19,495*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,700	18,557	15,735	60,311	279,303	199,374
Plymouth Total	6,600	9,303	6,866	25,386	138,774	83,921
Horizon	2,600	3,633	2,728	9,445	52,472	26,479
Reliant	4,000	5,557	4,138	15,941	76,628	57,442
Caravelle	.....	113	.....	.....	2,226	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	1,357	2,808	10,861	21,941	36,905
LeBaron	2,600	1,357	2,808	10,861	17,079	36,905
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,500	7,897	6,061	24,064	118,588	78,548
Omni	2,400	2,959	2,306	8,496	39,429	24,682
Aries	3,300	4,583	3,255	12,820	62,488	43,487
Diplomat	.....	355	.....	.....	12,989	.....
Dodge 400	800	.....	500	2,748	.....	10,379
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	33,226	34,899	31,384	119,316	474,101	335,775
Ford Division	21,729	23,922	20,792	78,437	329,020	208,688
Escort	8,382	6,645	8,457	31,480	131,710	91,549
Fairmont	3,568	5,629	3,567	13,692	67,102	33,416
Must./Must. II	3,561	4,528	3,803	14,179	50,447	37,922
Granada	3,494	2,717	3,504	13,098	27,134	32,360
Thunderbird	2,524	2,385	1,264	5,235	23,726	11,315
Ford	.....	2,018	.....	.....	28,901	.....
EXP	200	.....	197	753	.....	2,126
L-M Division	11,497	10,977	10,592	40,879	145,081	127,087
Mercury Total	9,433	9,132	8,502	32,980	123,989	94,197
Lynx	2,776	2,317	2,585	10,043	45,572	27,868
Capri	923	1,557	760	3,409	15,285	9,821
Zephyr	1,044	1,440	1,055	4,065	18,224	10,539
Cougar	1,776	1,644	1,791	6,318	12,919	16,639
XR-7	702	855	360	1,540	9,672	3,623
Mercury	2,108	1,319	1,839	7,245	22,317	25,084
LN7	104	.....	112	360	.....	623
Lincoln Total	2,064	1,845	2,090	7,899	21,092	32,890
Continental ('82)	413	.....	418	1,580	.....	7,108
Lincoln	1,036	922	1,050	3,885	10,097	13,889
Mark VI	615	923	622	2,434	10,995	11,893
GENERAL MOTORS	74,234	101,367	69,084	276,027	1,399,473	990,095
Buick Division	18,322	21,426	14,361	63,010	327,275	234,327
Skylark	2,995	5,568	3,103	11,340	89,472	42,737
Skyhawk J	3,775	.....	.....	6,836	.....	26,102
Century	2,394	4,347	2,289	9,344	67,162	40,877
Regal	4,555	6,785	4,567	17,885	91,900	60,287
Buick	3,647	3,269	3,433	13,319	58,173	53,495
Riviera	956	1,457	969	3,786	20,568	10,829
Cadillac Division	5,700	6,139	5,662	22,549	99,514	81,126
Cimarron	.....	107	.....	.....	182	1,401
Seville	600	443	606	2,382	10,955	8,344
Eldorado	1,500	1,455	1,524	5,959	22,858	21,744
Cadillac	3,600	4,134	3,532	14,208	65,519	49,637
Chevrolet Division	25,900	34,781	25,718	99,817	487,918	298,623
Chevette	6,035	7,849	6,149	25,412	109,758	64,492
Cavalier	1,490	1,644	1,400	4,596	3,517	31,079
Celebrity	2,750	.....	2,246	7,167	.....	19,469
Camaro	5,455	2,549	5,046	21,071	44,839	71,315
Citation	4,050	7,400	4,788	17,127	125,475	47,854
Malibu	3,280	6,588	3,334	13,214	90,027	30,136
Monte Carlo	1,765	3,540	1,677	6,945	46,708	17,462
Chevrolet	475	4,811	470	1,874	56,326	6,871
Corvette	600	400	608	2,411	11,268	9,945
Oldsmobile Division	13,719	25,279	12,800	52,456	335,118	254,945
Omega	1,710	3,744	1,695	6,629	54,178	28,089
Firenza	1,025	.....	.....	2,792	.....	24,640
Cutlass	2,400	13,203	2,548	9,088	160,987	64,203
Cutlass/Ciera	2,617	.....	2,556	10,309	.....	38,880
Oldsmobile	5,423	6,993	5,461	21,464	102,305	87,975
Toronado	544	1,339	540	2,174	17,648	11,158
Pontiac Division	10,593	13,742	10,543	38,195	149,648	121,074
Acadian†	495	404	493	2,013	8,065	3,928
J2000	1,230	1,384	1,350	3,559	4,274	7,752
T1000	913	2,757	883	2,649	17,980	4,722
Firebird	2,945	1,502	2,743	11,445	18,270	38,979
Phoenix	880	2,462	1,082	3,711	40,892	10,245
Grand Prix	1,640	3,221	1,654	6,293	34,288	25,095
Bonneville ('82)	1,640	.....	1,651	6,294	.....	25,017
A6000	850	.....	687	2,231	.....	5,336
LeMans	.....	1,774	.....	.....	20,750	.....
Pontiac	.....	238	.....	.....	5,129	.....
VOLKSWAGEN	.....	4,188	.....	6,671	66,242	30,938
CHECKER	100*	.....	100*	320*	633*	1,200*
Total Cars, U. S.	124,660	161,311	117,703	468,526	2,254,906	1,576,877

TRUCK PRODUCTION IN U. S.†

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
CHEVROLET	13,590	8,292	14,807	55,420	197,278	214,603
DODGE	3,200	2,457	3,124	11,822	28,691	43,256
FORD	19,329	15,225	19,268	69,258	212,660	224,675
GMC	5,126	2,486	5,829	22,029	67,120	80,102
INTERNATIONAL	1,195	586	1,167	4,076	25,697	17,160
VOLKSWAGEN	.....	1,028	.....	1,039	16,165	5,776
JEEP	1,520*	1,500*	1,520*	6,080*	30,986	26,430*
AM GENERAL	50*	90*	50*	200*	1,445*	740*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	20,000*	21,200*
Total Trucks, U. S.	45,010	33,064	46,765	173,924	600,042	633,942

CANADIAN TRUCK PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1962
CHRYSLER CORP.	2,080	2,006	2,545	8,725	23,632	32,628
FORD MOTOR	3,285	2,843	3,613	13,273	58,842	43,019
GENERAL MOTORS	6,796	6,686	6,729	26,963	105,182	93,653
INTERNATIONAL	268	248	265	1,017	4,263	4,141
Total Trucks, Canada	12,429	11,783	13,152	499,978	191,919	173,441
N. American Trucks	57,439	44,847	59,917	223,902	791,961	807,383

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 1, 1982	Week Ended May 2, 1981	Week Ended April 24, 1982	April Est.	Jan. 1 to May 2, 1981	Jan. 1 to May 1, 1982
AMERICAN MOTORS	600	684	608	2,303	10,559	8,990
CHRYSLER CORP.	3,440	1,858	3,465	13,046	10,490	55,398
FORD MOTOR	8,927	7,419	9,326	35,290	63,987	96,033
GENERAL MOTORS	8,440	13,252	7,422	31,968	192,870	128,256
VOLVO	225	225	225	900	3,656	3,657
Total Cars, Canada	21,632	23,438	21,046	83,507	281,562	292,334
N. American Cars	146,292	184,749	138,749	552,033	2,536,468	1,869,211
N. American Trucks	57,439	44,847	59,917	223,902	791,961	807,383
North American Cars and Trucks	203,731	229,596	198,666	775,935	3,328,429	2,676,594

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2.700-1 5/19/82

Automotive News

May 10, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Restructuring continues at Harvester

By Edward Lapham
Financial Editor

International Harvester Co. last week continued its reorganization and restructuring by shaking up top management in a move to restore supplier-lender confidence in the beleagured Chicago-based manufacturer.

The company also announced last week that its UAW-represented employes had overwhelmingly approved a new contract which will save IH an estimated $200 million in labor costs over the next 29 months.

The UAW vote was announced shortly after IH said Chairman Archie McCardell had resigned at a special board of directors meeting and had been replaced as chairman by Louis W. Menk, IH board member and retired chairman and chief executive officer of Burlington Northern, Inc.

Menk one week earlier had been named chairman of the new Finance Committee, which will oversee the financial restructuring. He was replaced as chairman of that committee by William G. Karnes, who was also elected to the IH board.

Karnes, former chairman of Beatrice Foods Co., also has served on the boards of Continental Illinois National Bank and Trust Co. of Chicago, Borg-Warner Corp. and Stone Container Corp.

IH, which lost $390 million in fiscal 1981, another $300 million in first quarter ended Jan. 31 and is expected to report a $500-million loss for the second quarter which ended April 30, may be forced to seek further concessions from its suppliers and lenders if the economy does not improve and its financial condition continues to flounder.

• Menk and Karnes, with their close business ties to Chicago banks and other "Chicago old-boy network" companies, are generally thought to be in a better position to manage the restructuring.

Donald D. Lennox was elected president of IH at the same meeting. Lennox, part of the management team McCardell put together after coming to IH from Xerox Corp., had been an IH executive vice president and president of the Manufacturing Group. Lennox, also a former Xerox and food executive, fits in better than most of McCardell's team.

The management shakeup was made to try to re-instill confidence in suppliers and lenders who had lost confidence in McCardell and his "overly-opti-

Continued on Page 99, Col. 1

It's a Jalpa

New sizzler from Lamborghini

Lamborghini Jalpa P-350 represents state of the art in ultimate Italian GTs. The car mates Lamborghini's dual overhead-cam 4-liter V-8 with a five-speed transmission. The Jalpa is expected to be marketed in the U. S. late this year as an '83 model at a price of about $60,000.

Will invite unions, governments, manufacturers

IMF seeking world auto summit

By Marjorie Sorge
Labor Editor

TOKYO. — The International Metalworkers' Federation thinks three heads are better than one.

In a three-day meeting here designed to promote further worldwide union solidarity, the IMF called for a tripartite world auto summit that would bring together the unions, governments and auto companies. Attending the Tokyo meeting were about 150 representatives of unions in 23 nations. They represent about four million automobile workers throughout the world.

Herman Rebhan, general secretary of the IMF, will contact all auto company presidents in the U. S., Japan and Europe and invite them to participate in the tripartite meeting.

The current slump in the automotive industry has been worldwide, and the IMF believes communal thinking could help solve some of the problems.

"We are not looking for world negotiations nor for world planning of the automobile industry," the IMF said. "But we are anxious to see an automobile industry that is viable in terms of jobs, wages and economic health making its way into the 21st century."

Representatives attending the meeting also agreed to continue to press for increased union participation in management decisions and job security; to encourage companies to invest in countries to which they export vehicles; to reduce the unequal labor costs and long working hours in some countries, and to step up organizing efforts in developing countries.

One major concern lately, especially in the U. S., has been lack of Japanese investment in the countries to which Japan exports. UAW President Douglas A. Fraser has made numerous demands that the Japanese auto companies invest in the U. S. by either joint ventures with U. S. companies or, preferably, by building their own plants in the U. S.

Nissan and Honda are building assembly plants in the U. S., and Toyota is talking with General Motors about a possible joint venture. But Fraser said

Continued on Page 98, Col. 4

DEAC to aim clout at factory-dealer problems—Mullane

By John A. Russell
New York Staff Writer

NEW YORK. — The NADA Dealer Election Action Committee is going to bring its political clout to bear on factory-dealer problems as well as industry problems, according to Ed Mullane, treasurer and a trustee of the DEAC.

Mullane dropped that bombshell while addressing the convention of the North Carolina Automobile Dealers Assn. at Hilton Head Island, S. C.

He said that through DEAC "we've saved millions for the manufacturer. Isn't it time we stopped helping him until he starts helping us?"

Mullane also is president of the Ford Dealers Alliance and has long been a crusader for dealers' rights. In his speech, he called on all dealer organizations in the nation to unite to bring pressure on the factories and increase dealers' influence on factory decisions.

Mullane told AUTOMOTIVE NEWS that DEAC's role has been to raise funds for a lobbying effort that has aided the manufacturers. He said the manufacturers have not been able to do the same job because they lack credibility in Washington.

The message, he said, is that either the manufacturers start negotiating in good faith with the dealers or the dealers will stop lobbying for the manufacturers' interests.

He also said that the DEAC could bring its lobbying efforts to bear on such things as national franchise legislation.

In his speech, he said that the letter advising Ford Motor Co. dealers of this posture has the support of William E. Hancock Jr., chairman of DEAC.

• Mullane outlined his criticisms of the factory dealer councils and NADA's Relations Committee which, he said, have not been serving dealer interests effectively.

He said that "as long as the manufacturer retains the right to make the final decision unilaterally, the structure of the dealer council is designed to prevent change and stifle dissent."

He added that dealer councils have no funds, lawyers or staffs with which to operate.

As for the Industrial Relations Committee, he said "they do not take a militant enough posture to get anything done. In fact, they take a back seat to the dealer councils."

"It is my belief that Detroit has failed the dealer body," Mullane said. "They talk about pent-up demand, 60-day inventories, and the spring upturn just around the corner. We haven't had a spring upturn in three years.

"Our automotive companies have been captured by the financial men, the MBAs and the lawyers. Ford and General Motors lack creative marketing depth, and we are in deep trouble."

He said that American auto dealers have a combined $140 billion in annual sales yet they have no voice in their own destinies.

The UAW has bargaining power with the factories, he said, and the new contracts with Ford and GM will give the UAW access to the decision-making process.

He asked why dealers shouldn't have the same rights as the unions since the dealers are just as important to the success of the companies.

He added that the dealers may be more important "because the factories' success depends on us as much as ours on theirs." In fact, he said, "any

Continued on Page 98, Col. 5

breaking news

GM says 'go' to Pontiac P-car

DETROIT. — General Motors' Executive Committee last week gave final approval to Pontiac's sporty P-car model, a mid-engined two-seater that will bow in the fall of '83 as an '84 model. Development cost is pegged at slightly over $250 million, a bargain when compared with J and X-car costs. Powertrain will be Pontiac's 2.5-liter four (with TBI) mated to a standard four-speed manual or optional three-speed automatic.

With plastic body, P-car weight will be about 2,200 pounds. Insiders say 0-60 MPH times of under eight seconds and highway economy figures of 40 MPG are obtainable. Target price is just under $10,000. The I-car (a name has not yet been chosen) will be a Pontiac exclusive, at least during its first year. It will be built at the old Pontiac home plant with a first-year run of about 100,000 units.

V-6 being fitted to J-car

DETROIT.—General Motors engineers are working on installation of a V-6 in the J-car. It is believed the engine option will be offered in the 1985 model year. The V-6 will be transversely mounted.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER
AN JAN83
MD208140CNGLIAO DE IN095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Production pact with Seat expected

VW closer to accord with Spanish maker

By Richard Feast
European Editor

MADRID. — Volkswagen has moved one step nearer to Seat, Spain's state-run auto maker, as discussions have progressed from an exploratory basis to a formal one.

A final agreement is not expected for one or two months, but talks are believed to be concentrating on the production in Spain of the baby Polo/Derby range and the mid-range Passat/Santana.

Volumes being discussed involve up to 130,000 units annually, many of which would be sold in Europe through the Volkswagen dealer network.

Seat has been looking for a commercial partner since the withdrawal of its Italian partner, Fiat, two years ago. Talks concentrated on two Japanese companies, Toyota and Nissan, and two European firms.

Volkswagen is without a significant presence in the Spanish market, the fifth largest in Europe after West Germany, France, Italy and the UK. It cannot achieve large sales volumes until it has some manufacturing operations in the country.

Last year, for instance, VW sold fewer than 3,000 units in a market that amounted to 506,000.

In the longer term, however, Spain's scheduled membership in the European Common Market — 1984 is the earliest likely date — will give auto makers a launch platform for the rest of Europe.

• The Spanish market was down 11.5 percent last year, but it is widely considered to offer the greatest growth potential in Europe.

Rivals like Renault, Ford and Peugeot S.A. have whittled away at Seat's traditional dominance of the market and will be joined this year by General Motors, which will begin producing its Opel-designed Corsa (S-car) in the fall.

Seat needs a car in the Santana/Passat class to replace the 132 model it used to build under license from Fiat. The sector is worth 60,000 units a year in the domestic market, and Seat dealers have nothing to offer in its place since production was rationalized and the 132 was axed.

At present Seat builds four Fiat-based designs — the baby Panda (which is also exported through the Fiat network in Europe), Fura (a 127 hatchback), Ritmo/Strada and Mirafiori.

Licenses to build those models expire in the mid-'80s, and since the withdrawal of Fiat as a partner, Seat has been searching for a replacement collaborator.

As an interim measure, it has commissioned a modified Ritmo, known until now as the Seat 22. When it debuts later this month, it will be called the Ronda.

But the domestic market cannot absorb planned Ronda production, and the Spanish company plans to export the model beginning next year.

In addition, Seat plans to introduce in about a year, the model it currently knows as Seat 1. This is effectively a replacement for the Fura and will feature Giugiaro styling and an exclusive, Porsche-designed engine.

Last year, Seat produced just under 205,000 units. Current plans call for 1982 production of around 320,000 — compared with a record of nearly 370,000 and a theoretical capacity of 400,000.

Part of Seat's short-term revival is based on the success of the revised 127/Fura. The model has become the number one seller in Spain, topping the Renault 5 and the Ford Fiesta.

New life for the Cheetah

Lamborghini has developed an updated version of its Cheetah, first shown five years ago. It uses a new Lamborghini 5-liter engine and 5-speed transmission. Called LM A or LM-002, the car has drawn keen interest from Middle East countries. Lamborghini is testing an aluminum V-12 turbocharged diesel in the vehicle, which would offer the advantage of using the same fuel as other military vehicles.

Other Rabbits, pickup, Jetta also reduced

Best-selling VW Rabbit cut $625

TROY, Mich. — Volkswagen has reduced prices $625 on its most popular domestic model— the Rabbit L — and has cut stickers $205 to $385 on other Rabbits, the U. S.-built pickup truck and imported Jetta sedans.

The reductions will be in effect through the end of the 1982 model year.

Dealers will be reimbursed for the difference between the old and new wholesale prices on models in inventory. The dealer discount also has been cut by an average of one percentage point on the models involved in the price reduction.

There is no change in the prices of the imported VW Quantum, Scirocco, Rabbit convertible and Vanagon models. Also unchanged are the Rabbit S, a five-speed two-door hatchback, and the Sportruck, the most expensive model in the pickup line.

Prices of optional equipment and diesel engines also are not changed.

The Rabbit L models, which received the $625 price cut, accounts for about two-thirds of Rabbit sales in the U. S. New stickers are $5,990 for the two-door hatchback and $6,200 for the four-door hatchback.

The base Rabbit two-door hatchback is down $300 and is now priced at $5,690.

The Rabbit LS models are down $275 and now are $6,790 for the two-door and $7,000 for the four-door. Jetta prices were cut $385 to $7,990 for the two-door sedan and $8,210 for the four-door.

The base pickup truck now is $6,450, down $325, and the LX pickup is $6,990, down $205.

In announcing the price reductions, James W. McLernon, Volkswagen of America president, said ". . . we believe that market conditions call for bold actions on the part of the business community to renew confidence in the U. S. auto industry."

VW's sales slump undoubtedly played a part in the action, too. For the first four months of this year, Rabbit sales totaled 32,012, down 45.1 percent from 58,300 in the same period of 1981.

McLernon referred to the recent $350 rebate on Rabbits and pickups and said, "We were never convinced that a rebate program was the best response to current market and economic climates.

"We want to demonstrate to customers that we're serious about doing something long-term to renew customer confidence and assist dealers who have been devastated by high interest rates.

"So instead of just offering temporary rebates which have a tendency to confuse the public, we've cut prices on our most popular vehicle and will maintain these lower prices until the beginning of the 1983 model year."

VWoA in black for '81 on Porsche-Audi gains

TROY, Mich.—Volkswagen of America operations generated a profit of 1.5 million D-marks last year, roughly $600,000, on sales of about $3.3 billion, according to figures released by Volkswagenwerk AG in Wolfsburg and confirmed by VWoA here. In 1981, VWoA lost about $38 million on sales of $2.5 billion.

The improved results were largely due to increased sales of big-ticket imported German-built vehicles and a favorable exchange rate.

Last year, sales of Audi cars, imported and marketed by VWoA, were up 19.6 percent over 1980, and Porsche sales rose 7.2 percent. Sales of U. S.-built Rabbits were down 8.3 percent while sales of imported VW vehicles fell 9.7 percent.

Financial results for the first quarter of this year were not available, but U. S.-built Rabbit sales were off 49.8 percent in the January-March period. In the same span, sales of imported VW models declined 20.2 percent. Audi sales fell 9.1 percent in the first quarter while Porsche sales rose 9.9 percent. Sales of the U. S.-built VW pickup trucks were down 54.1 percent.

Dean joins bank board

WATERBURY, Conn. — John C. Dean, former chairman of Ford Motor Credit Co., has been elected to the board of the Colonial Bank here.

index

Advertising news	26
Auction reports	88, 98
Classified advertising	90
Editorial page	18
Obituaries	96
Production by makes	103
Service highlights	12
Truck highlights	16

57th year — No. 4914

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Buy From 'Buzzard' or He'll Date Your Daughter!
Sands
Chevrolet
UGLY DEALER...BEAUTIFUL DEALS
For Nearly 50 Years! Grand & Maryland

Beauties and the beast

Sands Chevrolet, Glendale, Ariz., is trying a more forceful approach to selling with this beat-up buzzard billboard sign. Reluctant consumers may prefer to have the Buzzard calling on their daughters rather than themselves.

Sales famine continues; April total down 11 pct.

By Jenny L. King
Staff Writer

April new-car sales had even the most optimistic forecasters scratching their heads as the wait for a general buying spree continues. The domestic industry dropped 6.60 percent from 1981, imports were down 21.86 percent and the grand total for April wasn't at all grand: Down 11.01 percent.

Total sales for the month were 668,463, compared with 751,175 in 1981. The five major U. S. auto makers combined forces to retail 498,630 new units, down 6.60 percent from 533,841, and lowest for the month since 1961, when 460,139 was the sum. Import sales in April totaled 169,833, down 21.86 percent from 217,334.

The imports' market share slipped to 25.41 percent from 28.93 percent last year.

Year-to-date total for the entire U. S. market was 2,611,595, down 16.42 percent from 3,124,844 last year. For the domestic industry, year-to-date sales numbered 1,899,320, down 16.21 percent from 2,266,633 in 1981. The import total through April 30 was 712,275, down 17.00 percent from 858,211.

All five of the major U. S. auto makers reported sales declines for the month. General Motors nearly matched its year-ago level while American Motors was farthest away with a 42.15-percent dive.

GM dealers retailed 307,531 units during the month, down 0.69 percent from 309,666 last year. Ford Motor Co. was down 8.07 percent, to 113,815 from 123,807. Chrysler Corp. dropped 17.74 percent, to 59,101 from 71,843.

Volkswagen of America sales in April totaled 9,787, down 30.15 percent from 14,011, and AMC plunged 42.15 percent, to 8,396 from 14,514.

• GM earned 61.88 percent of the domestic market, up from 58.01 percent a year ago. Ford dipped to 22.83 percent from 23.19 percent. Chrysler sales accounted for 11.85 percent, down from 13.46 percent. VWoA had 1.96 percent, down from 2.62 percent, and AMC had 1.68 percent, down from 2.72 percent.

Only three of the 14 U. S. makes reported sales gains in April. Chrysler was up 73.66 percent, Lincoln was up 51.03 percent and Oldsmobile was up 3.71 percent.

The domestic daily selling rate for the month was 19,178, down 6.60 percent from 20,532 for April of 1981. There were 26 selling days each year.

Third-period domestic sales

Continued on Page 99, Col. 3

From California air board, Center for Auto Safety

Smog decree gets strong support

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Relaxation of the 10-year-old "smog conspiracy" consent decree — proposed by the Reagan Administration and the domestic auto industry — has been opposed heatedly by the California Air Resources Board and the Center for Auto Safety in filings at the Justice Department's Antitrust Division.

After some years of government insistence on restrictions on meetings, joint statements and exchange of information by auto makers on emission-control systems, the Reagan Administration and its antitrust chief, William Baxter, almost succeeded in getting California Judge Jesse Curtis to relax key provisions of the consent decree.

But the Center for Auto Safety (CAS) garnered a stay at least long enough to file comments. It hopes to prevail on the court to retain the original decree that settled charges that the four domestic firms and their trade association delayed installing emission control devices on California cars in the 1950s.

CAS won its right to comment on a court action it did not know had taken place by claiming privilege under the Antitrust Procedures and Penalties Act.

CAS Director Clarence Ditlow III said the government's about-face on the decree indicates political considerations were involved. Until mid-1981, he said, the Antitrust Division "vigorously advocated" extending the two key provisions that were about to expire — the ones the Antitrust Division now wants to drop.

The government argued in 1979 they were still needed to preserve competition and to protect public health.

• Now the Reagan Administration says the decree's job has been done and many features of the decree are anticompetitive, given the decline of the industry.

But, according to CAS, the economic decline and loss of competitiveness started earlier. CAS claimed the decree has been effective in preserving competition and is still crucial to resolving serious public health problems.

The proposed changes, the California Air Resources Board (CARB) declared, threaten its ability to enforce controls on vehicles within the state. This affects the health of its citizens and its economy by degrading such industries as farming, forestry and tourism, CARB said.

If California cannot control vehicular emissions, then tighter controls must be placed on industrial smokestacks, CARB argued.

California said it does not know where the U. S. government got its belief that there has been an "erosion of support" for the consent decree from the agencies. The state said it has given "unwavering support" to an unchanged decree.

The U. S. government apparently believes that since fuel economy and emission control are related, an improvement in one always means an improvement in the other, CARB said.

But this is not true for heavier vehicles and diesel engines which are using more primitive controls, it said. Therefore, there is no market pressure for emissions improvement in these vehicles, according to CARB.

• Much of CARB's argument rests on the unsaleability of air pollution controls (unlike fuel economy) and the makers' unwillingness to make changes unless they save money or stimulate sales.

"Consequently, the stick of legal force has had to replace the carrot of corporate profits," CARB said.

Despite an industry position of "can't do," CARB said its separate meetings with firms and the availability of confidential data sometimes show what is in fact technically possible.

CARB staff now is working on a diesel particulates standard. If the makers are allowed to submit only joint statements on the proposed standard, CARB said it fears the only data it will receive will be "unduly pessimistic" and result in an "unnecessarily conservative standard."

Eventually, CARB warned, it may question the sincerity of industrywide positions and stop granting delays.

Easing patent right protections might discourage third parties from emission-control R&D, CARB said. This would be especially detrimental in control of diesel emissions of NOx and particulates, where work is being done by outside suppliers, CARB said.

These suppliers would be hurt by an agreement among defendants to acquire patent rights if they are available to other defendants on a most-favored purchaser basis, CARB said.

• CAS took issue with the Justice Department argument that the consent decree hinders the small domestic makers from making advances in emission control technology because of its cost and their limited resources.

Ditlow claimed this is "blatantly wrong," since companies even smaller have made the greatest advances. He cited Volvo, with its Lambda-sond system, Honda with its stratified-charge engine which he said the U. S. companies rejected in the '50s, Toyo Kogyo for its 1980 Mazda RX-7 rotary engine which he said met U. S. standards without a catalyst and Mercedes-Benz, which has been innovative in safety (air bags) and in emission control, especially with diesels.

Ditlow also quarrelled with the Justice Department finding that smaller firms spend proportionately more of their technical and R&D resources to meet regulations and thus have less to use for product development. He cited a NHTSA study reaching just the opposite conclusion.

Ford supervisor selected for Sloan fellowship

DEARBORN. — Martha E. Wallace, a supervisor in Ford Motor Co.'s Body and Assembly Operations, has been selected as an Alfred P. Sloan Fellow.

She is one of 57 persons from throughout the world chosen for this fellowship. Eight of those selected are women.

Martha E. Wallace

She will participate in a 12-month course of study leading to a master of science degree in management at MIT's Alfred P. Sloan School of Management.

The Sloan Fellows Program, started in 1931, was initiated by the late Alfred P. Sloan, Jr. former chairman of General Motors, and the late Professor Erwin Schell, of MIT. There now are more than 1,400 alumni and alumnae of the program.

Wallace joined Ford in 1977 as a Production Superintendent in the Metal Stamping Division.

Early in 1981, she became supervisor, parts control and scheduling section for the Manufacturing Planning and Material Control Office. She presently is supervisor, parts control and production scheduling section, Material Control and Distribution, Body and Assembly.

Chevrolet deal for Graves

Cecil M. Graves signs his sales and service agreement upon being named the new Chevrolet dealer in Clinton, La. On hand for the occasion were J. W. Croft, left, New Orleans zone manager, and G. J. Mitchamore, assistant zone manager-sales.

Honda agrees not to oppose UAW efforts at Ohio plants

By Marjorie Sorge
Labor Editor

American Honda Motor Co. will remain neutral during UAW organizing efforts at its Marysville (O.) motorcycle and auto plants, according to a joint company-UAW statement.

It also promised to help its associates (workers) understand the need for UAW representation and to withdraw its appeal against National Labor Relations Board unfair labor practice decisions. Honda refers to its workers as associates to further the team concept method of management.

Honda, the first Japanese auto maker to schedule the production of cars in the U. S., was found guilty of two unfair labor practices by the NLRB last year.

It had prohibited workers in the motorcycle plant from wearing UAW hats during UAW organizing campaigns and had refused to bargain with four employes in the company's powerhouse who had voted for UAW representation. No election has been held at the motorcycle plant.

Honda and the UAW reached an agreement on those two issues after the union threatened to begin a nationwide campaign urging Americans to boycott the company's products.

Under the settlement, Honda has agreed to modify the uniform rule, allowing its workers to wear hats with UAW insignias, and to begin negotiating a contract with powerhouse employes.

The company further promised to remain neutral when the UAW begins its organizing campaign at the motorcycle and auto plants. There will be about 2,000 workers at the car plant when it reaches full capacity a year from now and there are about 400 workers in the motorcycle operation. The auto plant is scheduled to begin production this fall.

Although the UAW maintains Honda was not neutral during the first round of organizing, the company said it has always given the workers the freedom of choice on a bargaining representative.

"We believe they will be neutral this time," said one UAW official.

Honda and Nissan Motor Mfg. Co. had both been concerns of the UAW because of what the union termed anti-union campaigns. Neither company has been ready to welcome the union with open arms.

Now, after Honda has agreed to neutrality, Nissan is left alone in its struggle to keep the UAW out. That company is building a new light-truck plant in Smyrna, Tenn., and company officials have already said they do not want the UAW organizing their workers. They are, however, quick to point out that the final decision rests with the workers. That plant comes on stream in the fall of 1983.

Mobility to star as auto engineers meet in Australia

MELBOURNE, Australia.— Five top-flight speakers highlight the program established for the XIX International Congress of FISITA to be held here Nov. 8-12.

FISITA stands for an organization of automotive engineering groups—Federation Internationale des Societes D'Ingenieurs des Techniques de l'Automobile.

Keynoters are: Walter Kirsten, chief executive, BP Oil International; Takashi Ishihara, president, Japanese Automobile Manufacturers Assn.; Umberto Agnelli, vice chairman, Fiat Automoveis and president of the Committee of Common Market Automobile Constructors, Italy; Hans Merkle, president, Robert Bosch, GmBH, and Gerald B. Mitchell, chairman, Dana Corp.

Theme of the congress is Energy and Mobility. It has been organized by the Society of Automotive Engineers, Australasia.

3 Subaru dealerships formed in Arizona

PHOENIX. — Three new Subaru dealerships have opened in Arizona.

They are Sun Subaru, Phoenix, owned by Jay Pinccinati, who combined Subaru with his Sun Pontiac outlet; Lamb Subaru, Prescott, owned by Ted Lamb, and Sierra Vista Subaru, Sierra Vista, owned by Wayne Culiver.

factories list auction dates

Ford Motor Co.

May 12—Clanton's Auto Auction, Darlington, S. C.

May 13—Skyline Auto Exchange, Fairfield, N. J.; Salt Lake City, Utah, and 166 Auto Auction, Springfield, Mo.

May 18—Dallas Auto Auction, Dallas, Tex.; Aptco Auto Auction, Taylor, Mich.

May 19—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Lakeland Auto Auction, Lakeland, Fla.

May 20—Nashville Auto Auction, Nashville, Tenn.

May 25 — Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26—Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

Model breakdown
Auction Averages

	May To Date	April	March
1982	$8,978	$8,891	$9,019
1981	7,109	6,979	6,839
1980	5,479	5,472	5,439
1979	4,812	4,638	4,759
1978	3,805	3,764	3,849
1977	2,979	2,917	2,953
1976	1,929	2,183	2,281
1975	1,535	1,491	1,695
Overall Average	$4,784	$4,710	$4,781

Used car sales
Auction Averages

May to date	$4,784
Month ago	$4,647
Year ago	$4,264

Changes at the top

Harvester restructuring continues

Continued from Page 1

mistic forecasts," AUTOMOTIVE NEWS sources said last week.

IH's financial deterioration was exacerbated by a 5½-month strike in late 1979. McCardell bore the brunt of the anger of UAW members, whether or not he deserved it. As a result, labor relations, a key to the restructuring program, deteriorated.

Even though a new era in IH-UAW relations was widely trumpeted with the announcement of the new pact last week, many sources do not believe that labor relations alone were responsible for McCardell's demise.

"Even though Archie had trouble with the union, I don't think he was ousted to appease the UAW," said the officer of one of IH's banks.

The bank official said the background of Menk and Karnes make it "obvious" their jobs are to regain credibility for the company while they are restructuring it.

"Harvester went to successful outsiders who have proven track records," the banker said. "It also is likely they will be able to look at the restructuring more objectively than some of the old-line management. They will not be queasy about paring off part of the business, like tractors, if they have to."

Continental Bank is the lead bank in a group of 200 lending institutions which late last year replaced short-term borrowings with $1.5 billion in term loans to IH and $2 billion to its International Harvester Credit Corp. unit, and committed $750 million in additional funds to purchase receivables from IHCC if needed.

• The age of the new top managers—Menk is 64, Lennox is 63 and Karnes is 71—led to speculation that the new team is a "short-term task force" with a specific set of goals to insure IH's survival. It also raised some questions about from where the next generation of top management will come—inside or outside.

While the election of the new leadership did seem to have a calming effect on some bankers and suppliers, the approval of the new UAW pact, which covers 20,000 active and 10,000 laid-off workers, was generally viewed as a very positive factor and an indication of a new "environment of cooperation."

The pact was approved by 64.2 percent of the vote. UAW vice president Stephen P. Yokich said the agreement will provide a "first-dollar" profit-sharing plan which will allow union members to begin sharing profits as soon as the company returns to black ink. It becomes effective Nov. 1.

Yokich also said the pact includes a job security provision with a $1 million operating budget to launch training, retraining and outplacement of workers.

Among the other provisions, Yokich announced, were a "revitalized" Supplemental Unemployment Benefits program, safeguards against outsourcing, protections on potential plant closings, a master recall list with company-wide seniority protection and improved Christmas pay eligibility.

Benefits received by the company included deferred cost of living adjustments, elimination of 15 vacation days and 11 paid personal holidays, deferred pension contributions, elimination of a three percent annual improvement factor for 1982 and 1983 plus elimination of the 13-week paid preretirement leave.

Horvath promoted

CORAL GABLES, Fla.—Robert J. Horvath, general sales manager for Cooper Oldsmobile for the past six years, has been named general manager of the dealership.

U. S. CAR SALES BY MARKETING UNITS

	April, 1982	April, 1981	4 Mos., 1982	4 Mos., 1981
Chevrolet	107,229	107,696	429,798	549,056
Ford	76,097	93,629	307,926	383,829
Oldsmobile	75,307	72,610	262,223	301,982
Buick	63,965	66,706	225,418	257,086
Toyota	40,964	51,366	167,117	217,098
Pontiac	40,542	41,454	164,435	190,866
Datsun	28,448	46,537	144,113	169,945
Plymouth	24,884	36,117	106,370	150,295
Honda	30,936	33,960	125,196	136,276
Dodge	24,306	35,042	106,995	142,589
Mercury	29,573	29,857	112,728	118,347
VW of America	20,623	27,860	72,516	105,489
Cadillac	20,488	21,200	74,090	72,736
AMC-Renault	12,878	17,615	41,981	63,456
Mazda	12,448	14,148	50,366	62,250
Subaru	11,667	12,509	49,319	51,476
Chrysler/Imperial	15,322	9,201	52,804	37,962
Volvo	7,374	6,836	27,385	24,202
Lincoln	8,145	5,393	28,109	22,793
Mercedes-Benz	5,869	5,882	20,864	21,080
BMW	4,234	3,702	15,788	12,583
Fiat	2,065	4,145	7,093	12,407
Jaguar-Rover-Triumph	933	2,518	2,778	7,467
Isuzu	1,020	1,881	4,467	2,684
Peugeot	1,270	1,652	4,701	5,363
Saab	1,534	1,463	5,462	5,061
DeLorean	157	.....	981	.....
Alfa Romeo	175	191	572	461
TOTAL	668,463	751,175	2,611,595	3,124,844

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	April, 1982	April, 1981	4 Mos., 1982	4 Mos., 1981
Alfa Romeo	175	191	572	461
Audi	3,823	4,239	14,899	15,321
BMW	4,234	3,702	15,788	12,588
Challenger	1,076	1,033	4,919	5,136
Champ	1,699	3,144	12,015	18,164
Colt	1,908	3,248	12,876	18,674
Datsun	28,448	46,537	144,113	169,945
DeLorean	157	.....	981	.....
Fiat	1,953	4,053	6,824	12,060
Fiesta	.....	5,072	.....	23,534
Honda	30,936	33,960	125,196	136,276
Isuzu	1,020	1,881	4,467	2,684
Jaguar	933	339	2,778	1,240
Lancia	112	92	269	347
Mazda	12,448	14,148	50,366	62,250
Mercedes-Benz	5,869	5,882	20,864	21,080
MG	.....	515	.....	1,690
Peugeot	1,270	1,652	4,701	5,363
Porsche	1,343	1,226	4,311	3,927
Renault	4,482	3,101	11,933	11,756
Rover	.....	79	.....	283
Saab	1,534	1,468	5,462	5,061
Sapporo	728	1,092	3,826	5,400
Subaru	11,667	12,509	49,319	51,476
Toyota	40,964	51,366	167,117	217,098
Triumph	.....	1,585	.....	4,254
Volkswagen	5,680	8,384	21,294	27,941
Volvo	7,374	6,836	27,385	24,202
TOTAL	169,833	217,334	712,275	858,211

Where Auto Market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	103,491	15.48
COMPACT	120,065	17.96
INTERMEDIATE	154,686	23.14
STANDARD	80,870	12.10
LUXURY	39,518	5.91
IMPORT	169,833	25.41
TOTAL	668,463	100.00

Sales famine continues; April is down 11 pct.

Continued from Page 3

were down 6.08 percent, to 205,208 from 218,500. It was the lowest late-April total since 1961 when 166,398 units were tallied.

During the period, GM was up 1.67 percent, Ford dropped 4.40 percent, Chrysler plunged 34.15 percent, VWoA was down 23.95 percent and AMC was down an estimated 26.83 percent.

GM earned 63.25 percent of the late-month domestic market, Ford had 22.94 percent, Chrysler earned 10.01 percent, VWoA had 2.34 percent and AMC cornered 1.46 percent.

• For all but a few importers, April was a discouraging month for U. S. sales. Toyota reported a sales decline of 20.25 percent, Nissan was down 38.87 percent, Honda was down 8.90 percent, Mazda was down 12.02 percent and Subaru was off 6.73 percent.

It was the fourth consecutive monthly decline for imports this year.

Jaguar, however, had its best month ever in the U. S. and more than doubled its year-to-date sales compared with 1981. Saab reported record sales for April.

Imports accounted for 25.41 percent of the total market in April, down dramatically from 28.93 percent a year earlier. U. S. subcompacts held 15.48 percent, down from 15.68 percent. Compacts earned 17.96 percent, down from 19.62 percent. Intermediates took 23.14 percent, up from 20.10. Standard-size domestics represented 12.10 percent of the total, up from 10.54 percent, and luxury models had 5.91 percent, up from 5.13 percent.

DOMESTIC CAR SALES

	April 21 to April 30, 1982	Same Period, 1981	April, 1982	Same Month, 1981	Jan. 1 to April 30, 1982	Same Period, 1981
Spirit	.....	.....	1,970	3,698	7,131	14,284
Concord	.....	.....	3,051	6,347	9,794	20,513
Pacer	.....	.....	.....	16	.....	73
Eagle	.....	.....	3,375	4,453	13,123	16,830
AMERICAN MOTORS*	3,000†	4,100†	8,396	14,514	30,048	51,700
Horizon	1,232	2,456	3,759	6,423	18,602	30,838
TC3	1,161	2,166	3,159	5,390	13,512	18,861
Reliant/Volare	4,546	8,628	13,441	18,025	51,802	72,361
Plymouth	827	639	2,098	2,043	6,613	4,671
Total Plymouth	7,766	13,889	22,457	31,881	90,529	126,731
LeBaron	19	1,939	67	4,748	561	18,440
LeBaron K	2,993	.....	8,664	.....	28,536	.....
Cordoba	415	1,055	1,267	2,490	5,311	11,274
New Yorker	1,834	.....	5,041	.....	17,238	.....
Chrysler	.....	530	.....	1,422	.....	6,405
Total Chrysler	5,261	3,524	15,039	8,660	51,745	36,119
Total Imperial	102	229	283	541	1,059	1,843
Omni	1,160	2,023	3,243	5,496	15,350	23,762
024	1,158	1,975	3,366	4,792	14,500	16,168
Aries/Aspen	3,232	7,185	9,171	14,454	39,246	56,821
Dodge 400	690	.....	2,348	.....	8,651	.....
Diplomat	969	1,271	2,550	3,027	8,843	11,720
Mirada/Magnum	197	701	644	1,610	2,610	6,547
Dodge	.....	386	.....	1,382	.....	3,761
Total Dodge	7,406	13,541	21,322	30,761	89,200	118,779
CHRYSLER CORP.	20,535	31,183	59,101	71,843	232,533	283,472
Pinto	.....	318	.....	959	.....	8,149
EXP	1,372	2,423	3,546	5,955	15,640	5,955
Escort	10,892	10,804	27,839	27,473	115,178	107,856
Mustang	3,508	4,949	9,678	13,262	40,678	63,332
Fairmont	4,101	6,455	10,435	17,066	45,118	71,130
Granada	3,835	3,410	9,553	8,840	39,486	37,670
Thunderbird	1,510	2,099	3,785	4,737	13,779	29,099
Ford	4,758	4,131	11,261	10,265	38,047	37,104
Ford Division	29,976	34,589	76,097	88,557	307,926	360,295
Bobcat	.....	70	.....	187	.....	1,871
LN7	541	817	1,254	1,944	5,715	1,944
Lynx	4,016	3,911	8,853	10,121	35,037	34,809
Zephyr	1,839	1,697	3,399	4,307	14,864	20,206
Cougar/Monarch	2,509	1,411	4,813	3,258	17,769	14,573
XR-7	651	839	1,416	1,878	5,261	10,640
Capri	1,212	1,741	2,856	4,303	11,059	17,823
Mercury	2,748	1,569	6,982	3,859	23,023	16,481
Total Mercury	13,516	12,055	29,573	29,857	112,728	118,347
Cont./Versailles	555	.....	1,371	.....	9,118	.....
Lincoln	1,810	1,255	3,908	2,631	10,554	10,818
Mark VI	1,212	1,334	2,866	2,762	8,437	11,975
Total Lincoln	3,577	2,589	8,145	5,393	28,109	22,793
L-M Division	17,093	14,644	37,718	35,250	140,837	141,140
FORD MOTOR	47,069	49,233	113,815	123,807	448,763	501,435
Skyhawk	1,377	.....	3,223	.....	8,496	.....
Skylark	5,009	8,017	10,785	16,841	56,790	75,403
Century FD	3,314	.....	6,949	.....	26,748	.....
Regal Sedan	3,266	6,556	7,847	16,488	25,576	49,154
Regal Coupe	6,116	7,340	14,718	15,810	44,187	74,461
Le Sabre	4,505	3,409	10,490	7,567	31,934	25,511
Electra	2,354	2,388	5,507	5,313	17,796	17,711
Riviera	1,968	2,132	4,446	4,687	13,891	14,846
Buick Division	27,909	29,842	63,965	66,706	225,418	257,086
Cimarron	292	4	879	4	4,963	4
Seville	584	932	1,451	2,323	8,155	8,624
Cadillac	5,360	5,556	13,066	13,674	43,900	46,584
Eldorado	2,049	2,119	5,092	5,199	17,072	17,524
Cadillac Division	8,285	8,611	20,488	21,200	74,090	72,736
Chevette	7,176	10,057	16,202	23,531	84,300	156,535
Cavalier/Monza	3,431	232	8,235	775	44,002	12,265
Citation/Nova	5,364	8,464	11,836	19,487	78,317	117,211
Camaro	8,921	3,574	22,250	9,337	54,339	39,087
Celebrity	2,685	.....	5,969	.....	23,518	.....
Malibu	4,533	7,795	11,164	24,178	38,855	82,873
Monte Carlo	4,114	4,391	10,361	9,887	34,150	62,296
Chevrolet	8,083	6,972	18,745	17,261	64,073	66,969
Corvette	902	1,223	2,467	3,240	8,244	11,820
Chevrolet Division	45,209	42,708	107,229	107,696	429,798	549,056
Firenza/Starfire	1,001	.....	2,226	.....	6,381	.....
Omega	2,805	3,473	5,508	8,406	29,841	40,658
Cutlass Ciera	4,050	.....	8,536	.....	32,548	.....
Cutlass	.....	7,969	.....	19,945	.....	72,238
Supreme	12,041	8,105	27,856	18,124	96,979	98,104
Olds 88	7,824	6,203	18,756	14,957	56,357	50,999
Olds 98	3,495	3,193	8,736	7,693	28,830	27,674
Toronado	1,488	1,504	3,689	3,485	11,287	12,336
Oldsmobile Division	32,704	30,447	75,307	72,610	262,223	301,982
T-1000	1,248	2,546	3,222	5,668	21,006	5,914
J-2000/Sunbird	1,487	401	3,607	1,476	19,256	23,669
Phoenix	1,218	2,538	2,973	6,167	20,667	34,046
Firebird	3,961	1,577	11,307	4,852	33,232	22,313
6000	1,377	.....	3,368	.....	12,963	.....
Bonneville/LeMans	2,713	2,519	6,914	7,349	25,113	27,011
Grand Prix	3,552	3,540	8,758	8,534	28,964	47,505
Pontiac	131	2,930	393	7,408	3,234	30,408
Pontiac Division	15,687	16,051	40,542	41,454	164,435	190,866
GENERAL MOTORS	129,794	127,659	307,531	309,666	1,155,964	1,371,726
VOLKSWAGEN	4,810	6,325	9,787	14,011	32,012	58,300
DOMESTIC TOTAL	205,208	218,500	498,630	533,841	1,899,320	2,266,633
IMPORT TOTAL	.....	.....	169,833	217,334	712,275	858,211
INDUSTRY TOTAL	.....	.....	668,463	751,175	2,611,595	3,124,844

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

And May schedule is slimmest since 1958

April car output lowest since 1961

By Patricia Hoffman
Staff Writer

Although domestic auto production last month was slightly higher than in March, the April total was the lowest for that month since 1961, and output for May is expected to be the lowest in 24 years.

Last month, the auto makers assembled 490,014 cars, down 24.99 percent from 653,306 in the comparable 1981 month, and the lowest for April since 447,343 in 1961.

For May, the makers are slating 522,513 cars, down 21.59 percent from last years' 666,389. The schedule is the lowest for May since 1958 when 349,613 units were assembled.

Of the six auto companies, only Checker Motors showed a gain in April, with 303 units, up from 55 built in the comparable 1981 month.

Volkswagen of America suffered the largest decline last month. It built 6,671 cars, a drop of 62.11 percent from 17,604 last year.

American Motors dropped 53.04 percent to 5,615 from 11,957; General Motors produced 291,388, down 26.80 percent from 398,073; Chrysler Corp., 62,389, down 25.32 percent from 83,540, and Ford Motor, 123,648, down 12.97 percent from 142,077.

The breakdown for May is expected to be: AMC, 5,400, down 54.99 percent from 11,998 last year; VWoA, 8,713, down 46.92 percent from 16,383; GM, 308,000, down 26.32 percent from 418,021; Chrysler, 65,000, down 13.12 percent from 74,816, and Ford, 135,000, down 6.83 percent from 144,890.

Checker plans 400 units, up from 281 last year.

Last week, production was targeted at 123,573 cars, down a fraction from 124,133 in the previous week, and down 14.10 percent from 143,849 in the comparable 1981 week.

So far this year, the auto makers have assembled 1,700,587 cars, down 29.64 percent from 2,416,967 in the same 1981 period.

Breakdown for the week by company is: GM, 62.03 percent; Ford, 25.53 percent; Chrysler, 8.66 percent; VWoA, 2.57 percent; AMC, 1.13 percent and Checker Motors, 0.08 percent.

GM's Janesville and Oklahoma City facilities remained idle last week for model changeover.

Ford's St. Louis and San Jose points were down last week for inventory adjustment.

VWoA's Westmoreland plant resumed production last week after a two-week shutdown to control inventory.

Saturday overtime was scheduled last week at GM's Van Nuys plant.

Also at GM, second-shift operations will resume at two assembly plants June 1. The GM Kansas City facility will resume the second shift on Buick LeSabre, Chevrolet Caprice and Oldsmobile 88 resulting in approximately 2,000 workers returning from indefinite layoff.

GM's Lansing plant will call back the second shift on the Oldsmobile Cutlass and Cutlass Supreme. About 2,200 workers will be returning to work at Oldsmobile and the companion Fisher Body plant.

11 states face loss of U.S. funds for inspection lag

WASHINGTON. — The EPA has warned 11 states that they may lose federal air quality planning funds for failing to adopt vehicle inspection and maintenance programs as required by the Clean Air Act.

The Clean Air Act requires implementation of I&M programs in urban areas if national ambient air quality standards for ozone and/or carbon monoxide cannot be met by the end of 1982.

EPA said North Carolina, Nevada, Michigan and Missouri missed the Dec. 31, 1981, deadline for fully implementing a decentralized service station emissions testing program.

Seven other states — Kentucky, Illinois, Indiana, Texas, Tennessee, Ohio and Wisconsin —were cited for apparent failure to implement certain critical commitments made in their state air cleanup plans necessary to have a state-operated, centralized emissions testing program in operation by Dec. 31, 1982. States planning centralized programs have an additional year to implement them.

The metropolitan areas where I&M programs are required are Charlotte, N. C.; Las Vegas; Reno; Detroit; St. Louis; East St. Louis; Louisville; Louisville suburbs in Indiana; Chicago; Chicago metropolitan suburbs; Houston; Nashville; Cleveland; Cincinnati and Milwaukee.

GMAC appoints Dann

DETROIT. — Robert C. Dann has been promoted to director of GMAC bank relations here. He had been regional finance manager in Philadelphia.

Truck production for April tops 1981 by 17 pct.

Overtime schedules are starting to pay off as domestic truck production in April rose substantially over the year-ago month. The makers are looking at another production gain in May.

Truck production last month totaled 184,990 units, up 17.88 percent from 156,934 in April of 1981. It was the most for that month since 256,090 trucks were completed in 1979.

The makers are slating 193,675 units for May, up 23.38 percent from 156,979 in the comparable 1981 month.

Last week, the truck manufacturers scheduled 43,501 units, down 5.43 percent from 46,000 the previous week, but up 19.50 percent from 36,402 in the comparable week last year.

So far this year, the makers have assembled 679,897 trucks, up 6.41 percent from 636,326 in the same 1981 period.

General Motors' Janesville and St. Louis truck points both worked last Saturday.

Chrysler Corp.'s Warren facility operated on a daily nine-hour shift last week. It was the 10th consecutive week of overtime at the plant.

GM's Pontiac (heavy-duty truck and coach) point is scheduled to resume production today (May 10) after a two-week partial shutdown to control overstocked inventories.

April production of cars, trucks dips in Canada

The Canadian auto makers produced 86,953 cars in April, down 7.78 percent from 94,293 in the comparable 1981 period, but higher than the 75,977 built in April, 1980.

Last week's auto production was targeted at 21,090 units, up a fraction from 20,999 in the previous week but down 9.47 percent from 23,296 in the comparable 1981 week.

So far this year, 313,182 cars have been assembled, a 2.07 percent gain from 306,816 units built this time last year.

Truck production last month totaled 52,110 units, down 16.31 percent from 62,266 in April, 1981.

Last week, the makers scheduled 12,939 trucks, up 2.27 percent from the previous week's 12,652, but down 3.89 percent from 13,463 in the comparable period last year.

Year-to-date, the truck manufacturers have finished 186,188 units, down 8.69 percent from 203,906 in the same 1981 period.

General Motors' Oshawa (No. Two) and Ste. Therese car facilities continued on one-shift operations last week (May 3).

Ford Motor's St. Thomas car point operated two nine-hour shifts Monday through Thursday last week, returning to regular eight-hour operations on Friday. It was the fourth consecutive week of overtime there.

GM's Oshawa (No. One) plant will operate Saturday (May 15). The facility is expected to resume a normal five-day schedule next week with overtime aagin slated for Saturday, May 29.

U. S. CAR PRODUCTION

	Week Ended May 8, 1982	Week Ended May 9, 1981	Week Ended May 1, 1982	April Total	Jan. 1 to May 9, 1981	Jan. 1 to May 8, 1982
AMERICAN MOTORS	1,400*	2,700*	1,400*	5,615	37,854*	20,350*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,700	18,284	15,666	62,389	297,660	210,017
Plymouth Total	4,300	10,578	6,993	26,597	149,177	88,591
Horizon	.....	4,271	2,632	9,477	56,605	26,511
Reliant	4,300	6,307	4,361	17,120	82,985	62,080
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,900	.....	2,835	11,620	22,098	40,040
LeBaron	2,906	.....	2,835	11,620	17,236	40,040
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	3,500	7,706	5,838	24,172	126,385	81,386
Omni	.....	3,437	2,334	8,430	42,888	24,616
Aries	2,900	4,269	2,943	13,080	67,171	46,042
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	600	.....	561	2,662	.....	10,728
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	31,552	32,730	33,071	123,648	506,890	367,062
Ford Division	21,534	22,008	21,769	81,512	350,863	230,434
Escort	9,570	6,869	8,025	32,226	136,636	100,771
Fairmont	3,485	6,170	3,571	14,327	73,193	36,935
Must./Must. II	4,098	4,123	3,801	15,116	54,682	42,372
Granada	2,876	213	3,584	13,760	27,177	35,353
Thunderbird	1,265	2,196	2,549	5,260	25,915	12,605
Ford	.....	2,437	.....	.....	31,260	.....
EXP	240	.....	239	823	.....	2,398
L-M Division	10,018	10,722	11,302	42,136	156,027	136,628
Mercury Total	7,625	8,672	9,216	33,796	132,885	101,322
Lynx	2,616	2,309	2,741	10,325	47,886	30,432
Capri	782	1,980	755	3,476	17,216	10,475
Zephyr	852	1,882	1,075	4,240	20,162	11,391
Cougar	1,132	140	1,721	6,505	13,265	17,702
XR-7	348	1,048	716	1,554	10,723	3,985
Mercury	1,844	1,313	2,131	7,355	23,633	26,692
LN7	51	.....	77	341	.....	645
Lincoln Total	2,393	2,050	2,086	8,340	23,142	35,306
Continental ('82)	478	.....	418	1,669	.....	-7,591
Lincoln	1,192	1,025	1,047	4,066	11,120	15,096
Mark VI	723	1,025	621	2,603	12,022	12,619
GENERAL MOTORS	76,651	85,664	73,896	291,388	1,502,984	1,067,787
Buick Division	18,059	20,889	17,900	66,164	348,073	252,051
Skylark	3,190	5,600	2,948	12,452	95,231	45,854
Skyhawk J	3,775	.....	3,726	7,447	.....	29,922
Century	2,319	2,901	2,279	9,643	69,142	43,016
Regal	4,555	7,153	4,558	18,868	99,826	64,879
Buick	3,200	3,875	3,394	13,719	61,865	56,450
Riviera	1,020	1,360	994	4,035	22,009	11,930
Cadillac Division	5,340	4,261	5,759	23,752	105,742	86,534
Cimarron	.....	197	.....	.....	337	1,401
Seville	580	464	617	2,521	11,377	8,943
Eldorado	1,160	1,480	1,549	6,304	24,348	22,949
Cadillac	3,600	2,120	3,593	14,927	69,680	53,241
Chevrolet Division	26,060	31,557	24,978	105,293	528,684	324,796
Chevette	5,905	6,112	5,882	26,622	117,748	70,242
Cavalier	1,520	1,817	1,365	4,795	5,704	32,416
Celebrity	2,640	.....	2,661	7,635	.....	22,083
Camaro	5,810	2,644	5,123	22,254	47,769	77,222
Citation	4,090	7,293	3,779	18,304	133,946	52,260
Malibu	3,280	6,528	3,352	13,940	100,201	33,490
Monte Carlo	1,765	3,145	1,757	7,260	50,511	19,226
Chevrolet	450	3,698	453	1,945	61,137	7,306
Corvette	600	320	606	2,538	11,668	10,551
Oldsmobile Division	14,045	15,290	13,986	55,008	357,276	269,143
Omega	1,775	2,677	1,815	7,061	57,471	29,975
Firenza	1,025	.....	1,068	3,135	.....	25,613
Cutlass	2,400	11,775	2,476	9,164	172,367	66,679
Cutlass/Ciera	2,585	.....	2,549	10,751	.....	41,442
Oldsmobile	5,420	.....	5,522	22,625	108,537	93,471
Toronado	840	838	556	2,272	18,901	11,963
Pontiac Divlsion	13,147	13,667	11,273	41,171	163,209	135,263
Acadiant	670	378	672	2,292	8,399	4,804
J2000	1,200	1,542	1,314	3,871	5,979	9,103
T1000	1,565	2,300	942	2,715	20,397	6,286
Firebird	3,887	1,945	2,351	12,202	20,043	43,031
Phoenix	1,535	2,999	1,184	4,310	43,805	12,203
Grand Prix	1,640	2,672	1,625	6,612	36,839	26,723
Bonneville ('82)	1,640	.....	1,665	6,635	.....	26,671
A6000	1,010	.....	1,020	2,534	.....	6,442
LeMans	.....	1,440	.....	.....	22,346	.....
Pontiac	.....	391	.....	.....	5,401	.....
VOLKSWAGEN	3,170	4,371	.....	6,671	70,846	34,108
CHECKER	100*	100*	100*	303	733*	1,263
Total Cars, U. S.	123,573	143,849	124,133	490,014	2,416,967	1,700,587

CANADIAN CAR PRODUCTION

	Week Ended May 8, 1982	Week Ended May 9, 1981	Week Ended May 1, 1982	April Total	Jan. 1 to May 9, 1981	Jan. 1 to May 8, 1982
AMERICAN MOTORS	600	730	600	2,435	11,363	9,600
CHRYSLER CORP.	3,440	1,862	3,503	14,203	12,348	59,722
FORD MOTOR	9,040	7,284	5,792	36,940	72,610	104,983
GENERAL MOTORS	7,785	13,173	7,871	32,430	206,614	134,995
VOLVO	225	247	225	945	3,881	3,882
Total Cars, Canada	21,090	23,296	20,999	86,953	306,816	313,182
N. American Cars	144,663	167,145	145,132	576,967	2,723,783	2,013,769
N. American Trucks	56,440	49,865	58,652	237,100	840,232	866,085
North American Cars and Trucks	201,103	217,010	203,784	814,067	3,564,015	2,879,854

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 8, 1982	Week Ended May 9, 1981	Week Ended May 1, 1982	April Total	Jan. 1 to May 9, 1981	Jan. 1 to May 8, 1982
CHEVROLET	16,790	11,228	13,841	58,854	208,650	232,313
DODGE	2,800	2,471	2,659	12,098	32,348	45,785
FORD	14,327	14,399	19,374	72,802	227,092	238,883
GMC	5,339	3,986	5,913	23,478	70,270	85,824
INTERNATIONAL	745	336	1,163	4,499	25,748	18,096
VOLKSWAGEN	450	1,082	.....	1,039	17,297	6,226
JEEP	2,000*	1,500*	2,000*	8,020	31,986*	29,990
AM GENERAL	50*	90*	50*	200*	1,535*	780*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	21,400*	22,000*
Total Trucks, U. S.	43,501	36,402	46,000	184,990	636,326	679,897

CANADIAN TRUCK PRODUCTION

	Week Ended May 8, 1982	Week Ended May 9, 1981	Week Ended May 1, 1982	April Total	Jan. 1 to May 9, 1981	Jan. 1 to May 8, 1982
CHRYSLER CORP.	2,543	2,071	2,675	9,585	25,646	35,851
FORD MOTOR	3,738	4,503	2,984	13,793	61,863	46,564
GENERAL MOTORS	6,388	6,642	6,721	27,658	111,875	99,358
INTERNATIONAL	270	247	272	1,074	4,522	4,415
Total Trucks, Canada	12,939	13,463	12,652	52,110	203,906	186,188
N. American Trucks	56,440	49,865	58,652	237,100	840,232	866,085

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1 3/12

Automotive News

May 17, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Voila!

Matt DeLorenzo

Partners AMC/Renault show '83 Alliance

The AMC/Renault Alliance, which bows as an '83 model this fall, had its first showing at the recent NAFA meeting. The Alliance has front and rear styling changes from its European counterpart, the Renault R-9. Initially Alliance will be offered only in this four-door sedan version, though two-door sedan and wagon models are in the works. It will be assembled at AMC's Kenosha plant. AMC hopes to sell 100,000 units during the first year. Standard Alliance drivetrain will be a 1.4-liter engine with four-speed, five-speed and automatic transmissions. Wheelbase is 97.2 inches. Overall length is 165 inches. The Alliance carries both AMC and Renault badges (below).

66-day supply on hand

New-car inventory climbs

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory climbed during April as the hoped-for spring selling surge failed to materialize and the industry opened May with a 66-day supply.

While the inventory situation was a vast improvement over that of just a few months ago—it reached a record 107 days on Jan. 1—there was not unalloyed joy in Detroit because of the continuing anemic sales pace.

The domestic new-car inventory totaled 1,260,633 on May 1, up slightly from 1,246,648 a month earlier. A lower daily sales rate in April contributed more to the increase in the days-supply figure to 66 from 58½ than the unit count increase. A year ago, the industry had 1,348,836 cars in stock May 1, a 66-day supply.

By size class, the distortion between the heavy supply of subcompacts and the other segments increased.

• Among the corporate makers, only American Motors and Volkswagen of America trimmed their supplies during April.

General Motors opened May 1 with a 63-day supply, up from a 59-day supply on April 1. The hot new Camaro and Firebird were in shortest supply.

Ford Motor Co. boosted its inventory to a 66-day supply, from 51 days a month earlier.

Chrysler Corp. had a 76-day stockpile May 1, compared with a 62-day supply April 1.

AMC trimmed its stockpile to a 73-day supply from 80 days a month earlier, while VWoA opened May with an 83½-day stock, down from 97 days.

The May 1 domestic inventory was divided this way: GM, 59.32 percent; Ford Motor Co., 22.61 percent; Chrysler Corp., 13.71 percent; VWoA, 2.49 percent, and AMC, 1.87 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.27 percent; Ford

Table on Page 62.

Motor Co., 20.54 percent; Chrysler Corp., 13.34 percent; VWoA, 2.90 percent, and AMC, 1.95 percent.

• By size class, the figures make it clear where the heaviest burden is, as the subcompact inventory ballooned to a 91-day supply, compared with 69 days a month earlier.

The supply of compacts rose to 57 days' supply from 44 days, while the larger cars were in shorter supply than a month earlier. The industry had a 65-day supply of intermediates, down from 66 days, a 48-day stock of standards, down from 63 days, and a 59-day supply of luxury cars, off from 60 days.

The May 1 inventory was divided this way by market segment: Subcompact, 29.23 percent; compact, 20.79 percent; intermediate, 30.89 percent; standard, 11.97 percent, and luxury, 7.12 percent.

A month earlier, the inventory was divided as follows: Subcompact, 28.73 percent; compact, 20.38 percent; intermediate, 31.83 percent; standard, 12.45

Continued on Page 62, Col. 4

Gain in Service Index is biggest in 9 months

By Francis J. Gawronski
Service Editor

With all indicators except one tallying impressive advances, service and parts business at new-car dealerships in March registered its biggest gain in nine months.

According to the Automotive News Service Index, shop volume in March amounted to

Table on Page 2.

114.6 percent of the business recorded in the same month in 1981.

It was the biggest monthly gain since June, 1981, when dealership service and parts business showed a gain of 16.6 percent over the year-earlier figure.

In February, shop volume was 112.2 percent of the business recorded in February, 1981, while March, 1981, showed a gain of 4.9 percent over the year-ago figure.

March also marked the 13th consecutive month in which dealers' shop business has shown an increase over the comparable period the year before.

As in February, all indicators used in the Service Index, except repair orders written, posted gains in March. ROs dipped 2.7 percent.

The leading indicator in March was sales of all parts and accessories, up 25.5 percent over similar sales in the same month a year ago.

Shop parts sales, those used in dealer shops on both customer-paid and warranty repairs, were up 24.8 percent, while profit on all labor, parts and P&A sales—the most important indicator from the dealer's viewpoint — were up 15.3 percent.

Total labor sales, both customer-paid and warranty, were up 11.3 percent in March.

Figures used in the Service Index are averages compiled from dealer reports on shop business from a cross-section of the nation's new-car dealerships.

For the first three months of the year, service and parts business amounted to 110.9 percent of the volume done during the same period a year ago. The two-month, year-to-date volume was up 8.9 percent over the year-earlier figure.

The leading indicator in the January-March period was sales of all parts and accessories, up 19.0 percent, followed by shop parts sales, up 18.1 percent, and gross profit, up 13.3 percent.

Labor sales were up 8.1 percent for the period, while repair orders written were down 4.5 percent.

Program pays cash for sales if dealers order their quota

Chrysler begins push-pull buildout

By Joseph Bohn
Marketing Editor

Chrysler Corp. has launched its traditional buildout program, which it offers in lieu of a carryover allowance on prior-year models in stock on new-car announcement day.

It also extended the 5/50 warranty through Sept. 30.

The buildout program is a somewhat complicated push-pull, with retail dealer payments geared to wholesale orders.

Dealer payoffs are only on cars. Trucks are covered by a previously announced consumer rebate plan running through June 30 on import trucks and June 6 on domestic trucks.

However, trucks are part of the wholesale purchase objective which a dealer must meet to qualify for retail payments.

Dealers must place all wholesale orders on domestic cars and trucks by May 25 to qualify. They are paid for retail sales from May 11 to Sept. 30.

Import-car wholesale orders must be placed in the following way: 30 percent of total by May 25; 60 percent by June 25; 80 percent by July 25, and 100 or 120 percent (depending at what level the dealer wants to play) by Aug. 25.

Dealers can place wholesale orders at level 1, 2 or 3. Level 1 means a dealer accepts only 80 percent of his wholesale order objective.

At this level, a dealer earns flat non-retroactive payments based on hitting a retail objective: 0-25 percent pays nothing; 26-50 percent pays $50 per unit; 51-75 percent pays $100 per unit; 76-100 percent pays $150 per unit, and 101 percent and over pays $200 per unit.

• At level 1, dealers receive no payment on retail for the LeBaron and Dodge 400 convertibles and the New Yorker. They receive no import-car payments. However, they qualify for consumer rebates on import cars in the following amount: $300 on '81/'82 Sapporo/Challenger, $400 on '81/'82 Colt/Champ base and Deluxe models; $500 on '81/'82 Colt/Champ Custom models.

If a dealer plays at level 2, meaning he accepts 100 percent his wholesale objective, he is paid on a retail objective in the

Continued on Page 61, Col. 3

NEWSPAPER
S
4520 EAST-WEST HIGHWAY
SUITE 800
WASHINGTON DC 20014
M
DC2001ACNGLIAO OCA FMJT
ACO EDITOR
CONGRESSIONAL INFO SERV
AN

breaking news

Crews called back

DETROIT.—General Motors will call back 1,800 hourly workers at its Willow Run (Mich.) assembly plant June 21 when it increases production from 50 cars an hour to 70 an hour on two shifts. The plant builds the Oldsmobile Omega and Buick Skylark X-cars. In addition, the company will return 2,100 workers to jobs in component plants to support the increased production.

New service contract

LOS ANGELES. — In response to Chrysler Corp.'s 5-year/50,000-mile new-car warranty program, American Warranty Corp. has anounced a Major Mechanical Coverage Program exclusively for

See BREAKING NEWS, Page 8, Col. 1

Diesel-car bonanza turning sour; sales off 35 pct. for 1982

By Jim Plegue
Staff Writer

The diesel boom has become a bust.

After posting enormous increases during the last two calendar years, sales of diesel-powered automobiles in the U. S. have taken a nosedive during the first four months of 1982.

Domestic and import makers sold 113,126 diesel cars from Jan. 1 to April 30 of this year, a 35.38-percent plunge from the 175,617 sold during the comparable period in 1981.

"The appeal of the diesel engine is now being offset by the fact that gasoline prices are lower and diesel fuel is more expensive, and the fact that premium prices are charged for the diesel engine itself," said Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, New York.

The American Automobile Assn., in a recent report, said the average price for gasoline and diesel fuel at the end of April was the same — about $1.24 per gallon. The AAA said gasoline prices dropped about 11 cents per gallon during March and April, while diesel fuel prices came down only 5.4 cents per gallon during those months.

The result has been an abrupt about-face by American car buyers. During 1981, diesel sales topped a half-million units and were up 30 percent from calendar 1980, which was up 40 percent from calendar 1979. Now, diesel sales have slowed and already some overstocked dealers are cutting prices on diesel vehicles.

Diesel mainstays General Motors and Volkswagen-Audi took a beating during the first four months of 1982. GM lost the largest market share of all companies, while Volkswagen recorded the largest sales decrease.

GM's market share dropped 7.38 percentage points, from a 62.87-percent share during 1981 to 55.49 percent during 1982. Sales of diesel-powered GM vehicles during the first four months of 1982 totaled 62,778 units, down 43.14 percent from the 110,415 sold during the equivalent period in 1981.

All GM divisions reported sales declines during the four-month period. While Chevrolet, Cadillac and Buick sales were down, they increased their penetration of the diesel market.

Oldsmobile sales of 29,118 diesel cars during the four-month period of '82 represented a 47.61 percent drop from the 55,581 units sold during the equivalent period last year. Likewise, Oldsmobile's market share dropped substantially — down 6.91 percentage points, from 31.65 percent in 1981 to 24.74 percent in 1982.

Lynn C. Myers, manager of market analysis for Oldsmobile, said in a recent statement that Oldsmobile does not foresee a drop in repeat diesel sales "but conquest sales are rather slow."

Pontiac diesel sales tumbled 89.35 percent with the division surrendering 7.59 percentage points of its market share. The Pontiac losses are largely a result of that division dropping its standard-sized (B-body) cars, which had a 30-percent diesel installation rate.

• Volkswagen-Audi fared no better than GM. Total VW-Audi diesel sales from Jan. 1 to April 30 totaled 20,171 units, down a whopping 52.29 percent from the 42,280 sold during the comparable '81 period. VW-Audi market share declined 6.24 percentage points.

While Audi diesel sales remained steady (primarily because of the new 4000D model), sales of diesel-powered Volkswagen models were down by more than half. VW sold 18,082 diesel cars in the first four months of this year, down 55.10 percent from 40,194 sold during the 1981 period.

Of that total, VW sold 14,585 diesel Rabbits, down 57.63 percent from the 34,422 sold during 1981. Diesel installation rate in Rabbit models is now about 46 percent, compared with 60 percent during the first four months of 1981, a VW spokesman said.

Sales of diesel Mercedes-Benz models during the first four months of 1982 were down 2.27 percent but market penetration was up. The German maker collected 14.50 percent of the diesel market during the first four months, up 4.94 percentage points from the 9.56-percent share it held during the comparable '81 period.

Peugeot diesel sales were off 25.33 percent during the period but market share was up slightly. Volvo sold 2,689 diesel models but comparisons with last year are not valid since Volvo was unable to certify a 1981-model diesel engine. Figures for last year represent 1980-model diesels.

Datsun sold 4,121 diesel-powered Maxima models through April of this year while Isuzu sold 3,618 diesel-powered I-Mark models. Isuzu entered the U. S. market in March of 1981.

GM and Isuzu planning world marketing firm

TOKYO. — Isuzu Motors, Ltd. anl its U. S. affiliate, General Motors, are establishing a joint venture here to market Isuzu products around the world except for the U. S. and Europe.

Marketing efforts will be concentrated in Africa, the Middle East and Latin America.

Agreement on basic terms of the marketing program has been reached by Isuzu President Toshio Okamoto and GM Chairman Roger B. Smith, Japanese press reports said.

In Detroit, GM called those reports premature and said it is too early to discuss marketing plans.

The projected company will be 51 percent Isuzu-owned. The balance will be owned by GM Overseas Distribution Corp., a GM subsidiary. Vice president will be Joji Mizusawa, reports here said.

A total capitalization figure has not yet been arrived at and other details have not been made final.

GM Overseas Distribution Corp. has offices in Athens, Singapore and Panama. Those offices have handled sales of Isuzu cars and trucks in the past and that work will be transferred to a new Tokyo office. A GM office in London will remain independent.

Sales of diesel-powered new cars in the U. S.

	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Cadillac	7,878	6.96	12,005	6.8
Buick	12,380	10.94	14,505	8.2
Pontiac	1,702	1.51	15,384	9.1
Chevrolet	11,700	10.34	*12,340	*7.0
Oldsmobile	29,118	24.74	55,581	31.6
General Motors Total	62,778	55.49	110,415	62.8
Volkswagen	18,082	15.98	40,194	22.8
Audi	2,089	1.85	2,086	1.1
VW-Audi Total	20,171	17.83	42,280	24.0
Mercedes-Benz	16,404	14.50	16,786	9.5
Peugeot	3,345	2.96	4,480	2.5
Volvo	2,689	2.38	1,198	.7
Datsun	4,121	3.64	.....	...
Isuzu	3,618	3.20	.....	...
TOTAL	113,126	.....	175,617	...

*Estimated

More room for passengers, luxuries

Lahav Import & Export Agencies, London, now offers a stretched Mercedes-Benz 500 limousine. The coach building is done by Aston Martin and Panther Car Co., with all original Mercedes parts under the hood. A 500 Limousine was shown at the mid-May Los Angeles Auto-Expo. Lahav has U. S. offices in Fort Lauderdale, Fla.

Going beyond the regular 4WD market

Jeep seeks broader prospect base

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—The 4-WD market is coming back, but not fast enough to suit Jeep officials.

They have launched a new phase of a marketing program that is designed to expand Jeep awareness and penetration beyond the 4WD market, while setting the stage for introduction of a new generation of downsized Cherokees and Wagoneers, code-named XJ.

"Why drive a car when you can drive a Jeep" is the new theme line of all ads, an effort to transcend the limited 4WD market and reach out to car prospects of all types.

A number of new ads, combining Jeep products are being run.

The first of the smaller, more-fuel-efficient XJs to be introduced will be Cherokee, tentatively slated to arrive in May, 1983. It is slated to go into production at Toledo next March.

Following Cherokee some months later will be the new Wagoneer, followed by a smaller pickup.

Cherokee is positioned more at the offroad, sporty side of the market; Wagoneer, more at the family wagon side. Their strongest competitors are Bronco and Blazer.

Jeep officials are tentatively planning to retain current, larger models for a time after the new, smaller versions are introduced, though for how long depends on market conditions.

Cherokee and Wagoneer are expected to retain 90 percent of current models' roominess, while boosting fuel economy to near 25-MPG city and 30-plus on the highway.

A turbocharged Renault diesel being planned for later will boost those economy numbers even further.

• Officials are laying ambitious plans for the new models, beginning with a 100 percent boost in Jeep's advertising for calendar 1983. They expect total Jeep sales to reach 140,000 by 1985, compared with less than 100,000 for 1982, and the XJ series alone to account for 100,000 by 1986.

Ambitious export plans are also in the works for the XJ series, described as "world vehicles."

But for the time being, officials are concentrating on shoring up Jeep awareness and purchase consideration.

The pricing problem was addressed in April, when CJ/Scrambler prices were cut to $6,765 to lure back traditional younger buyers — the "beer can" prospects — who had been priced out for varying reasons.

As a result, CJ's penetration climbed 15 percent in April, while the 4WD segment as a whole was off 28 percent, according to Raymond Avedian, man-

Continued on Page 62, Col. 4

John Z. could inherit lesser role

Potential new investor lined up by DeLorean

By Edward Lapham
Financial Editor

The DeLorean sports-car enterprise last week took yet another step in its financial restructuring program, a step which could ultimately lead to a backseat role for enterprise progenitor John Z. DeLorean.

John DeLorean told Automotive News he would likely introduce one of the potential investors to the receiver in his office and "hopefully deliver something" in the way of a firm proposal to reacquire the Northern Ireland assembly plant to the receiver by last Friday.

The potential investor is Peter Kalikow, a principal in the Manhattan real estate firm of H. J. Kalikow & Co. He is considering an equity investment in DeLorean Motor Co.

DeLorean said that "depending on how much money" Kalikow "puts in, he's likely to take a dominant position, which, of course, he's entitled to."

DeLorean said he would not leave active participation in the company, however. "If he had a controlling position, he's said that he would want me to stay in charge of the thing," DeLorean said.

DeLorean said that "after we get a little further along and get the situation stabilized out" it might not be necessary for him to have such an active role in the organization he created "but at this time I think it probably is."

Kalikow was not available for comment.

In addition to the potential arrangement with Kalikow, which seemed to most insiders to be something DeLorean would like to avoid because of the likelihood of a diminished role for him personally, the auto executive is known to have

Continued on Page 61, Col. 1

SERVICE INDEX
114.6*
Story on Page One.

	Mar., '82 vs. Mar., '81	3 mos., '82 vs. 3 mos., '81
Gross Profit on All Labor and P&A Sales	+15.3%	+13.3%
Repair Orders Written	— 2.7%	+ 4.5%
Total Labor Sales (Customer & Warranty)	+11.3%	+ 8.1%
Shop Parts Sales (Customer & Warranty)	+24.8%	+18.1%
Sales of All P&A	+ 25.5%	+19.0%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1982, was 114.6 percent of business in March, 1981. Service business in the three months of 1981 was 110.9 percent of business in the corresponding period in 1981.

1.2 million shares going to bond holder

GM to use stock to retire debt

By Edward Lapham
Financial Editor

General Motors last week adopted a new tactic in its efforts to conserve cash by announcing it plans to trade nearly 1.2 million newly issued shares of its common stock for a portion of its outstanding debt. It is the first time in GM history it has redeemed debt with equity.

Richard Dugan, GM assistant treasurer, told AUTOMOTIVE NEWS there are three ways GM will benefit by the swap: A favorable effect on its balance sheet, a reduced tax effect and a "cheaper" redemption price for the sinking funds due soon on the debt issued in 1975 and held by Morgan Stanley & Co.

Dugan said it is the first time since 1954 that GM has been in the position to redeem debt.

He said no date has been set for the transaction. However, the preliminary prospectus filed by GM last week indicated the transaction will likely occur this month.

There will be no direct public offering of stock by GM, but Dugan conceded and analysts concurred that it is likely Morgan Stanley will in turn sell some or all of the nearly 1.2 million shares expected to be swapped for about $140 million aggregate principal of 8⅝ percent debentures due 2005.

The prospectus also said the exact terms of the agreement will be established at a pricing meeting, which could be held as early as this week and could involve GM paying some cash in addition to the stock.

Analysts generally saw the move as an effort by GM to conserve cash in order to finance its programs although Dugan, referring to the cash portion of the redemption price, said it is a way to use current "excess cash."

Arthur Davis, Prescott Ball & Turben auto analyst, said he believes GM will have to find other ways to generate needed capital, perhaps through a public stock offering.

"They've got a lot more to do," Davis said. "This is just a drop in the bucket. This is just scratching the surface of what has to be done by all of the auto companies to reliquify their balance sheets."

Dugan said there are no current plans for a public stock offering.

GM received what Dugan called a "fortuitous" advantage the day before the filing of the preliminary prospectus when one well-respected Wall Street analyst issued a report upgrading her analysis of GM's long-term prospects.

Maryann Keller, Paine Webber Mitchell Hutchins vice president and auto analyst, changed her opinion from a reserved cyclical trading recommendation to a "buy" recommendation.

In her report, she cited pending GM joint-venture agreements with car maker Toyota and robot maker Fujitsu as evidence of a new thinking at GM. Her report sparked rumors GM was about to announce an agreement with Toyota and prompted heavy trading on the New York Stock Exchange which resulted in the price of GM stock rising to a new high for the year. GM denied the Toyota rumor. The net result is that it is now likely GM will have to pay less to redeem the debt because its stock is worth more.

The practice of converting bank debt or redeeming debentures with stock has become popular recently as cash-strapped companies have struggled to simultaneously avoid insolvency and technical default on bank loan agreements or debenture requirements. GM, of course, is not in that position.

One of the most prominent examples of the practice was Chrysler Corp. which, as part of its financial restructuring and at the behest of the Federal Loan Guarantee Board, converted a portion of its bank debt to preferred stock.

It is likely that International Harvester Co. will attempt a similar arrangement with its 200 lenders as part of its restructuring.

Would-be car thieves fingered by dealer

DETROIT. — One Detroit-area Oldsmobile dealer has been reminded dramatically of the power of persuasive speaking. Awakened by noise of two youths breaking into his car on a darkened lot two floors below his apartment, he raised the window and extended his forefinger.

The dealer ordered the boys to spreadeagle and freeze flat. His wife tossed him pieces of clothing to put on as she phoned the police who collared the would-be car boosters. Cops said the two were amateurs, probably on their first job.

New Dart gets presidential inspection

Chrysler de Mexico officials show President Jose Lopez Portillo one of the first Mexican - built front - wheel - drive Dodge Dart station wagons. The Chrysler subsidiary started production of the new Volare and Dart K models last February. Production goal is 57,000 of the four-cylinder models through the remainder of the calendar year.

UAW slates new vote on contract with AMC

The UAW is going to make another attempt to get its new contract with American Motors ratified.

Local 12 at the Jeep plant in Toledo, which voted down the new pact May 3, will vote again on the agreement tomorrow (May 18).

Workers at the Kenosha and Milwaukee plants approved the new contract, which would provide an employe investment plan worth between $110 million and $115 million to be used for AMC's $1 billion new-product program. All three locations must approve the agreement before it can go into effect.

After the defeat, Richard T. MacCracken, AMC labor relations vice president, said the company's long-term new-product projects could be in jeopardy without the help of the hourly workers. He warned then that steps should be taken quickly to get the agreement ratified because changes have to be made now.

MacCracken said he is confident the contract will be ratified if the workers understand the new agreement. He emphasized that the new AMC pact is a "better deal for the employes than other contracts recently negotiated."

Jeep has been a very profitable segment of AMC's business. While the company does not break out Jeep results, sources inside AMC told AUTOMOTIVE NEWS last week that worldwide Jeep operations are expected to show a profit of more than $50 million in 1982 because of increased overseas demand.

Renault has started marketing Jeep vehicles in Europe and AMC's own efforts elsewhere have opened new markets and increased penetration in existing markets. Renault currently owns 46 percent of AMC.

AMC will introduce a new Alliance four-door sedan this fall and will bring out a new Jeep XJ about six months later. Without the approval of the new labor contract, MacCracken said future Alliance and Jeep models could be in jeopardy. AMC has been short of cash in recent months and has already tapped all available sources such as suppliers, dealers, banks, salaried workers and Renault.

According to the UAW, Toledo voted down the new contract because members were not notified properly of the vote; they were not allowed away from their jobs to vote; misinformation and rumors were circulated in the plant, and some workers did not receive a summary of the proposed agreement.

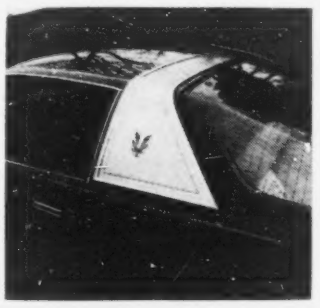
"We will work with the union to try and insure people have the opportunity to vote," MacCracken said.

index

Auction reports	52
Automotive World News	11
Classified advertising	54
Editorial page	16
Engineering	37
Obituaries	62
Personnel	42
Production by makes	66
Registrations, car, truck	46
Truck highlights	26

57th year — No. 4915

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.



Capping the bird

The Cleveland - based firm of Roman Chariot now offers a dress-up package for the '82 Firebird. Included is a stainless steel top band, chrome mouldings, pin-striping and bird emblems for hood, deck and sides.

Ford eyes sports car as Pontiac 'P' is OK'd

By Jim Plegue
Staff Writer

Pontiac's sporty P-car model, a mid-engined two seater with plastic body and Fiat X 1/9 styling, has cleared the last major hurdle on its way to market as a 1984 model in the fall of '83.

The General Motors Executive Committee recently gave the final OK to the project, a move that must have Pontiac officials breathing a sigh of relief. The P-car is a radical program by Detroit standards and had been put on hold numerous times over the last year while GM painfully counted its dwindling cash reserves.

Even as the P-car approval was being given, rumors were coming out of Dearborn that Ford Motor Co. is seriously considering its own mid-engined two-seat sports car based in part on the Ghia Brezza show car (AUTOMOTIVE NEWS, April 19, 1982).

Like the Brezza, the proposed Ford two-seater would use some EXP/LN7 componentry. Timing for the Ford car is not set, though some sources speculated its debut would be in 1985 or 1986. The Brezza-based sports car could be built in North America or assembled in Italy, where Ford Ghia is located (Turin).

Pontiac's P-car is being developed at an estimated cost of slightly more than $250 million, a bargain when compared with the $2 billion to $3 billion spent on the X-car and the sluggish-selling J-car.

Standard P-car powertrain will be Pontiac's 2.5-liter pushrod inline four-cylinder engine (with throttle-body fuel injection, added to all 2.5-liter engines in '82). It will be mounted transversely above and in front of the rear wheels and mated to a manual four-speed transmission. A three-speed automatic will be optional.

• The P-car will have fully independent suspension — a Chevette-derived system was being studied for the front, with a Chapman-strut-type-system in the rear. Curb weight will be about 2,200 pounds.

Pontiac is still shooting for a price tag of not over $10,000 when the P-car debuts in the fall of '83.

Pontiac engineers would like a five-speed transmission, but one source conceded, "When you're spending only $250 million, you can't tool up new drivetrains."

Still, with standard drivetrain, sources speculate that 0 to 60-MPH times of eight seconds or less and highway fuel economy of 40 MPG are obtainable.

And that's only first-year performance. Pontiac is eying turbocharging and other engines (the 2.0-liter J-car engine and even the 2.8-liter Chevy V-6) — as well as looking for a five-speed gearbox — with hopes of eventually getting 0-60 times of six seconds.

The car's styling is virtually locked in place. The P-car will not have a targa top during its first year, but the open roof is a possibility in subsequent model years.

The P-car does not yet have a name. "Sunfire," "P3000," and even "GTO" have been bandied about, but a decision will not be made until the car has undergone consumer clinic tests.

Although the other GM divisions are interested, the P-car will be a Pontiac exclusive during its first year of production. About 100,000 are expected to be built at the old Pontiac home plant during the '84 model year.

The P is a unique project in that it was developed primarily by Pontiac and Fisher Body, instead of as a corporate program. Pontiac has attempted several times during the last two decades to push a sports-car program through GM's corporate hierachy with no success.

They must be uncorking the champagne bottles in Pontiac.

McClure new president of Arizona dealers

PHOENIX. — Frank McClure, vice-president and general manager of Holmes Tuttle Broadway Ford, Tucson, has been elected president of the Arizona Automobile Dealers Assn.

Also elected were Dick Cunard, Cunard Motor Co., Yuma, president-elect; Frank Di Christofano, Broadway Volvo - Fiat, Tucson, vice president, and Ron Slyter, Sierra Toyota, Sierra Vista, secretary-treasurer.

Output down, sales up in Italy

TURIN.—Italian vehicle production last year fell by 11 percent to 1.43 million.

The main decline was car output, down 13 percent to 1.25 million. Commercial vehicle output improved nearly 6 percent to 176,400, mainly due to opening of the Sevel medium-van plant which contributed 16,000 units.

In the first two months of this year, preliminary figures indicate a further 14 percent decline in auto output (220,900) and 17 percent fall in commercial vehicle volume (27,000) compared to last year.

Domestic demand for cars slowed last year, but still advanced over the previous year. The increase in 1981 was 1.3 percent (to 1.74 million units) following a 19.7 percent leap in 1980 sales over 1979.

The Italian trend the past two years contrasted with the rest of Europe and three other major national markets. Italian sales in that span rose 21.3 percent compared with falls in West Germany (11.2 percent to 2.33 million), France (19.9 percent to 1.835 million) and the UK (13.5 percent to 1.485 million).

Indications from the opening quarter of this year are that Italian sales again have risen slightly (by nearly 2 percent to 485,800), in contrast to further declines in the other countries.

However, Italian producers anticipate sales for the year will run at about the same level as 1981.

While Fiat dominates the market with more than 51 percent, import penetration exceeds 40 percent—and that is without Japanese competition, whose restricted sales last year were 1,741.

The major importer was Renault (10.2 percent), followed by VAG (6.6 percent), Ford (5.3 percent) and Citroen (4.5 percent). Alfa Romeo stood at 6.5 percent.

Study of the figures shows remarkable growth rates by some importers—163 percent by BL over a two-year period, 84 percent by Volvo, 58 percent by BMW and 57 percent by VAG, compared with overall growth of just over one-fifth.

The Italian industry's weakness is car exports. They dropped 17.2 percent to 423,500 last year; however, there was 13.4 percent growth in commercial vehicle exports (91,100).

On a national basis, France was the country's No. 1 car export destination (86,400), closely followed by West Germany (84,300). The next most significant were the UK (36,400) and Switzerland (32,800). Four out of five export cars remained in Europe.

Only 4 percent of car exports found their way to the largest single national market in the world, the U. S.

The country's biggest penetration in export markets was in Switzerland (11.8 percent in a total market of 292,000). But in Germany it had 4.7 percent of 2.33 million, in France 6 percent of 1.83 million and in the UK 4.7 percent of 1.48 million.

VEHICLE SALES IN ITALY

	1981	1980	1979
Alfa Romeo	112,544	118,507	113,909
BL	25,835	13,509	9,832
BMW	34,382	31,789	21,767
Fiat Auto	893,930	883,713	719,386
Fiat	779,834	766,397	632,255
Lancia/Autobianchi	114,096	117,316	87,131
Ford	92,638	78,501	71,085
General Motors	60,412	62,071	53,181
Mercedes-Benz	15,405	13,806	11,192
Nuova Innocenti	20,258	29,178	33,355
Peugeot SA	168,889	193,478	178,451
Citroen	78,340	84,999	79,093
Peugeot	33,283	33,309	30,085
Talbot	57,266	75,170	69,273
Porsche	1,382	1,527	839
Renault	176,721	180,663	139,452
VAG	114,187	90,369	72,794
Audi	21,791	16,978	7,973
Volkswagen	92,396	73,391	64,821
Volvo	15,384	12,276	8,376
Others	6,531	6,458	
Total	1,739,282	1,716,435	1,434,169

Source: ANFIA.

VEHICLE PRODUCTION IN ITALY

Cars

	1981	1980
Alfa Romeo	197,287	219,571
De Tomaso	74	84
Fiat Auto	1,036,175	1,185,177
Fiat	878,365	995,455
Autobianchi	76,967	76,585
Lancia	76,257	110,756
Ferrari	2,566	2,381
Lamborghini	89	64
Maserati	528	555
Nuova Innocenti	23,187	39,770
Total	1,257,340	1,445,221

Trucks, buses

Alfa Romeo	1,570	1,672
Fiat Auto	76,108	89,786
IVECO	81,323	74,631
Fiat	62,254	55,230
OM	17,315	16,449
Magirus	1,754	2,952
Fiat Group total	157,431	164,417
Sevel	16,213	.....
Fiat	8,156	.....
PSA	8,057	.....
Others	1,189	.....
Total	176,403	166,635
Total vehicles	1,433,743	1,611,856

Crucial changes

Continued from Page 12

Fireball technology pioneered in the V-12 — for standard and high-performance outputs.

The AJ6 will go into the XJS coupe initially. Indeed, it is unlikely to be seen in current sedans, and will make its sedan debut in the 1984 XJ40.

Next year the company will introduce the XJ sedan powered by a six-cylinder turbo-diesel from VM of Italy. It will be launched initially in the U. S.

However, Jaguar is not convinced about diesels for its cars. Egan reveals, "Our May head technology is now giving us thermal efficiencies — without the noise and smell — which are very similar to those of diesel engines. From a purely technical point of view we were not sure that it was necessary to do a diesel, but the fad in the market place might make it necessary."

Jaguar can content itself in the knowledge that without having to bear the enormous financial burden of developing its own diesel, it will become a comparatively low-cost risk.

The company is pleased at the public response to the V-12 with its May head combustion chambers which give considerable increases in gas mileage. "Two or three years ago," says a senior executive, "the V-12 was virtually unsaleable."

A decision was made to wind down its production. Now demand is so great that the Radford engine factory in Coventry — now in the process of being refitted in order to make the new AJ6 — is being refacilitized to enable it to make the V-12 as well.

Egan says of the V-12, "When you've done something that very knowledgeable people in the industry tell you is the best in the world, you don't easily get rid of it. I think our job is to make magnificent motor cars. If we go around making cars like everybody else's, we'll go out of business. We must stick to real excellence, which that V-12 engine is.

"We use it as an example to our suppliers. If we can make this big thing reliable, then surely you can make this little thing reliable," he says, holding thumb and forefinger two inches apart.

At the Browns Lane assembly plant, Jaguar is introducing a more rationalized process. This will be done by August, in preparation for introduction of the XJ40.

In the past, cars were made in what is called No. 1 factory, then given road tests before going to the No. 2 plant for a final coat of paint and finishing touches.

Jaguar decided this was a waste of time, and future cars will be completely assembled and roller-tested in No. 1 factory before going to No. 2 for customer validation. They will receive what amounts to a complete pre-delivery inspection before leaving the factory gates.

It is part of Jaguar's major drive on quality and reliability. Egan says his cars are now "in the ballpark" with Mercedes-Benz and BMW.

He gives wider background to how that was achieved. "Great Britain has been going through a revolution. If you were to prognose the future on the events of the 1970s, you would presume that there would be no more manufacturing of any kind of product in this country. But you would also know that countries with long histories seldom do that final act of self-destruction.

"I believe that accidently, Maggie Thatcher's put together the environment in which people can recreate their companies if they choose.

"I know many companies are doing that, and that we will have a newly learned lesson of survival which will stand us in great stead; but we cannot go back to the sloppy ways of the 1970s. We have to manage this company. At one stage the shop stewards ran it, and a bloody bad job they made of it. They couldn't deliver on time. They couldn't deliver a good quality product. They couldn't do anything well. It might have satisfied them, but it didn't satisfy customers.

"Now we run this place, and I would rather close it down than ever run the risk of surrendering management to the union," Egan stresses.

Paying tribute to the enthusiasm of the Jaguar workforce now and the quality they are achieving, he adds, "I think it's tragic that the workforce in this country spent a great deal of time being exploited, dating back to the old mill owners. Since the war the workforce has been exploited by the political objectives of the trades unions for purely political ends. They certainly haven't done the working man any good. The only way you can pay good and consistent wages and offer high employment is if you have a very productive company."

Alfa: Not so great expectations

By Richard Feast
European Editor

"The most important turn in productivity at Alfa Romeo in the last 12 years," is how chairman Ettore Massacesi describes the results of the company's major changes in the spring.

It results from Alfa Romeo's reduced expectations of 1982 sales—190,000 at most compared with an installed capacity of approximately 300,000.

The March 9 agreement calls for periodic shutdowns at the northern plant at Arese, Milan, and Pomigliano d'Arco, near Naples in the south. They are of 60 working days' duration in the north, and 80 days in the south, and involve the entire workforce of around 34,000.

The second agreement involves what the company calls "unemployment compensation at zero hours" for at least one year for 5,700 people.

"Over a suitable period," says Massacesi, "these instruments should make it possible to solve the company's problems without traumatic consequences."

The result will be a reduction in manpower of 13.7 percent to 29,700. Daily production targets are higher than last year's actual outputs by more than 28 percent—1,300 compared with 1,014. There will, of course, be fewer working days.

On a cars-per-worker basis, this year's target is set at 12, compared with 7.1 last year. The greater increase is scheduled to come from the south (15.3 compared with 8.2). In the north it is set at 9.7 compared with 6.2. This, says Massacesi, is without touching the line speed.

The chairman also reported a decline in absentee rates — a particular problem in the southern Alfasud factory. Last year it was approximately 13 percent in the north, and 16.5 percent in the south.

In the first two months of this year, he said, these were reduced to 10.5 percent in the north and 11.9 percent in the south.

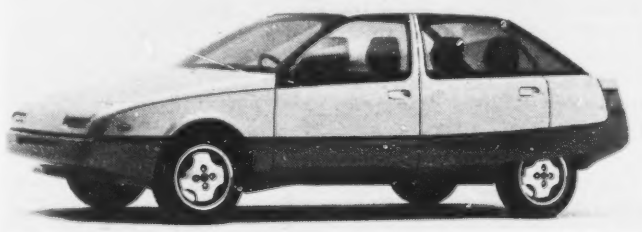
The reduced output this year —down from last year's 197,000 and the previous year's almost 220,000 — stems from Alfa Romeo's lower market expectations. The domestic market, for instance, it believes will decline by 5 percent, followed by a recovery no earlier than 1983.

Says Gianfranco Bellaudi, head of the company's marketing department: "We're a bit more optimistic about foreign markets. In that area we are forecasting an overall though moderate recovery of demand in 1982."

Part of the problem was the company's aged model line. Massacesi admits, "When I became chairman in June 1978 there were only two new models, the Giulietta and Alfa 6." A program of restyling and face-lifting was embarked upon, and the first of these will appear on the Alfasud next year.

Pre-production of the ARNA vehicle, to be built in conjunction with Nissan and to fill the gap below that of the Alfasud, should begin towards the end of this year. It will go on sale in 1983, and the following year will be made at the rate of around 60,000.

In the longer term, Alfa Romeo is planning to replace its Alfetta with a car developed jointly with its great private industry rival, Fiat. The two firms will use the same engineering and sub-assemblies and floors.



Aldo Sessano's Open Design showed off this Ipothesi at the Turin Motor Show. Based on Fiat Ritmo, the central pillar is the only visible element between roof and body. Windows cover the front and rear pillars.

world news briefs

MG lives

There was an emotive outcry in the UK when BL killed off the MG name recently. Now it has been revived, on a tuned version of the Metro hatchback (photo). With 72-HP (compared with 60-HP), the MG Metro is faster than the legendary Mini-Cooper. It is probable there will be an even faster Metro by the end of the year—with turbocharged engine and lowered suspension.

Fuel improvements in France

France's *Chambre Syndicale* reports French cars improved average fuel consumption by 13.7 percent in the five-year period to 1981. Last year's figure was equivalent to 33.6-MPG (U.S.). Over the same period, average power output of engines rose by 3-HP to 58-HP.

Volvo hoists target

Volvo Car Corp. decided in April to increase volume this year by 10,000 units to 220,000. Half the increase will be of the new 760GLE, 15,000 of which will be built this year instead of 10,000.

Citroen confirms stylists

It's official: Citroen confirms that Carl Olsen (48) is to head applied styling (covering a five-year period) while Trevor Fiore (45) takes charge of advanced styling, which covers models to be produced in seven to 10 years. The changes became effective May 1.

Auto prices rise in Germany

West Germany's major auto makers raised prices this spring, after upping them also at the end of December and beginning of January. They blame increasing steel prices and the latest round of wage negotiations. The domestic market remains depressed—down more than 7 percent to 613,000 in the first quarter of this year.

More red ink at PSA

Last year marked another financial loss for the Peugeot SA group—around $320 million, according to preliminary estimates. Automobiles Peugeot (incorporating Talbot) incurred a deficit of some $325 million and Citroen $88 million. Withdrawal from Argentina and a weak performance by Talbot were among the main reasons.

UK gets Australian Mitsubishis

Confirming a report in AUTOMOTIVE NEWS Feb. 22, Australian-built Mitsubishis will be sold in the UK—neatly sidestepping import restrictions on Japanese models. The cars attract more duty than Japanese makes, but new importer Londsale Car Co. (established by the Mitsubishi importer) talks of annual sales of 12,000.

Skepticism over academics

"The European motor industry is skeptical of the value of academic studies on the future of the automobile," according to the president of the liaison committee of Common Market vehicle makers (CLCA), Anthony Fraser. He said at a Berlin conference in connection with the Massachusetts Institute of Technology's examination of the future of the automobile: "Such academic studies have their merits in this respect, but only if they keep things in perspective and are not too ambitious in suggesting policy options."

Production Overseas

ARGENTINA

Cars

	12 mos., 1981	12 mos., 1980
Ford	52,698	71,555
Renault	44,337	58,126
Sevel	25,067	61,188
Volkswagen	17,326	27,771
Total	139,428	218,640

Trucks, Buses

Deutz	58	119
Fiat	231	753
Ford	22,868	41,037
Mercedes-Benz	5,941	9,797
Renault	85	178
Scania	391	788
Sevel	2,146	4,601
Volkswagen	1,202	3,839
Total	32,922	63,153
Total vehicles	172,350	281,793

FRANCE

Cars

	12 mos., 1981	12 mos., 1980
Peugeot SA	217,121	209,792
Citroen	95,696	87,389
Peogeot	84,023	88,297
Talbot	37,582	34,106
Renault	241,402	242,414
Total	458,703	452,206

Trucks, Buses

CBM	19	11
Peugeot SA	23,750	30,134
Citroen	4,667	7,129
Peugeot	16,380	21,064
Talbot	2,703	1,941
Renault	37,862	40,030
Sovam	8	21
Unic	731	2,242
Total	62,370	72,438
Total vehicles	521,073	524,644

JAPAN

Cars

	12 mos., 1981	12 mos., 1980
Daihatsu	20,554	26,304
Fuji	29,614	31,974
Honda	143,297	137,772
Isuzu	20,446	20,493
Mitsubishi	88,585	95,574
Nissan	286,680	286,508
Suzuki	9,860	15,091
Toyo Kogyo	132,330	132,079
Toyota	330,479	350,591
Total	1,061,845	1,096,386

Trucks, Buses

Daihatsu	43,493	50,065
Fuji	49,607	39,222
Hino	11,195	11,320
Honda	22,547	23,220
Isuzu	46,377	57,493
Mitsubishi	66,677	73,282
Nissan	103,362	112,130
Nissan Diesel	6,187	7,178
Suzuki	68,788	68,025
Toyo Kogyo	46,111	58,239
Toyota	147,557	152,682
Others	129	121
Total	612,030	652,983
Total vehicles	1,673,875	1,749,369

Registrations Overseas

UNITED KINGDOM

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	2,510	1,557
BL	68,758	86,877
BMW	6,824	4,949
Colt	1,648	3,659
Daihatsu	1,330	578
Datsun	22,202	28,738
Fiat Auto	12,966	15,462
Ford	139,564	127,944
FSO	649	436
General Motors	44,549	36,229
Honda	2,748	4,262
Hyundai	553	
Lada	3,577	3,689
Lotus	110	65
Mazda	3,018	4,514
Mercedes-Benz	3,998	3,304
Peugeot SA	27,446	33,560
Citroen	6,647	8,123
Peugeot	6,101	5,003
Talbot	14,698	20,434
Reliant	38	137
Renault	18,440	21,842
Rolls-Royce	281	416
Saab	2,663	2,538
Skoda	1,785	1,482
Subaru	666	756
Suzuki	817	613
Toyota	5,417	4,511
VAG	23,953	19,631
Volvo	14,843	11,520
Zastava	505	
Others	1,064	1,114
Total	412,912	420,383

SWEDEN

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	84	155
BMW	686	555
Daihatsu	194	207
Datsun	1,070	1,228
Fiat Auto	1,196	786
Ford	5,182	5,657
General Motors	5,378	4,108
Honda	897	952
Lada	635	722
Mazda	2,114	2,270
Mercedes-Benz	1,180	1,272
Mitsubishi	361	670
Peugeot SA	1,416	1,532
Renault	489	725
Saab	7,657	6,492
Skoda	106	63
Subaru	65	
Toyota	1,938	1,062
VAG	6,323	4,678
Volvo	14,115	13,247
Others	404	721
Total	51,119	46,441

AUSTRIA

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	721	491
BL	173	217
BMW	1,020	1,733
Daihatsu	61	107
Datsun	2,849	3,522
Fiat Auto	3,105	3,111
Ford	3,719	4,942
General Motors	7,327	5,457
Honda	394	707
Lada	388	510
Mazda	4,745	4,540
Mercedes-Benz	1,126	1,653
Mitsubishi	875	1,532
Peugeot SA	3,843	4,615
Porsche	100	125
Renault	2,955	2,925
Saab	138	193
Skoda	67	77
Subaru	743	891
Suzuki	391	357
Toyota	1,526	2,641
VAG	9,203	10,601
Volvo	641	926
Others	35	69
Total	47,036	51,937

WEST GERMANY

Cars

	2 mos., 1982	2 mos., 1981
Alfa Romeo	1,360	1,955
BL	523	949
BMW	19,343	19,420
Daihatsu	798	1,514
Datsun	4,863	6,903
Fiat Auto	15,775	14,035
Ford	34,937	48,774
General Motors	64,120	60,190
Honda	4,541	6,452
Lada	1,023	773
Mazda	4,785	8,570
Mercedes-Benz	34,799	40,256
Mitsubishi	3,972	7,960
Nuova Innocenti	125	319
Peugeot SA	13,839	15,067
Citroen	5,471	6,774
Peugeot	3,435	4,120
Talbot	4,933	4,173
Porsche	1,367	1,572
Renault	12,866	16,458
Saab	428	431
Skoda	230	298
Subaru	754	288
Suzuki	1,417	1,237
Toyota	5,148	9,206
VAG	100,329	103,343
Audi	18,834	24,156
Volkswagen	81,495	79,187
Volvo	1,756	2,127
Others	218	569
Total	329,316	368,666

JAPAN

Cars

	2 mos., 1982	2 mos., 1981
Daihatsu	10,020	10,908
Fuji	8,939	7,614
Honda	32,724	23,109
Isuzu	7,603	8,072
Mitsubishi	27,390	30,520
Nissan	100,858	100,234
Suzuki	8,738	10,041
Toyo Kogyo	30,776	28,770
Toyota	132,451	128,726
Imports (all)	4,479	5,417
Total	363,978	353,411

Trucks, buses

Daihatsu	29,906	30,472
Fuji	23,443	18,358
Hino	5,450	5,800
Honda	17,649	18,275
Isuzu	16,838	18,017
Mitsubishi	36,396	38,853
Nissan	39,340	48,606
Nissan Diesel	2,465	2,933
Suzuki	53,387	48,525
Toyo Kogyo	21,813	24,142
Toyota	46,458	57,107
Total	293,125	311,088
Total vehicles	657,103	664,499

Suzuki lands Indian deal

Suzuki has ended the decade-long search for a partner for India's Maruti auto company, against opposition from many European and Japanese makers. The $265 million deal calls for production of 20,000 small cars and commercial vehicles from 1984.

Peugeot gears up

The Peugeot group's highly automated $240-million gearbox factory at Valenciennes, northern France, has begun production. Output will be used in all future group products, with the ultimate aim of reducing the number of different gearboxes (nine) by half.

Tire makers agree

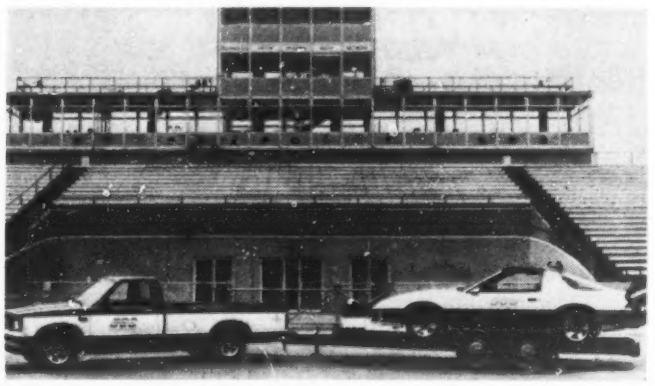
Michelin and Dunlop have agreed to proposals for an international standard for millimetric car tire and wheel sizes. The new range, to be known as TD, will feature Dunlop's Denloc bead-locking system and Michelin's TR rim configuration.

China buys diesels

Japan's Toyo Kogyo will supply 3,000 of its license-built Perkins diesel engines to China annually. The engines will be fitted to a four-wheel-drive vehicle currently being built at Peking.

Italy takes tough line on the Acclaim

BL's Triumph Acclaim, assembled from Honda components in England, is under attack by the Italian industry, which claims the car does not conform to local content standards. Italy, which limits Japanese sales to fewer than 2,000 annually, is finding ways of holding up shipments.



Indy 500 greets Chevrolets

Chevrolet's S-10 compact pickup and the Camaro Z28 will be on hand at this year's Indianapolis 500-mile race. The Camaro will be the pace car, and the S-10 will be one of 12 among the fleet of 75 trucks Chevrolet will provide for this year's event. The vehicles also include conventional pickups, vans, Suburbans and tow trucks.

Extensive service plan is introduced by Eaton

CLEVELAND. — An Extensive Service Policy designed to provide critical support to all Eaton component users has been announced by Eaton Corp.'s Truck Components Marketing (TCM) Division.

Jerry I. Warren, TCM marketing manager, said "increasing customer demand for greater service support, plus the fact that trucks are being kept longer, have prompted Eaton to develop this new policy."

Extensive Service includes three major programs at Eaton's seven TCM branch offices across North America. These are service assistance by phone, revised service training schedules and a new repair/rebuild/replace analysis.

Service assistance by phone is designed to help users shorten vehicle downtime by encouraging the use of Eaton TCM technicians as telephone consultants.

"Service people at all regions have received special instructions for phone diagnosis," said Warren, noting that the program will provide increased support to the dealer service network in addition to Eaton's regular offering of dealer service visits.

He also said special service lines have been installed in one of the largest TCM installations, the Great Lakes region office in Kalamazoo, Mich.

"This was done in response to a high volume of calls in that area," he said, "and other regions are being considered for similar lines."

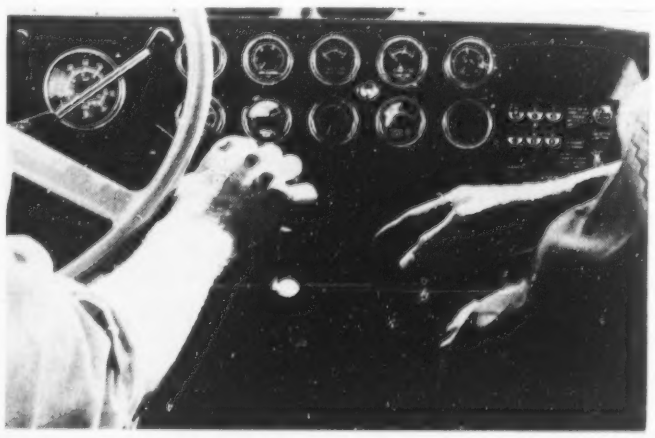
Revised, comprehensive service training schedules include information on recently released Eaton components, including New Generation transmissions with Multi-Mesh gearing, high-torque highway tandem axles and air disc brakes.

New service programs on these components will be run continuously throughout the remainder of 1982.

Driver training is a related component service being offered free of charge by every region. Any driver may apply for instruction in methods of using any Eaton component, ranging from 15-speed Fuller transmissions with double reverse to 65,000-pound planetary double-reduction axles. Range and split-shifting two speed axles also is covered in these courses.

Through the repair/rebuild/replace analysis program, Eaton service technicians can recommend the most economical component repair or replacement schedule for virtually any truck

Continued on Page 30, Col. 5



Eaton offering free driver training

Free driver training is a key feature of Eaton Corp.'s new extensive service policy to provide support to its truck-component users. Here a driver is taught to make range and split shifts with a 15-speed New Generation Fuller transmission and 65,000-pound Dual Range axle.

truck industry news

But total through April is up 12 pct. over last year

April dip ends 3-month sales rise

After three straight months of increases, retail sales of new trucks in the U. S. dipped slightly in April in spite of continued gains in the compact-pickup segment.

The four-month total, however, showed a good boost over the year-earlier count, with light trucks the only one of the three major market categories with an improvement over the 1981 results.

Table on Page 52.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 208,008 trucks of all types, off 2 percent from last year's 212,169 units.

Through April, the total was 874,242 units, an increase of 12 percent over the 780,461 sold in the like period in 1982.

With the domestic compacts leading the way, small pickups remain the hottest segment of the new-truck market.

In April, 57,910 of these vehicles, both domestic and imports, were retailed, an increase of 36.9 percent over last year's 42,313. The four-month total was up 42.8 percent, from 170,774 units in 1981 to 243,851.

• Sales of the imported compacts—the Japanese-built Chevrolet LUV, Ford Courier, Plymouth Arrow, Dodge Ram 50, Toyota, Datsun, Mazda and Isuzu—were down dramatically for both April and the four-month period.

During the month, dealers sold 26,458 of the imports, a decline of 33.8 percent from last year's 39,967 units. The total through April was down 19.4 percent from a year ago, 127,884 versus 158,673.

Monthly sales of Ford's domestically produced Ranger compact pickup, which was introduced more than five months after the Chevrolet S-10 compact, have nearly caught up with the No. 1 domestic rival.

In April, Ford dealers retailed 11,425 Rangers, compared with 13,363 S-10 sales. Together, the Ranger and the S-10 accounted for 42.8 percent of the compact pickups sold during the month.

The S-10, however, still has a big lead over Ranger for the year, 67,822 versus 21,153.

Sales of the non-captive im-

Continued on Page 52, Col. 1

Rockwell adopts quality program for its suppliers

TROY, Mich. — To insure receipt of top-quality products from its suppliers, Rockwell International's Heavy Vehicles Components Operations (HVCO) is implementing a quality assurance program which it said has received enthusiastic support from all supplier companies.

"Rockwell Automotive is committed to producing nothing short of the best possible products for the transportation industry," said Arthur P. Ronan, HVCO president, "and to accomplish this, we must receive nothing but top quality from our own vendors."

The program, called SQA-80, for "Supplier Quality Assurance for the 80's," involves over 140 of Rockwell's major component suppliers, and focuses on statistical process capability at supplier locations.

It requires suppliers to manage their facilities systems and personnel to deliver products which meet Rockwell's superior quality requirements, Ronan said.

"This in turn requires the vendor to develop control plans

Continued on Page 30, Col. 4

AM General delivers 11 'Hummers' to Army

DETROIT. — AM General Corp. has delivered 11 prototypes of its 1¼-ton High Mobility Multi-Purpose Wheeled Vehicle (HMMWV) to the U. S. Army for testing and evaluation under a development contract awarded last July.

AM General and two other manufacturers — General Dynamics and Teledyne—are competing for an Army contract to build a new high-mobility vehicle capable of performing various combat and combat-support roles on the modern battlefield.

In addition to providing an effective platform for the TOW antitank missile, the Army's plan is to replace selectively more than 50,000 older existing vehicles in the quarter to 1¼-ton-range with the more mobile and versatile HMMWV.

This initial procurement is expected to exceed $1 billion over a five-year period.

The vehicle, dubbed the "Hummer" by AMG, will undergo rigorous testing and evaluation along with the competitive vehicles.

"We expect that this vehicle will undergo more extensive testing than any other tactical truck ever procured by the Army because of the vital combat missions it must perform," said George W. Scharbach, AMG engineering and product development vice president.

"The vehicles will be tested in simulated combat operations such as driving over battleground terrain and launching TOW missiles under battlefield conditions," he added.

Tests will be conducted at Army test sites at Aberdeen, Md.; Yuma, Ariz.; and Hunter-Liggett near Monterey, Calif.

• Upon completion of the test program and following submission of production costs in late 1982, the Army will select one of the three competing entries for the initial production contract.

Scharbach said the Hummer was designed to exceed the expectations of the user.

"Our engineers designed an all-new combat vehicle from the ground up," he said. "Unique engineering solutions were developed to meet the demanding specifications for high ground clearance, low silhou-

Continued on Page 30, Col. 4

Jeep delays startup of Selec-Trac option

SOUTHFIELD, Mich.—Introduction of Jeep Selec-Trac on senior Jeep vehicles, originally scheduled for this month, has been delayed until the start of production of 1983 models.

Selec-Trac, which enables the operator to go from four-wheel-drive to 2x4 via an instrument-panel switch, will be available on Jeep Wagoneer, Cherokee and conventional truck models. Currently, locking hubs are needed to move from full-wheel drive to 2x4.

AMG entry ready for Army testing

This is one of 11 prototype AM General "Hummers," a 1¼-ton High Mobility Multipurpose Wheeled Vehicle (HMMWV), delivered by the American Motors subsidiary to the U.S. Army for testing and evaluation. General Dynamics and Teledyne have developed similar vehicles in the competition for the Army contract.

Total is 545,746; domestics, imports both trail last year

Feb. registrations lowest since 1967

By Jenny L. King
Staff Writer

U. S. new-car registrations in February were down from the year-ago level and were the softest for the month since 1967. They were, however, up 7.18 percent from January when barely more than half a million units were recorded.

The February tally, according to figures compiled by R. L. Polk & Co., was 545,746, down 19.15 percent from 675,045 for the month in 1981, and up 7.18 percent from 509,189 in January of this year.

Registrations for the first two months of 1982 reached 1,054,935, down 19.56 percent from 1,311,533 a year earlier.

Table on Page 48.

Domestic registrations in February were down 19.59 percent from year-ago levels: 381,942 compared with 474,970. They were up 9.03 percent from January when 350,295 new U. S.-built cars were registered.

Domestic registrations for the first two months were 21.87 percent away from the opening months of 1981: 732,237 compared with 937,216.

Imports accounted for a record 30.01 percent of February registrations although in actual numbers they were down 18.13 percent, to 163,804 from 200,075 in 1981. For the two months imports accounted for 30.59 percent of the total, up more than two percentage points from 28.54 percent in 1981. The two-month import total was 322,698, down 13.79 percent from 374,317 last year.

In February, Ford Motor Co., General Motors and combined imports increased their shares of the total, while AMC and Chrysler Corp. yielded ground and miscellaneous domestics remained at 0.02 percent.

Ford edged up 0.99 percentage points to 17.11 percent from 16.12 percent last year. GM claimed 43.53 percent, up from 42.99 percent. Imports climbed 0.37 percentage points to 30.01 percent from 29.64 percent.

In February, Chrysler was down 1.32 percentage points, to 8.07 percent from 9.39 percent a year ago, and American Motors dipped to 1.26 percent from 1.84 percent.

Excluding imports, domestic-only registration shares in February were: GM, 62.19 percent; Ford, 24.45 percent; Chrysler, 11.52 percent; AMC, 1.81 percent, and miscellaneous domestics, 0.03 percent.

A year earlier, domestic-only registration shares were: GM, 61.10 percent; Ford, 22.91 percent; Chrysler, 13.34 percent; AMC, 2.61 percent, and miscellaneous domestics, 0.04 percent.

By market segment, subcompacts, standards, luxury models and imports were up over 1981, as compacts and intermediates lost ground. Imports claimed the single largest segment, 30.01 percent, up from 29.64 percent last year. Luxuries had 5.11 percent, up from 4.27 percent; standards were up to 9.36 percent from 9.19 percent, and subcompacts edged ahead to 17.02 percent from 16.33 percent.

Intermediates dropped to 19.43 percent from 19.73 percent, and compacts were down to 19.07 percent from 20.84 percent.

Of the domestic-only market in February, subcompacts accounted for 24.32 percent; compacts had 27.25 percent; intermediates had 27.76 percent; standards had 13.37 percent, and luxury models had 7.30 percent of the total.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
February '82 vs. February '81

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
AMC Spirit	1,443	3,030	3,580	6,505
Concord	1,565	3,205	3,790	7,054
Concord SW	514	1,936	1,330	2,811
Eagle 4WD	586	1,165	678	1,466
Eagle 4WD SW	1,513	3,163	1,346	2,817
Eagle SX4 4WD	1,280	2,429	1,681	3,236
TOTAL AMC	6,901	14,928	12,405	23,889
Chrysler LeBaron '81			3,473	7,660
LeBaron '81 SW			640	1,467
LeBaron FWD	4,868	9,846		
LeBaron SW FWD	27	45		
Cordoba	1,086	2,231	2,772	5,886
Newport			681	1,499
New Yorker '81			855	1,893
New Yorker	2,934	5,471		
Imperial	208	444	378	854
Total	9,123	18,037	8,799	19,259
Plymouth		5,768		
Horizon FWD	6,969	13,213	12,784	22,327
Reliant FWD	7,086	14,621	11,482	21,538
Reliant SW FWD	2,599	4,994	3,883	7,342
Gran Fury '81			647	1,103
Gran Fury	1,158	1,802		
Total	17,812	34,630	28,796	52,310
Dodge Omni FWD	6,450	12,390	9,232	17,035
Aries FWD	5,215	10,771	8,901	16,833
Aries SW FWD	2,049	3,932	3,036	5,931
Dodge 400 FWD	1,501	2,982		
Diplomat	1,326	2,733	2,049	4,516
Diplomat SW	16	29	362	885
Mirada	525	1,092	1,583	3,290
St. Regis			624	1,208
Total	17,082	33,929	25,787	49,698
Total Chrysler Corp.	44,017	86,596	63,382	121,267
Ford FWD	20,075	34,550	14,756	28,886
Escort FWD	6,457	11,702	10,137	19,244
Escort SW FWD	3,413	5,928		1
EXP FWD				
Pinto			2,076	4,608
Pinto SW			668	1,501
Fairmont	8,231	16,377	11,672	25,569
Fairmont SW	577	1,079	3,712	7,942
Granada	5,812	11,008	7,825	15,549
Granada SW	2,364	4,714		
LTD	2,885	5,171	4,201	7,928
LTD Crn. Victoria	2,767	5,418	2,763	5,861
Ford SW	1,249	2,492	1,442	2,980
Mustang	7,410	13,600	12,603	25,698
Thunderbird	2,988	6,199	6,201	12,954
Total	64,228	118,238	78,056	158,721
Lincoln Town Car	1,747	3,214	2,049	4,159
Mark VI	1,458	2,908	2,432	4,886
Continental	2,371	4,058		
Total	5,576	10,180	4,481	9,045
Mercury Lynx FWD	6,099	10,114	4,830	9,043
Lynx SW FWD	1,706	3,023	2,742	5,345
LN7 FWD	1,242	2,202		
Bobcat			541	1,132
Bobcat SW			122	255
Zephyr	2,919	5,553	4,045	8,744
Zephyr SW	225	425	980	2,038
Cougar	2,894	5,340	2,957	6,082
Cougar SW	1,012	1,886		
Marquis	557	1,003	601	1,157
Marquis Brougham	1,034	2,345	913	1,900
Grand Marquis	2,075	3,973	1,843	3,562
Marquis SW	614	1,213	655	1,186
XR7	1,170	2,320	2,338	4,903
Capri	2,018	3,867	3,690	7,410
Total	23,565	43,264	26,257	52,757
Linc. Merc. Div. Total	29,141	53,444	30,738	61,802

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
TOTAL FORD MOTOR CO.	93,369	171,682	108,794	220,523
Buick Skylark FWD	13,594	24,410	15,610	29,396
Skyhawk FWD	530	541		
Century '82 FWD	5,038	7,949		
Regal/Century	13,899	29,488	24,259	47,662
Regal/Century SW	836	1,719	1,144	2,246
Le Sabre	1,867	3,650	1,555	3,243
Le Sabre Limited	3,692	7,447	3,087	6,326
Electra	3,789	7,775	4,009	8,379
Buick SW	862	1,866	726	1,495
Riviera FWD	2,817	6,083	3,166	6,416
Total	46,924	90,928	53,556	105,163
Cadillac de Ville	6,567	14,162	6,829	13,949
Cimarron FWD	1,274	2,482		
Fleetwood & Chas.	2,677	6,184	3,054	5,853
Eldorado FWD	3,500	7,729	3,716	7,951
Seville FWD	1,814	3,407	2,184	4,671
Total	15,832	33,964	15,783	32,424
Chevrolet Chevette	18,657	36,875	36,458	63,556
Camaro	7,711	12,339	6,539	12,724
Monza			4,259	10,838
Cavalier FWD	7,657	12,159		
Cavalier SW FWD	2,080	3,350		
Citation FWD	21,513	39,311	25,710	50,122
Malibu	5,294	12,170	11,695	24,956
Malibu SW	2,155	5,264	4,010	8,202
Celebrity FWD	4,556	6,923		
Monte Carlo	6,780	14,930	12,988	25,095
Impala	3,611	7,144	4,421	9,007
Caprice	6,600	13,335	7,198	15,158
Chevrolet SW	2,605	5,826	3,366	7,150
Corvette	1,461	3,074	2,490	4,837
Total	90,680	172,700	119,134	231,645
Oldsmobile Omega FWD	6,930	12,406	7,983	14,447
Firenza FWD	479	482		
Cutlass Ciera FWD	5,688	9,171		
Cutlass Salon '81			11,967	25,020
Cutlass Sup/Calais '81			19,480	37,633
Cutlass Sup/Calais	17,546	37,091		
Cutlass SW	1,329	2,774	2,264	4,470
Delta 88	759	1,459	920	1,914
Delta Royale	8,293	16,294	8,095	16,332
98	5,667	12,083	5,591	11,577
Oldsmobile SW	1,154	2,571	1,221	2,404
Toronado FWD	1,986	4,214	2,514	5,231
Total	49,831	98,545	60,035	119,028
Pontiac T1000	5,260	9,205		
Firebird	4,715	7,494	4,469	8,539
Sunbird			8,018	16,116
J2000 FWD	3,792	6,442		
J2000 SW FWD	563	949	2	2
Phoenix FWD	5,843	10,222	7,540	14,313
LeMans/Bonn.	4,196	8,308	4,054	8,440
LeMans/Bonn. SW	968	2,018	1,413	3,068
6000 FWD	2,266	3,926		
Grand Prix	5,780	11,845	9,749	18,701
Catalina	86	234	548	1,271
Bonneville '81	344	925	3,001	6,294
Bonn. '81 Brougham	331	796	2,301	4,861
Pontiac SW	110	242	615	1,308
Total	34,274	62,606	41,710	82,913
TOTAL GM CORP.	237,541	458,743	290,218	571,173
(Checker)	93	244	134	302
Misc. Domestic	114	288	171	364
Domestic Station Wagon Total	33,584	67,212	45,816	92,089
Domestic Grand Total	381,942	732,237	474,970	937,216
Import Total	163,804	322,698	200,075	374,317
Grand Total All Registrations	545,746	1,054,935	675,045	1,311,533

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

TOP CARS

U. S. new-car registrations for two months, 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	172,700	Chevrolet	231,645—	1
2—	118,238	Ford	158,721—	2
3—	98,545	Oldsmobile	119,028—	3
4—	90,928	Buick	105,163—	4
5—	73,667	Toyota	88,761—	5
6—	62,606	Pontiac	82,913—	6
7—	58,860	Nissan	65,983—	7
8—	58,624	Honda	61,741—	8
9—	43,264	Mercury	52,757—	9
10—	34,630	Plymouth	52,310—	10
11—	33,964	Cadillac	32,424—	12
12—	33,929	Dodge	49,698—	11
13—	22,947	VW	35,410—	13
14—	21,727	Subaru	20,318—	16
15—	20,660	Mazda	29,743—	14
16—	18,037	Chrysler	19,259—	17
17—	14,928	AMC	23,889—	15
18—	10,180	Lincoln	9,045—	19
19—	10,126	Volvo	.....	
20—	9,958	Mercedes	8,358—	20
21—	6,982	Audi	.....	
22—	6,878	BMW	.....	
	.....	Fiesta	9,625—	18
	.....	Colt	7,668—	21
	.....	Champ	7,667—	22
	32,269	Other Imports	39,043	
	288	Misc. Dom.	364	
	1,054,935	TOTAL	1,311,533	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

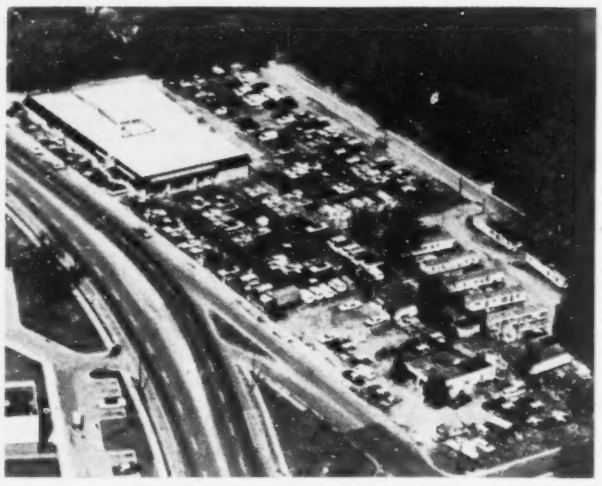
Copyright, 1982, Automotive News

Three branch managers appointed by GMAC

DETROIT. — GMAC has named Robert L. Honneycutt Jr., F. Joseph McPartlin and Paul C. Wagner to manage field offices.

Honeycutt, who was dealer relations manager in Chattanooga, Tenn., becomes branch manager of the office. He succeeds Paul H. Steen, who is retiring. McPartlin, who was New York regional dealer relations manager, becomes control branch manager in Buffalo. Wagner, who was assistant control branch manager in Greensboro, N. C., becomes branch manager in Winston-Salem. He succeeds Robt. H. Mowers, who takes Wagner's former post.

FOR SALE



SUNNY FLORIDA

(where weather makes ideal living conditions year round)

Why *'Gamble'* when a proven location is available?????

In the city of cars, known as *"Little Detroit,"* Green Cove Springs on the beautiful St. Johns River, just minutes from 3 Naval facilities, 15 minutes from Jacksonville, a metropolis of 800,000 people centrally located within 30 minutes of 8 cities and one of the fastest growing counties in Florida is this *'Modern'* Chrysler-Plymouth-Dodge Truck dealership.

In 1965, it became the fastest growing Chrysler-Plymouth dealership in the nation, leading in sales against all competition including Chevrolet, and has been a continuous profitable Chrysler-Plymouth store for 19 years.

A Pentastar Dealer for 6 consecutive years, it was awarded in 1979 the # THREE POSITION NATIONALLY, and in 1981, was FLORIDA's ONLY Chrysler-Plymouth DEALER to earn the coveted and prized Pentastar Award Rating.

Call OWNER — 904-284-4727

Hallmark

Because Quality Sells

Today's van buyer. More mature. More affluent. Quality conscious. Luxury oriented. Reach this high profit market with Hallmark — unforgettably elegant, pleasantly affordable vehicles inspired by the world's fine luxury automobiles.

CALL

INTERNATIONAL VEHICLES CORPORATION (219) 848-7686

TODAY

Because more than ever, Quality Sells.

P.O. Box 424 • 200 Legion Street • Bristol, Indiana 46507

SD Turbo meant to crack Italian market

BL, VM team up for diesel Rover

BOLOGNA, Italy. — BL has launched its fifth model in the luxury sedan series that started with the Rover 3500 in 1976.

The new car is called the SD Turbo and is powered by a four-cylinder turbocharged diesel engine built by the Italian firm VM.

Styling and interior of the SD Turbo is precisely the same as other up-range models, such as the 2600, and the new car uses the same suspension system, rear axle and braking system.

The news is the turbo diesel engine—a must for any maker selling in Italy, France, Germany or the Benelux countries but hardly necessary in Great Britain or Switzerland.

The diesel's appeal is a matter of national fiscal policy. In Italy, for example, a liter of diesel costs 456 lira, compared with 960 for gasoline (equivalent to $1.31 a gallon versus $2.76).

In the last six months, the diesel trend has become evident in Italy: 40 percent of the cars sold in the upper-middle segment were diesels. Last year, diesels comprised 11.5 percent of all new cars sold in France, 13.7 percent of the German market and 14.4 percent of Italy's sales.

And 10-year forecasts indicate diesels will continue to take bigger shares of the markets.

• But in the United Kingdom last year, only 9,500 new diesel cars were sold—a mere 0.63 of a percent of the total market. Only 311 were sold in 1974. A study by BL indicates the diesel market share in the UK will increase to 4 percent by 1985 and to as much as 15 percent by 1990.

The 2.4-liter, 95-HP engine powering the new Rover is from the same family of modular HR (high revolution) units which VM produces in versions of one to six cylinders, with 500cc or 600cc per cylinder.

VM provides engines to Alfa Romeo for the Alfetta 2.0 Turbo Diesel and to BMW for marine application. Alfa, BMW, Rover and a number of other car makers, including some from Japan, are negotiating with VM to buy engines or to produce them under license.

The VM engine is protected by quite a few patents. One protects its unique design of the crankshaft housing, which is integrated into the cast-iron engine block just underneath the cylinders. The result is a compact and well-balanced engine.

Same look but new power

The new Rover SD Turbo is styled like the Rover 2600, with front spoiler and integrated foglamps, but is powered by a turbocharged diesel engine built by the Italian company VM. The SD Turbo promises to find its strongest markets in European countries like Italy, where diesel fuel is priced low. It bowed for $13,680 there.

The version in the Rover is only 24 inches high and required no modification of the hood. The four-cylinder inline engine is set at an angle to the rear. The gearbox mounting was revised and the differential twisted to accommodate the VM engine.

• VM will announce soon a new family of aluminum diesels which could save 55 pounds or more on a six-cylinder block. VM is believed to be developing an aluminum six-cylinder, 3.6-liter turbo diesel with an intercooler for one version of the Jaguar XJ-40 being developed.

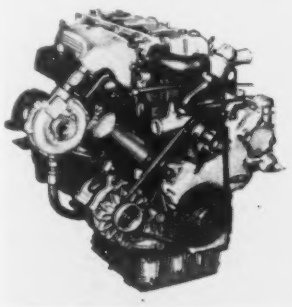
A three-cylinder aluminum engine is also believed to be under development for the next generation of Alfasuds, coming in 1984.

VM agreed to supply BL with 15,000 engines during the next three years, but quantities may be increased if demand warrants. VM has a total potential capacity of 40,000 units a year and is committed to building some 30,000 units, thus allowing for a prompt production increase.

Sergio Mia, managing director of BL Italia, was one of the active promoters of the turbo diesel program. He forecast 2,000 will be sold in Italy this year. It is priced at 18 million lira ($13,680) here, compared with 13 million lira ($9,880) for the Rover 2000, and has a high level of standard equipment.

The engine, code-named HR 492 HT, already meets U. S. requirements. It has also been approved by NATO for military application.

The SD Turbo is equipped with a manual five-speed gearbox, and in a test drive turned in a better top speed than the official 102.5 MPH. The engine's high torque—139 pounds-feet at 2,450 RPM—provides good acceleration, as well.



Engine by VM

Italian engine maker VM builds the diesel 2.4-liter inline four that powers the new Rover SD Turbo. Only 24 inches high, the 95-HP engine has a cast-iron block with integrated crankshaft housing underneath the cylinders.

Renault added

ALBUQUERQUE, N. M. — Bob Coleman and Lonnie Fried have added to their AMC-Jeep operation here.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis. Feb., 1982	Percent Share of Market	Regis. Feb., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 2 mos., 1982	Percent Share of Market	Regis. 2 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	90,680	16.62	119,134	17.65	— 1.03	172,700	16.37	231,645	17.66	— 1.29
Ford	64,228	11.77	78,056	11.56	+ 0.21	118,238	11.21	158,721	12.10	— 0.89
Oldsmobile	49,831	9.13	60,035	8.89	+ 0.24	98,545	9.34	119,028	9.08	+ 0.26
Buick	46,924	8.60	53,556	7.93	+ 0.67	90,928	8.62	105,163	8.02	+ 0.60
Pontiac	34,274	6.28	41,710	6.18	+ 0.10	62,606	5.93	82,913	6.32	— 0.39
Mercury	23,565	4.32	26,257	3.89	+ 0.43	43,264	4.10	52,757	4.02	+ 0.08
Plymouth	17,812	3.24	28,796	4.27	— 1.03	34,630	3.28	52,310	3.99	— 0.71
Dodge	17,082	3.13	25,787	3.82	— 0.69	33,929	3.22	49,698	3.79	— 0.57
Cadillac	15,832	2.90	15,783	2.34	+ 0.56	33,964	3.22	32,424	2.47	+ 0.75
Chrysler	9,123	1.67	8,799	1.30	+ 0.37	18,037	1.71	19,259	1.47	— 0.24
AMC	6,901	1.26	12,405	1.84	— 0.58	14,928	1.42	23,889	1.82	— 0.40
Lincoln	5,576	1.02	4,481	0.67	+ 0.35	10,180	0.96	9,045	0.69	+ 0.27
GENERAL MOTORS	237,541	43.53	290,218	42.99	+ 0.54	458,743	43.48	571,173	43.55	— 0.07
FORD MOTOR CO.	93,369	17.11	108,794	16.12	+ 0.99	171,682	16.27	220,523	16.81	— 0.54
CHRYSLER CORP.	44,017	8.07	63,382	9.39	— 1.32	86,596	8.21	121,267	9.25	— 1.04
AMERICAN MOTORS	6,901	1.26	12,405	1.84	— 0.58	14,928	1.42	23,889	1.82	— 0.40
IMPORTS	163,804	30.01	200,075	29.64	+ 0.37	322,698	30.59	374,317	28.54	+ 2.05
MISCELLANEOUS	114	0.02	171	0.02	.....	288	0.03	364	0.03	.....
TOTAL	545,746		675,045			1,054,935		1,311,533		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

April is down, but year's total is up 12 pct. over 1981

Three-month truck-sales rise ends

Continued from Page 26

ports — Toyota, Datsun, Mazda and Isuzu—were down 5.1 percent in April to 20,488 units, compared with 21,599 a year ago. But the four-month count was slightly higher, from 89,030 units in 1981 to 89,426 this year.

• The captive imports — LUV, Courier, Arrow and Ram 50—were down dramatically for both the month and the year, a trend which has grown steadily since the introduction of the domestic compact pickups.

During the month, only 5,970 of these captives were retailed, a decline of 67.5 percent from last year's 18,368. The four-month total was off 44.3 percent, dropping from 69,643 units in 1981 to 38,458.

April sales of the domestic compact pickups—S-10, Ranger, GMC S-15, Jeep Scrambler, Volkswagen and Dodge Rampage — totaled 31,452 units, bringing the four-month count to 115,967.

In April, dealers sold 189,192 light trucks of all types, a gain of 1.5 percent over last year's 186,479. The four-month count soared to 807,791 units, up 16 percent over the 696,264 retailed in the like period in 1981.

Medium trucks were down substantially for both the month and the January-April period. The April total was 4,009, down 55.8 percent from the year-earlier 9,076. Through April, dealers had sold only 13,818 units, off 52.7 percent from last year's 29,236.

• Heavy trucks retailed in April totaled 14,807 units, a decline of 10.9 percent from the year-ago 16,614. The four-month count dropped 4.3 percent, from 54,961 units in 1981 to 52,633.

Going into May, the number of unsold new trucks of all types in retailers' hands was down slightly from the same time a year ago, with declines in two of the three market segments.

On May 1, there were 535,713 units in inventory, a drop of 5.5 percent from the year-earlier 567,005.

During the month, 72,068 Ford trucks were retailed, an increase of 18.4 percent over the previous year's 60,846 units. The Chevrolet total was down 13 percent, from 67,215 units in April, 1981, to 58,493.

Through April, Chevrolet dealers had sold 294,001 trucks, an increase of 21.9 percent over the year-earlier 241,084 units. The four-month Ford count was 9.5 percent higher than a year ago, 263,907 units versus 240,923.

Dodge and Plymouth dealers sold 20,916 trucks during the month, an increase of 8.4 percent over the previous year's 19,297. The January-April total was up 29.4 percent, from 67,122 units in 1981 to 86,879.

GMC's retail sales were higher for both the month and the year to date. In April, 19,499 units were retailed, a gain of 1.1 percent over the year-ago 19,284. Through April, the total was 81,358 units, up 29.1 percent over the year-earlier 63,010.

Jeep dealers retailed 5,040 four-wheel-drive units during the month, down 12 percent from last year's 5,696. But the four-month total was 5 percent higher, from 18,444 units in 1981 to 19,363.

Sales of the compact Volkswagen pickup continue to slide. In April, 1,389 units were sold, down 58.5 percent from last year's 3,346 units. The January-April count was 5,409, off 55.3 percent from the year-ago 12,101 units.

Mercedes-Benz dealers sold 279 medium and light-heavy diesel trucks during the month, down 17 percent from the year-ago 336. Through April, the total was off 26.8 percent, from 1,229 units in 1981 to 900.

Sales of Toyota compact pickups, the leading non-captive import, were down 6 percent during the month, from 9,974 units in 1981 to 9,375. The four-month count, however, was up 1.5 percent, from 41,975 a year ago to 42,614 units.

Datsun dealers retailed 5,813 small pickups during the month, down 41 percent from last year's 9,853 units, while the January-April count was off 29.5 percent, from 41,794 units a year ago to 29,465.

Mazda sales during the month were 170.7 percent higher than the previous year, from 1,363 units in 1981 to 3,689. The four-month total of 11,960 units was 151 percent higher than last year's 4,763.

Isuzu dealers retailed 1,611 small trucks during the month, up 293.9 percent over the 409 units sold in April, 1981, the vehicle's first full month on the market in the U. S. The four-month total was 5,387 units, compared with only 498 last year.

Big Three March, year-to-date truck sales

	April		Year to Date	
Ford	1982	1981	1982	1981
Vans	11,488	9,076	38,863	32,504
Club Wagon	2,709	2,400	8,731	8,615
Ranger	11,425	.....	21,153	2,891
Courier	1,544	5,377	11,955	24,174
Bronco	3,679	2,556	14,081	11,480
Conventional Pickups	37,150	36,557	154,418	147,547
Mediums	N.A.	4,230	N.A.	13,712
Heavies		850		2,891
Chevrolet				
Vans	6,906	8,610	31,848	29,371
Sportvan	1,569	1,367	4,921	4,968
S-10	13,363	.....	67,822	.....
LUV	1,888	7,888	10,714	29,191
El Camino	1,526	3,363	7,441	11,729
Blazer	2,135	2,431	11,729	7,558
Suburban	2,513	2,120	11,245	7,377
Conventional Pickups	27,282	39,120	143,432	142,767
Mediums	1,311	2,316	4,849	8,123
Chrysler				
Vans	5,454	4,800	20,667	15,637
Voyager	402	527	1,895	1,794
Ram Wagon	2,927	2,133	10,094	6,451
Rampage	1,369	.....	5,826	.....
Arrow	394	1,071	2,377	4,138
Ram 50	2,144	3,032	13,412	12,140
Trail Duster	96	187	244	735
Ramcharger	1,252	605	3,624	2,125
Conventional Pickups	6,878	6,942	28,740	24,102
GMC				
Vans	2,339	2,823	9,135	7,666
Caballero	240	464	1,023	1,673
Jimmy	639	518	2,727	1,686
Suburban	945	480	3,319	1,766
Conventional Pickups	8,498	10,496	37,748	36,479
P models	268	444	1,142	1,186
Mediums	2,343	2,634	9,088	8,103
Heavies	993	1,425	4,003	4,451
S-15	3,234	.....	13,173	.....

Model breakdown

Auction Averages

	May To Date	April	March
1982	$8,885	$8,891	$9,019
1981	7,162	6,979	6,839
1980	5,512	5,472	5,439
1979	4,878	4,638	4,759
1978	3,873	3,764	3,849
1977	2,986	2,917	2,953
1976	2,173	2,183	2,281
1975	1,478	1,491	1,695
Overall Average	$4,824	$4,710	$4,781

Used car sales

Auction Averages

May to date	$4,824
Month ago	$4,592
Year ago	$4,351

factories list auction dates

Ford Motor Co.

May 18—Dallas Auto Auction, Dallas Tex.; Aptco Auto Auction, Taylor, Mich.

May 19—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Lakeland Auto Auction, Lakeland, Fla.

May 20—Nashville Auto Auction, Nashville, Tenn.

May 25 — Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26—Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, MAY 25, 1982
11 A.M.

AMC FACTORY SALE

CENTRAL OFFICE UNITS
OVER 200 UNITS
ALL MAKES & MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A BREAKFAST AND LUNCH ON US.

APTCO DETROIT

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8453, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rts. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Ken Kimball
Every Thursday, 10:30 A.M.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

—Use Automotive News Want Ads for Quick Action—

John Z. could inherit lesser role

Potential new investor lined up by DeLorean

Continued from Page 2

been discussing other more palatable possibilities.

DeLorean said the "California financial institution" which at one point seemed likely to invest up to $35 million, was still interested. "We're working right now to see how and if it all fits together," he said.

"The arrangement could very well have several other people who have expressed very substantial interest," DeLorean said. "We're looking also at the possibility of appointing a North American distributor for the U. S. and Canada and that would, of course, take care of the financial situation immediately."

He said the company has "what would amount to tentative commitments" from a number of parties.

DeLorean said the company already had shipped about 200 cars from its Eastern depot, that car sales seem to be picking up and that he hopes to have sold enough cars to dealers to pay off the remaining Bank of America debt "in a short time."

He said the dealer sales from the East "should pretty well" pay off BoA. "Our obligation is that if we don't have BoA paid off by the 27th of this month, we have to do a bulk sale or something else," DeLorean said.

The company has not yet been able to ship any cars to dealers from the Western depot, however, because of the financial condition. The 1,191 cars in the West were refinanced by Consolidated International, Inc., last month by a technical bulk sale.

"We have orders," DeLorean said. "We're working on a mechanism for shipping cars from the West."

J. Bruce McWilliams, DMC marketing vice president, said a number of dealers are reporting a substantial increase in business and that with the additional cars being made available, he expects the May sales total to double the 157 units retailed in April.

"Many of the early depositors who remained depositors but just didn't buy when the economy went down and the early price estimates went up still have residual interest," McWilliams said. "Dealers are selling the car for considerably less than sticker and many of these folks can now afford it."

He said dealers should use their depositor lists for prospecting. He also said many dealers are now painting cars, which has helped sales.

McWilliams said he has created a new, "more ballsy" set of advertising slicks which will be sent out to dealers for them to use in local newspaper advertising, referring to the DeLorean sports car as the "possible dream" and the "stainless steal."

"There's been quite a ripple in dealer advertising," he said. "In every instance, the dealers who have had sales upturns have been advertising in the local papers."

One of those dealers, Rusty Evans, of R. O. Evans Pontiac-GMC-DeLorean in Dallas, said he still has a lot of faith in the product.

"It's one of the finest cars ever made," he said. "I sold six cars in the last four days and have ordered 14 more."

Evans said he has taken several Cadillac Eldorados in trade and it seems his customers are families buying the DeLorean for a third car.

Under the company's current effort to move cars, a dealer can order six or more of the 1981 models at a price of just over $16.000, considerably less than the earlier invoice of about $20,000. In addition, dealers can subtract up to $2,000 per unit for outstanding warranty claims.

"With the rebate they're giving us, I'm selling the cars for about $20,000 and still clearing $1,500 to $2,000 profit per car," Evans said. "I can't see where it's going to go any place but up."

Recall is ordered for Cadillacs with NOx problem

WASHINGTON. — General Motors has been ordered to recall approximately 50,000 of its 1978 Cadillac vehicles to correct a defect causing the vehicles to substantially exceed allowable levels of oxides of nitrogen emissions.

According to EPA, the EGR system used by Cadillac on the 5.7 liter fuel-injected gasoline engine that powers the Seville model is causing carbon-like deposits to build up in the EGR ports. Eventually the ports clog and EGR, the prime method of controlling NOx emissions, becomes ineffective.

This is the same problem that cropped up in 1976 and 1977 Cadillac Sevilles. EPA ordered these vehicles recalled in 1980.

NOx pollution can adversely affect persons with acute respiratory illness, causing difficulty in breathing, chest pains, and bronchitis in children. In addition, NOx emissions are a major constituent in the formation of smog.

California begins to crack down on uncertified cars

SACRAMENTO. — The California Department of Motor Vehicles has begun enforcing a new law and is refusing to register vehicles with fewer than 7,500 odometer miles if they have not been certified by the California Air Resources Board.

Gary Nishite, DMV registrar, said the law prohibits residents from registering non-certified vehicles.

Any resident who acquires, sells or assists in obtaining registration for vehicles not certified by the ARB is subject to a penalty of $5,000 per vehicle.

In addition, any dealer, in California or elsewhere, who sells a non-certified vehicle to a California resident becomes subject to prosecution.

The dealer involved in such a sale also becomes subject to contract recission action by buyers who cannot register the vehicle in California.

"Out-of-state dealers will also become the subject of much closer scrutiny by the ARB," Nishite said.

Silver Helmet Award to Murphy

Former General Motors Chairman Thomas A. Murphy, center, is presented with the Silver Helmet Americanism Award at a banquet in Arlington, Va., by Ted Leszkiewicz, left, Warren, Mich., and Donald R. Russell, Springfield, Ill., AMVETS national commander. This is the highest award bestowed by the 200,000-member organization, recognizing leadership in voluntary causes.

Chrysler launches cleanup with push-pull program

Continued from Page 1

following manner: 0-25 percent, nothing; 26-50 percent, $100 per unit; 51-75 percent, $200 per unit; 76-100 percent, $300 per unit, and 101 percent and over, $400 per unit. Payments are non-retroactive.

At level 2, dealers don't get paid for the convertibles and the New Yorker. However, they receive $100 per unit extra for Turismo 2.2 and Charger 2.2 deliveries. They also qualify for import consumer rebates. And import models qualify for the same $100, $200, $300 and $400 payoff level at retail as domestic models.

If dealers order at level 3, meaning they accept 120 percent of their wholesale objective, they are paid in the following manner: 0-25 percent of retail accomplishment, nothing; 26-50 percent, $200 per unit; 51-75 percent, $300 per unit; 76-100 percent, $400 per unit, and 101 percent and over, $500 per unit. Payments are non-retroactive.

At level 3, dealers do get paid on New Yorker (but not on convertibles). They receive $100 extra for Turismo 2.2 and Charger 2.2, plus the import consumer rebates and the dealer cash payments on import retails up to the same $500 level as domestics.

Dealers have separate wholesale objectives for domestic cars/trucks and for imports. They can play at one level for domestics and another for imports.

Chrysler to build FWD components at New Castle

NEW CASTLE, Ind.—Chrysler Corp. has selected its New Castle Machining Plant here to produce four new front-wheel-drive components for the company's 1984 passenger cars and vans.

The component selections are part of Chrysler's commitment to source new products into the New Castle operation after UAW Local 371 hourly employes voted to revise their local agreement with the company last February. The revisions helped to make New Castle a more cost-competitive operation.

The new components scheduled to be built by New Castle include the front-wheel hub, bearing support and shift tube for the E model passenger car (New Yorker and Dodge 600) and T-115 van/wagon. In addition, New Castle will produce rear-wheel spindles for all of Chrysler's 1984 front-wheel-drive models. Production of the four components will start in the spring of 1983.

New Castle plant officials estimate that the new components will involve an investment of $2.5 million in tooling and equipment. Approximately 110 employes will be needed to carry out the production programs.

Chrysler Engineering is also testing a New Castle ball joint design for the T-115 and E-model cars. If the tests are successful, this product will be sourced to New Castle for the 1984 model year.

GM announces transmission fix for some X-cars

DETROIT. — General Motors is extending its warranty to cover two transmission problems in 1980 and 1981 X-cars for five years or 50,000 miles.

GM said it expects problems will develop in "only a small percentage" — perhaps 5 percent — of the 1.35 million Chevrolet Citations, Pontiac Phoenixes, Oldsmobile Omegas and Buick Skylarks built in the 1980 model year and the 1981 model year through December, 1980.

It advised car owners to keep the notification with their owners manual. GM said it will reimburse car owners who already have made the repairs.

The first problem, involving both manual and automatic transmissions, is rough differential side gears, which can damage front-axle oil seals and cause transmission fluid to leak. The fix is to replace seals and gears.

The second problem, involving only manual-transmission cars, is premature wear of shifter forks, which results in hard shifting.

GM stands firm on plan to close Cleveland plant

DETROIT. — General Motors will close its Coit Road metal fabricating plant in Cleveland within 18 months as previously announced.

UAW Vice President Owen Bieber, director of the GM department, had been negotiating with the company to keep the plant open. Under the new UAW-GM contract, GM reversed its decision to close four other plants but offered only to transfer workers from the Cleveland operation.

Some of that work will be transfered to a stamping plant in Parma, O., and to a Fisher Body operation in Lordstown, O. Under the new contract GM also agreed to move work from Coit to other GM plants if the operation was not kept open.

Bieber said the GM decision "leaves us with profound disappointment" and said the union would monitor closely "the commitments given the UAW by GM that all work transferred from Coit Road will be retained by UAW-GM workers in the U. S."

About 1,150 hourly workers and 380 salaried workers at Coit Road and another 990 on indefinite layoff will be affected.

Domestic sales climb 18 pct. for May 1-10

With eight selling days in the early-May sales period, the U.S. auto makers combined forces to retail 159,312 units, an average of 19,914 per day. Sales were up 18.16 percent from the year-ago total of 134,823, also the product of eight selling days.

General Motors sales soared 30.62 percent, to 103,977 from 79,600 last year. Ford Motor Co. reported a 5.07-percent increase, to 35,048 from 33,356. Chrysler Corp. dealers sold 16,052 new cars, up 2.49 percent from 15,662. Estimated sales of Rabbits by Volkswagen of America were 1,635, down 37.24 percent from 2,605, and the American Motors sales estimate of 2,600 was down 27.78 percent from 3,600.

GM earned 65.27 percent of the May 1-10 market, up from 59.04 percent a year ago. Ford cornered 22.00 percent, down from 24.74 percent. Chrysler had 10.07 percent, down from 11.62 percent. AMC earned an estimated 1.63 percent compared with 2.67 percent, and VWoA stood at 1.03 percent, down from 1.93 percent.

Chrysler, Ford, Lincoln, Buick, Cadillac, Chevrolet and Pontiac had sales increases in early May.

DOMESTIC SALES

	May 1-10, 1982	May 1-10, 1981
AMERICAN MTRS.	2,600†	3,600†
Chrysler	4,074	2,308
Imperial	82	188
Plymouth	6,055	6,989
Dodge	5,841	6,177
CHRYSLER CORP.	16,052	15,662
Ford	25,155	23,616
Mercury	7,686	8,061
Lincoln	2,207	1,679
FORD MOTOR CO.	35,048	33,356
Buick	24,704	15,142
Cadillac	6,535	5,056
Chevrolet	36,888	25,301
Oldsmobile	21,806	23,376
Pontiac	14,044	10,725
GENERAL MTRS.	103,977	79,600
VOLKSWAGEN	1,635†	2,605
INDUSTRY TOTAL	159,312	134,823

† Estimate

First-year sales forecast at 7,000 in U. S.

Porsche rounds out line with 944

By John A. Russell
New York Staff Writer

COOPERSTOWN, N. Y. — The Porsche 944 was introduced to the U. S. market here last week and corporate executives anticipate that 7,000 will be sold during this model year. This model is the replacement for the 924 series and engine development is based on the 928.

James Fuller, outgoing vice president of Porsche-Audi Division, said at a press meeting here that pricing was a key factor in the marketing of the new model and base price for the 944 is $18,450. Fuller said the division did not anticipate any price increases, at least for this model year.

One of the criticisms of the 924 was its rapid escalation in price since its introduction in 1976. Fuller told the meeting the division felt a pricing strategy that would last several years was decided upon with this model. While he did not rule out future price increases, he said development of a strategy on pricing was a key because the division felt it could get significantly more volume with this tactic.

Fuller was appointed to head the Volkswagen Division of Volkswagen of America two weeks ago. His successor, Peter Fischer, who will head the Porsche-Audi division, was also on hand at the 944 introduction but neither would comment on their new assignments.

• Development of the 944 began shortly after the introduction of the 924 in the U. S. While utilizing some common features of the 924 Turbo, such as the transmission, the key innovation is in engine development. Paul Hensler, technical engineer in charge of engine development on this model, said the goal was to develop an engine based on the 928 powerplant.

For manufacturing purposes, he said, it was decided that the 944 powerplant must fit into the 928 family. Executives have commented that in some quarters it has been considered half a 928 engine. But Hensler said the 2.5-liter in-line four does have features of its own. The biggest plus from a manufacturing point of view is commonality of some parts as well as materials and production methods, which makes the process more economical. He said Porsche is "dedicated to the engine family concept."

The 944 engine incorporates a Digital Motor Electronic System to control fuel injection and ignition functions as well as internal shafts which give the engine the smoothness of an in-line six.

The 944 uses the drivetrain development of the 928 in that it is a front-mounted engine and a rear transaxle linked by a rigid driveshaft tube, resulting in 50-50 weight distribution.

Standard equipment on the 944 includes sunroof, power windows, air conditioning and leather sport steering wheel.

The 944 has rack and pinion steering and fully independent suspension as well as four-wheel vented disc brakes. The 944 has a drag coefficient of $.35.

Fuller said that part of the stress in the advertising for the 944 which will break this week in print campaigns, is that the 944 is a true Porsche.

One criticism of the 924 was that it not a "true Porsche," and Fuller said the 944 answers that criticism. While first-year sales, which will run only to December, are anticipated at 7,000, Fuller made it plain that more ambitious sales goals were anticipated in future years. Response to the 944 in Europe indicates the car is a success, he said, and in the U. S. high demand is anticipated.

• This model also plays a vital role for Porsche-Audi Division, he said and for the entire division it is estimated there will be 70,000 units sold in 1982. In 1981, the division sold 63,000 units.

As for the 944, production now is 56 units per day and this will pump in the fall to 80 per day.

Fuller said the 944 will be raced this season in "C" production SCCA. This represents a change from the 924, which made its racing debut three years after it was introduced in the market.

The 944 will be positioned against what executives feel is a new segment of the sports car market. It's a "step-up car" from those who have purchased sports cars in the $14,000 to $16,000 price range.

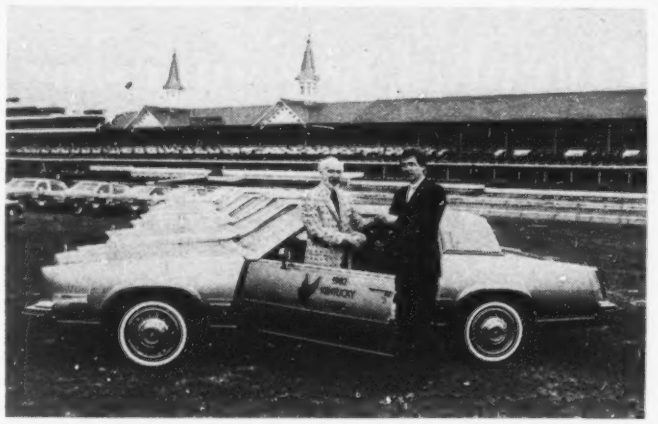
Fuller said this segment, which includes such competitors as the Datsun 280-ZX Turbo and the new Corvette, is not as crowded as other market segments.

The 944 powerplant does generate 143 HP and delivers 30 MPG at highway speeds.

The 944 rounds out the Porsche range in the U. S., according to Porsche executives here, joining the 911 Cabriolet and the 928, as well as the anticipated introduction of the 928S in the fall.

NEW CAR STOCKS

	May 1, 1982	Apr. 1, 1982	May 1, 1981
Spirit	71	76½	54
Concord	73	84	57
Eagle	80	80	37
Eagle SX/4	66	73	37
AMERICAN MOTORS	73	80	48
Horizon	89	75½	62½
TC3	101	76½	62½
Reliant	66	53	54½
Gran Fury	56	36	—
Plymouth	74	59½	56
LeBaron	72	61	71
Cordoba	93	81	78½
New Yorker	49	44	—
Chrysler	66	57	70
Imperial	77	94	81½
Omni	89½	79	56
024	98½	80	56
Aries	77	56	57
Dodge 400	112	93	—
Diplomat	59	43	75
Mirada	112	105	88
Dodge	85	67	58
CHRYSLER CORP.	76	62	58½
Escort	68½	52	59
EXP	152	97	—
Mustang	82	52	71
Fairmont	58	32	68
Granada	53	38	84
Thunderbird	95	98	114
Ford	62	61	85
Ford	71	52	70
Lynx	61	47	56
LN7	67	76	—
Capri	77	59	53
Zephyr	32	24	61
Cougar	36	31	79
XR7	87	90	113
Mercury	46	51	76
Mercury	55	49½	65
Lincoln	40	55	53
Continental	73	39	—
Mark VI	60	76	65
Lincoln	54	58	53
FORD MOTOR CO.	66	51	68
Skyhawk	135½	62	—
Skylark	58	36	44
Century	86	50	—
Regal 4-door	59	76	57
Regal 2-door	56½	81	76
LeSabre	40	55	48
Electra	61	79	57
Riviera	54½	69	51
Buick	62	58	57
Cimarron	108	84	—
Seville	85	33	77
Cadillac	55	61	54
Eldorado	64½	52	53½
Cadillac	52	56½	56
Chevette	89	45	43½
Cavalier	130	76	—
Citation	77	42	111
Camaro	31	41	63
Malibu	46½	75	61
Celebrity	137	66	—
Monte Carlo	63	103	127
Chevrolet	61	69	80½
Corvette	70	69	50
Chevrolet	69	59	76
Firenza	159	83	—
Omega	57	38	64½
Ciera	82	56	—
Cutlass Sup 4-door	52	66	42
Cutlass Sup 2-door	47	66	77
Olds 88	34	44	49
Olds 98	40	56	41
Toronado	49	65	61
Oldsmobile	52	56	56
T-1000	93	67	52
J-2000	153	98	—
Phoenix	86	53	95
Firebird	25	27	62
Bonneville	62	71	67
6000	149	74	—
Grand Prix	61	85	110
Pontiac	63	53	89
Pontiac	71	66	82½
GENERAL MOTORS	63	59	67
VOLKSWAGEN	83½	97	72
TOTAL	66	58½	66



Derby darlings

Bernard D. Rosenthal, left, president of the Kentucky Derby Festival, takes the keys to a 1982 Eldorado, one of 25 Cadillacs that served as official cars of the 1982 Kentucky Derby Festival. Karlton W. Pierce, Cincinnati zone manager, brought the keys to Rosenthal in the infield of Louisville's Churchill Downs race track. The Derby fleet included deVilles, Fleetwood Broughams and Sevilles in addition to the Eldorado. It was Cadillac's ninth consecutive year as official Derby Festival car.

Jeep prepares for new line by trying to expand market

Continued from Page 2

ager of national advertising for Jeep.

D. Dean Greb, director of Jeep marketing, said he was hopeful of continuing the CJ/Scrambler price freeze through '82 with only a small increase for '83. But this depends on continued volume increases to offset costs, he added.

Meanwhile, under their new program, officials are seeking to "make the Jeep brand more appealing to more people," said Greb. "We want to make it stand for a complete line of vehicles, and we include everybody . . . Jeep wants to take on the world of ordinary cars."

"Why drive a car . . ." is the theme created to carry that out.

Officials want to emphasize they sell more than a CJ, the vehicle most readily identified with Jeep; that they are, in fact, full-line producers.

Thus, TV advertising, for example, combines several products into one commercial, with short vignettes to emphasize them.

In one commercial, a stranded motorist's girl friend hops into a CJ that passes by, while the motorist offers to get "rid of my car." Again, a Wagoneer commercial has the upscale owner saying he bought it as a second car "then I realized, what did I need the first one for?"

AMC kicked off the theme in a special print ad that asked: "Why drive a car . . . when you can drive a legend, Jeep CJ . . . when you can drive America's newest import fighter (Scrambler) . . . when you can drive America's versatile week-day, weekend vehicle, Jeep Cherokee . . . when you can drive the ultimate wagon, Jeep Wagoneer Ltd . . . (and) when you can drive the only truck built Jeep tough, Jeep pickup . . ."

Expanded network TV, as well as spot in 108 4WD markets, along with more magazine and newspaper is being used. Traditional 4WD upscale media are being retained. Compton Advertising, New York, is the agency.

New-car inventory climbs to 66 days, 1.2 million units

Continued from Page 1

percent, and luxury, 6.61 percent.

The May 1 days-supply figures by market class were:

Subcompact—Lynx, 61; Eagle SX/4, 66; LN7, 67; Escort, 68½; Spirit, 71; Rabbit, 83½; Firenza, 86; Horizon, 89; Chevette, 89; Omni, 89½; T1000, 93; 024, 98½; TC3, 101; Skyhawk, 124; Cavalier, 130; EXP, 152, and J2000, 153.

Compact — Firebird, 25; Camaro, 31; Zephyr, 32; Omega, 57; Fairmont, 58; Reliant, 66; Concord, 73; Aries, 77; Capri, 77; Citation, 77; Eagle, 80; Mustang, 82; Phoenix, 86; and Skylark, 135½.

Intermediate — Cougar, 36; Malibu, 46½; New Yorker, 49; Cutlass two-door, 47; Cutlass four-door, 52; Granada, 53; Gran Fury, 56; Regal two-door, 56½; Regal four-door, 59; Diplomat, 59; Grand Prix, 61; Bonneville, 62; Monte Carlo, 63; LeBaron, 72; Cutlass Ciera, 82; Century, 86; XR-7, 87; Cordoba, 93; Thunderbird, 95; Dodge 400, 112; Mirada, 112; Celebrity, 137, and 6000, 149.

Standard — Olds 88, 34; LeSabre, 40; Olds 98, 40; Mercury, 46; Electra, 61; Chevrolet, 61; Ford, 62, and Pontiac, 63.

Luxury — Lincoln, 40; Toronado, 49; Riviera, 54½; Cadillac, 55; Mark VI, 60, Eldorado, 64½; Corvette, 70; Continental, 73; Imperial, 77; Seville, 85, and Cimarron, 108.

Millionth vanity plate is sold in California

SACRAMENTO. — The California Department of Motor Vehicles has sold its one-millionth personalized license plate in a program that began in 1970.

The sales have brought in $55.5 million.

obituaries

Eldred R. Crow

LAKEWOOD, N. J.—Eldred R. Crow, 89, who owned a Ford dealership in Westfield from 1920 until he retired about five years ago, is dead. He was a past president of the New Jersey Automobile Dealers Assn.

Joseph T. Hahn

MONTCLAIR, N. J.—Joseph T. Hahn, 75, owner of Clairmont Cadillac Co. in West Caldwell, N. J., and a champion squash player, is dead. He operated a dealership in Trenton, Mich., before moving to Montclair in 1959. He held 28 championship squash titles in the U. S. and Canada.

Robert J. Geisel Sr.

PLEASANTVILLE, N. J.—Robert J. Geisel Sr., 69, a Dodge dealer here since 1954, died recently. He had been an auto salesman for six years before becoming a dealer.

Edwin L. Stohlman Jr.

ALEXANDRIA, Va.—Edwin L. Stohlman Jr., one of this year's Time Magazine Quality Dealer Award winners and a former president of the Automotive Trade Assn. National Capital Area, died recently. He started in the family auto business at Stohlman Chevrolet in 1947 and formed Stohlman Oldsmobile in 1968. It was later expanded to include Saab and Datsun at the same Stohlman Plaza site here. He was chairman of the Oldsmobile National Dealer Council.

Stuart C. Holman

FT. LAUDERDALE, Fla.—Stuart C. Holman, 86, chairman of Holman Enterprises, an organization with seven New Jersey dealerships, a remanufacturing facility and a leasing company, is dead.

John A. MacPhee

NORWOOD, Mass. — John A. MacPhee, 65, president of Mac Moran Chevrolet here, died April 26. Mr. MacPhee and his late partner, Page Hansen, founded Hansen-MacPhee Engineering Co., Inc., in the early 1950s to distribute Volkswagens. He founded the Chevrolet dealership in the mid-'60s.

Vernon A. Dupy

LIGHTHOUSE POINT, Fla.—Vernon A. Dupy, a retired General Motors executive, died April 3. He was general sales manager of what is now GM's AC-Delco operation and was with GM 40 years.

But total of 127,047 is far below last year's 172,443

Week's car output highest of 1982

By Patricia Hoffman
Staff Writer

With six assembly points working Saturday, domestic auto production last week was the highest this year.

The makers scheduled 127,047 units last week, a gain of 3.95 percent over 122,214 the previous week, but down 26.33 percent from 172,443 in the comparable 1981 week.

So far this year, the auto manufacturers have finished 1,826,275 units, down 28.98 percent from 2,571,372 in last year's comparable period.

Breakdown for the week by company is: General Motors, 62.35 percent; Ford Motor, 25.63 percent; Chrysler Corp., 8.34 percent; Volkswagen of America, 2.50 percent; American Motors, 1.10 percent and Checker Motors, 0.08 percent.

Three GM and three Ford plants operated six days last week. They were GM's Tarrytown, Van Nuys and Wilmington points and Ford's Kansas City, San Jose and Wixom plants.

Idle last week for inventory control was Ford's Lorain facility.

Downtime continued last week at Chrysler's Belvidere plant. Operations were halted May 3 for inventory control and are scheduled to resume today (May 17).

GM's Janesville facility remained idle last week for model changeover. The plant is slated to return June 1 with production of the Cadillac Cimarron.

GM's Oklahoma City plant, which was idled Jan. 15 for model changeover, returned May 3 with production of both A-cars (Chevrolet Celebrity and Buick Century) and X-cars (Chevrolet Citation). Both types will be produced on a new "flex assembly line" which, according to a GM spokesman, is the company's only assembly line capable of building more than one type.

Oklahoma City is building 75 cars an hour on one shift on the flex line, and about 20 percent are A-cars. Approximately 2,300 workers have been called back from indefinite layoff.

Also at GM, on June 1, the second shift will resume at the Fairfax facility. The plant builds Buick LeSabre, Chevrolet Caprice and Oldsmobile 88. About 2,000 workers will be called back from indefinite layoff.

The second shift will also resume June 1 at GM's Lansing plant. The plant builds Oldsmobile Cutlass and Cutlass Supreme. About 2,200 workers will return from indefinite layoff.

VWoA's Westmoreland facility returned May 3 following a two-week shutdown to control inventory. Production resumed with output cut from 749 units a day to 633 units a day.

AMC's Kenosha point will be idled for two weeks starting May 31. When operations resume June 14, the plant will produce the new Alliance.

On June 21, GM's Willow Run plant will increase production of the Omega and Skylark from 50 units an hour to 70 on two shifts, recalling 1,800 workers from indefinite layoff.

Truck production advances to 51,138, highest of year

Overtime schedules at four U. S. assembly points and the return of two facilities upped last week's truck production to the highest point so far this year.

Output last week was targeted at 51,138 units, a 15.82 percent gain from 44,152 the previous week, and up 21.31 percent from the comparable 1981 period.

Year-to-date, 731,686 trucks have been assembled, an 8.24 percent gain from 675,965 units built through May 16 last year.

General Motors' Pontiac (S-truck) line and St. Louis facility both operated Saturday.

Working both daily and Saturday overtime last week were Ford Motor's Lorain (van) line, and Chrysler Corp.'s Warren truck facility. It was the 11th consecutive week of overtime at Warren.

The Ranger line at Ford's Louisville point resumed production last week after it being idle one week for inventory control.

Also back was International Harvester's Ft. Wayne facility.

Downtime has been extended until early June at GM's Pontiac (coach) plant. The partial shutdown at the facility began May 3 with operations originally slated to resume last week. The downtime has been extended to five weeks and will result in approximately 1,000 workers on indefinite layoff.

Production was cut at Volkswagen of America's Westmoreland facility when the plant returned from a two-week shutdown May 3, following inventory adjustments. Output at the point was cut from 107 units a day to 91 units a day.

Chrysler's Belvidere point remained idle last week for the second of a two-week shutdown to control inventory. Operations are scheduled to resume today (May 17).

American Motors' Toledo (Jeep) facility will be idle two weeks starting May 31.

N.H. sues dealer, alleging deceptive trade practices

CONCORD, N. H. — The state attorney general's office is suing a Salem dealership, charging that it refused to return customer deposits, stamped hidden terms on purchase agreements and followed other deceptive trade practices.

The suit was filed in Rockingham County Superior Court after the attorney general's office and the dealership, Fitzgerald-Hicks Toyota-Dodge, failed to negotiate a settlement.

The suit seeks a $10,000 civil penalty for each violation and restitution if the dealership loses its case. The state claims the dealership refused to return customer deposits when there were no valid purchase orders.

Saab 900 honored

ORANGE, Conn. — The Saab 900 sedan has been selected as the "Best Executive Car" by the editors of What Car? magazine in Great Britain.

Overtime at GM boosts Canadian auto production

Saturday overtime at General Motors' Oshawa (No. One) car facility helped boost last week's estimated auto production in Canada 2.82 percent from the previous week. Output was 7.97 percent above that of the year-ago week.

Estimated production last week rose to 21,711 units from 21,116 the previous week and 20,109 in the same week last year.

Year-to-date, the makers have finished 334,919 cars, up 2.79 percent from 325,833 in the comparable 1981 period.

Truck production last week dropped 2.92 percent to 12,582 from 12,961 the previous week, but output rose 11.58 percent from 11,276 in the comparable week last year.

So far this year, the truck manufacturers have built 198,792 units, down 8.09 percent from 216,292 at this time in 1981.

GM's Oshawa (No. One) facility operated six days last week with Saturday overtime slated for May 29.

GM's Oshawa (No. Two) and Ste. Therese car plants both continue to operate on one shift.

Daily overtime continued last week at Ford Motor's St. Thomas car point. The plant is operating on two nine-hour shifts Monday through Thursday, with both shifts resuming to normal eight-hour production on Friday.

Regular production schedules were reported at all other car and truck facilities last week.

U. S. CAR PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
AMERICAN MOTORS	1,400*	3,000*	1,400*	2,800*	40,854*	21,750*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,600	20,617	10,914	21,514	317,944	220,831
Plymouth Total	3,800	12,046	4,349	8,149	160,855	92,440
Horizon	.....	4,296	.....	.....	60,676	26,511
Reliant	3,800	7,750	4,349	8,149	90,592	65,929
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,700	.....	2,794	5,494	22,098	42,634
LeBaron	2,700	.....	2,794	5,494	17,236	42,634
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	4,100	8,571	3,771	7,871	134,991	85,757
Omni	.....	3,501	.....	.....	46,725	24,616
Aries	3,300	5,070	2,997	6,297	71,940	49,439
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	774	1,574	.....	11,702
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	32,562	36,931	31,676	64,238	543,785	399,748
Ford Division	21,475	24,351	21,759	43,234	375,285	252,134
Escort	8,927	6,862	9,655	18,582	145,505	109,783
Fairmont	4,726	6,052	3,508	8,234	79,244	14,684
Must./Must. II	4,135	4,312	4,060	8,195	58,987	46,469
Granada	3,374	2,611	2,981	6,355	29,825	38,832
Thunderbird	.....	2,155	1,305	1,305	28,076	12,645
Ford	.....	2,359	.....	.....	33,648	.....
EXP	313	.....	250	563	.....	2,721
L-M Division	11,087	12,580	9,917	21,004	168,500	147,614
Mercury Total	8,692	10,530	7,503	16,195	143,308	109,892
Lynx	2,635	2,278	2,569	5,204	50,163	33,020
Capri	701	2,032	820	1,521	19,225	11,214
Zephyr	1,615	2,049	856	2,471	22,221	13,010
Cougar	1,864	1,753	1,043	2,907	14,941	19,477
XR-7	.....	1,096	328	328	11,808	3,965
Mercury	1,840	1,322	1,844	3,684	24,950	28,532
LN7	37	.....	43	80	.....	674
Lincoln Total	2,395	2,050	2,414	4,809	25,192	37,722
Continental ('82)	478	.....	482	960	.....	8,073
Lincoln	1,197	1,026	1,207	2,404	12,145	16,308
Mark VI	720	1,024	725	1,445	13,047	13,341
GENERAL MOTORS	79,215	107,637	75,155	154,370	1,593,155	1,145,506
Buick Division	18,270	21,451	17,792	36,062	369,616	270,054
Skylark	3,257	5,885	3,187	6,444	100,353	49,108
Skyhawk J	3,775	.....	3,700	7,475	.....	33,622
Century	2,463	2,518	2,357	4,820	72,231	45,517
Regal	4,555	7,944	4,408	8,963	107,379	69,287
Buick	3,200	3,696	3,116	6,316	65,784	59,566
Riviera	1,020	1,408	1,024	2,044	23,369	12,954
Cadillac Division	5,340	4,254	5,337	10,677	109,853	91,871
Cimarron	.....	123	.....	.....	522	1,401
Seville	580	477	578	1,158	11,567	9,521
Eldorado	1,160	1,525	1,172	2,332	25,925	24,121
Cadillac	3,600	2,129	3,587	7,187	71,839	56,828
Chevrolet Division	28,255	42,091	25,772	54,027	560,274	352,763
Chevette	7,120	8,263	6,237	13,357	123,999	77,694
Cavalier	1,515	2,138	1,376	2,891	8,337	33,787
Celebrity	2,715	.....	2,809	5,524	.....	24,967
Camaro	5,245	3,843	4,886	10,131	51,253	81,543
Citation	5,565	9,936	4,267	9,832	141,124	58,002
Malibu	3,335	8,155	3,366	6,701	104,585	36,911
Monte Carlo	1,710	4,519	1,768	3,478	54,153	20,939
Chevrolet	450	4,[illegible]	456	906	64,835	7,762
Corvette	600	[illegible]	607	1,207	11,988	11,158
Oldsmobile Division	14,047	24,548	14,035	28,082	374,481	283,180
Omega	1,775	3,260	1,792	3,567	60,153	31,767
Firenza	1,025	.....	1,055	2,080	.....	26,668
Cutlass	2,400	13,062	2,401	4,801	185,212	69,080
Cutlass/Ciera	2,587	.....	2,567	5,154	.....	44,011
Oldsmobile	5,420	7,022	5,365	10,785	109,377	98,836
Toronado	840	1,204	855	1,695	19,739	12,818
Pontiac Division	13,303	15,293	12,219	25,522	178,931	147,638
Acadian†	360	658	362	722	8,747	4,856
J2000	1,209	1,677	1,140	2,349	8,083	10,252
T1000	1,566	2,617	1,514	3,080	22,915	7,801
Firebird	3,887	2,280	3,414	7,301	22,496	46,445
Phoenix	1,575	2,903	1,361	3,036	46,799	13,704
Grand Prix	1,798	3,002	1,701	3,499	39,955	28,582
Bonneville ('82)	1,798	.....	1,747	3,545	.....	28,576
A6000	1,010	.....	980	1,990	.....	7,422
LeMans	.....	1,830	.....	.....	24,044	.....
Pontiac	.....	326	.....	.....	5,892	.....
VOLKSWAGEN	3,170	4,158	2,969	6,139	74,801	37,077
CHECKER	100*	100*	100*	200*	833*	1,363*
Total Cars, U. S.	127,047	172,443	122,214	249,261	2,571,372	1,826,275

TRUCK PRODUCTION IN U. S.†

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
CHEVROLET	17,300	13,325	16,762	34,062	222,114	249,585
DODGE	2,400	2,971	2,835	5,235	34,019	48,220
FORD	20,583	16,131	14,384	34,967	243,074	259,523
GMC	6,160	4,277	5,960	12,120	73,138	92,605
INTERNATIONAL	1,195	1,430	740	1,935	27,434	19,286
VOLKSWAGEN	450	1,031	421	871	18,275	6,647
JEEP	2000*	1,500*	2,000*	4,000*	33,486*	31,990*
AM GENERAL	50*	90*	50*	100*	1,625*	830*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	22,800*	23,000*
Total Trucks, U. S.	51,138	42,155	44,152	95,290	675,965	731,686

CANADIAN TRUCK PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
CHRYSLER CORP.	2,543	1,987	2,501	5,044	27,717	38,352
FORD MOTOR	3,741	3,697	3,741	7,482	66,396	50,308
GENERAL MOTORS	6,028	5,342	6,447	12,475	117,410	105,445
INTERNATIONAL	270	250	272	542	4,769	4,687
Total Trucks, Canada	12,582	11,276	12,961	25,543	216,292	198,792
N. American Trucks	63,720	53,431	57,113	120,833	892,257	930,478

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
AMERICAN MOTORS	600	851	610	1,210	11,973	10,210
CHRYSLER CORP.	3,440	.....	3,485	6,925	12,410	63,207
FORD MOTOR	9,081	7,423	9,041	18,122	79,822	114,065
GENERAL MOTORS	8,365	11,610	7,755	16,120	217,500	143,330
VOLVO	225	225	225	450	4,128	4,107
Total Cars, Canada	21,711	20,109	21,116	42,827	325,833	334,919
N. American Cars	148,758	192,552	143,330	292,088	2,897,205	2,161,194
N. American Trucks	63,720	53,431	57,113	120,833	892,257	930,478
North American Cars and Trucks	212,478	245,983	200,443	412,921	3,789,462	3,091,672

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 5/24/82

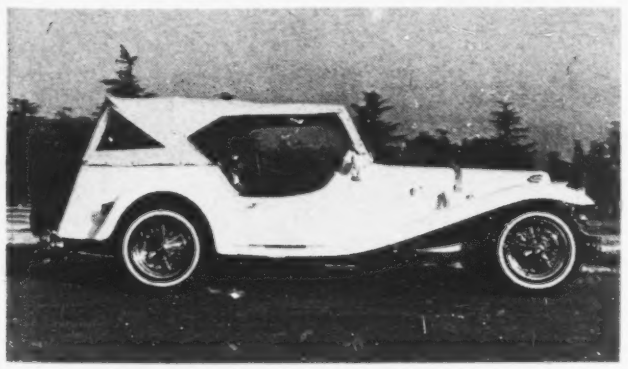
Automotive News

May 24, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Piper on the way



New Rogue heads for marketplace

Piper Automobile Co. plans to build this front-engine V-8 Piper Rogue, making heavy use of Ford components, at Salina, Kans. Piper Automobile is the creation of William H. Piper, grandson of the founder of Piper Aircraft. The Rogue is priced at "under $30,000" and Piper says distribution will begin this summer.

Import inventory climbs as sales pace slips back

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. climbed during April, partly as a result of an increase in Japanese-built units, but mostly because of a decline in the selling rate.

The importers and their dealers opened May with a 56-day supply of new cars in inventory, up from 49 days a month earlier. The May 1 import supply compared with a 66-day stock of domestic cars.

Importers and their dealers had 368,113 new cars in stock May 1, up from 366,059 a month earlier.

The inventory of new imported pickup trucks totaled 171,097 May 1, a 168-day supply, up sharply from the 158,157-unit stockpile a month earlier, which was a 104-day supply. Again, the increase in supply was due more to lower sales rate than to the unit count increase.

The combined car and truck inventory was 542,710, a 72-day supply, compared with 524,216 April 1, a 58-day supply.

Although the general inventory trend was up, some shortages persisted. Honda, Toyota, Mercedes-Benz, BMW and Subaru were all carrying lean inventories May 1.

Sales leader Toyota had only a 29-day stockpile, although that was an improvement over its meager 21-day supply a month earlier. Shortest supply was the 24-day stock of Mercedes-Benz, followed closely by Honda's 26-day inventory.

BMW was on the lean side with a 37-day supply and Subaru had a 38-day stock.

• The inventory of Japanese-built new cars in the U. S. totaled 259,813, up from 254,368 a month earlier. But the days-supply figure jumped from 42 to 52 days during the month.

Other Japanese nameplates and their days-supply figures were: Mazda, 59 days; Datsun, 86 days, and Isuzu, 131 days. Chrysler Corp. had a 186-day supply of Mitsubishi-built Colts, Champs, Challengers and Sapporos.

The stockpile of West German-built cars totaled 59,600, down from 63,100 a month earlier. The May 1 figure was a 78-day supply, down from 79 days a month earlier.

In addition to the lean stocks of Mercedes-Benz and BMW, German inventory included a 52-day supply of Porsches, a 116-day stock of Audis and a 130-day supply of German-built Volkswagens.

New-car inventories of some other import nameplates showed that the monthly advance was mainly due to the Japanese buildup, as many European stocks were down.

Inventories of other lines included Jaguar, 47 days; Volvo, 54 days; Renault, 58 days; Saab, 78 days; Peugeot, 102 days; Fiat, 107 days, and Alfa Romeo, 114 days.

The over-500-day supply of DeLoreans was somewhat misleading, because a large percentage of the cars have not yet been shipped to dealers and sales have been held down.

Days-supply figures for new imported pickup trucks in stock May 1 were: Mazda, 93; Toyota, 103; Chrysler Corp./Mitsubishi, 110; Isuzu, 189; Datsun, 223; Chevrolet LUV, 226, and Ford Courier, 336.

House expected to follow same path

Senate votes to trash U.C. rule

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Flexing its newly acquired legislative veto muscle, the Senate bombed the proposed FTC Used Car Rule halfway out of the water last week.

With NADA executives watching from the gallery, it voted 69 to 27 to veto the rule that would have required dealers to tell potential used-car buyers what warranties were offered on used cars and whether the dealer knew of any major defects in the vehicles. Such disclosures would have been made by way of a window sticker.

The veto measure now goes to the House of Representatives where it is expected to pass. Should that occur, it will mark the first time Congress has vetoed an FTC rule under powers it gave itself in the FTC Improvement Act. More than 218 members have indicated they intend to support a veto of the rule, reliable sources told Automotive News.

At press time, the House Energy and Commerce Committee had passed the veto measure, and the full House is expected to take it up this week.

The vote must occur in the full House by the end of business this Wednesday or the rule goes into effect. Opponents of the veto, like Rep. Toby Moffett, Connecticut Democrat, allow that parliamentary maneuvering to keep the veto resolution from being voted on is within the realm of possibility, but "it doesn't look very hopeful," he said.

Car and truck dealers, who through the political action committees have given more than $450,000 over the past two years to those in the Senate and House who support their position and more than $800,000 to all office holders and candidates, object to the rule. They say it will force them to inspect every used car and open them to additional liabilities while raising the prices of all used cars.

• Proponents of the rule maintain it does no such thing; that it asks the dealer to tell only what he knows when taking normal delivery of a used car and thereby address a problem Congress specifically told the FTC to get into more than eight years ago; that is, putting the customer on the same footing as the dealer.

"The vote is a disappointment for the commission and a significant setback for the American consumer," said FTC Commissioner Patricia P. Bailey who has been leading the commission's fight in Congress to keep the rule.

"If you can't get through Congress a measure requiring used-car dealers to tell buyers what they know about the cars they sell, then the outlook is exceedingly troubled" for the rest of the FTC's actions, she said.

NADA Executive Vice President Frank McCarthy said the Senate action confirmed what his group has maintained all along: That the FTC exceeded its authority by in effect forcing dealers to inspect used cars.

"Last year, 51 Senators sent the agency a letter telling it so," he said. "It's clear to us the Senate vote is a reaffirmation of that. 'You've gone too far,' the Senate said."

Chief sponsor of the veto resolution, Senator Larry Pressler, South Dakota Republican, said it was a victory for consumers because the rule was so complicated as to be incomprehensible.

"It would have created a lawyer's paradise" because no one can understand the 50-page regulatory document that accompanies the rule and sets out its requirements and limitations, he said.

"It can't be understood by dealers, let alone consumers," he said.

Senator Robert Kasten, Wisconsin Republican and leader of

Continued from Page 66, Col. 1

breaking news

Chevrolet to market Isuzu small car

DETROIT. — General Motors and Isuzu have reached agreement under which Isuzu will supply 300,000 small cars a year to be marketed by Chevrolet under its own nameplate. The car will be smaller than a Chevette.

AMC cuts Le Car prices, adds incentives

SOUTHFIELD, Mich.—AMC lowered the sticker price of base three-door Le Cars by $200 to $4,795; of three-door Deluxe models by $300 to $4,995, and five-door Deluxe models by $300 to $5,295 for '82 models delivered between May

See BREAKING NEWS, Page 8, Col. 1

But majority are expected to sign up for program

Chrysler dealers unenthused by buildout plan

By Joseph Bohn
Marketing Editor

Chrysler dealers aren't exactly overwhelmed by the payoff numbers in the company's current buildout program, but the majority are expected to sign up for it.

The close-out is offered in lieu of a 5 percent carryover allowance. Dealers have until May 25 to make up their minds whether to get in.

The program drew opposition from some dealers because payoff levels didn't match what a 5 percent carryover allowance would have been worth.

Also, there was objection to having to order more units which, it was felt, would eat up incentive money in additional floorplan costs.

Even at the highest level, where a dealer orders 120 percent of his wholesale quota, it was pointed out, the payoff would only average $225 per unit for someone with a 100-unit retail objective.

(The figures work out to zero for the first 25 percent of objective; $200 a unit on the next 25, or $5,000; $300 on third 25 or $7,500 and $400 per unit on the last 25 or $10,000. The total $22,500, for example, would average $225 over 100 units.)

And, of course, payoff levels for dealers ordering only 80 percent or 100 percent of required wholesale fall below even that $225 average.

Reactions from dealers varied widely.

One Detroit-area Chrysler-Plymouth ad association member said his group "liked the numbers, so I guess they'll go for it."

Elsewhere, a Dodge dealer described it as "nothing overly exceptional, exciting. Not as good as last year's" (when Chrysler paid 3 percent on Omni/Horizon regular models and 5 percent on other cars and trucks).

Some Eastern and Southern dealers expressed outright hostility.

Chrysler lowered retail sales quotas for dealers last week, a move interpreted by some as intended to mollify ruffled dealers.

Officially, Chrysler said it had

Continued from Page 66, Col. 4

NEWSPAPER
AN JAN83
MD20814CNGLIAO DE INO95 92
ACG EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

A new Corvette, 4 trucks coming

Chevy to repackage, prune lineup for '83

By Jim Plegue
Staff Writer

Chevrolet will prune some models from its lineup and repackage a few others in an attempt to make its 1983 products more palatable to car buyers.

In addition, the Chevrolet lineup will have several new models for '83—four new trucks and the much-ballyhood redesigned '83 Corvette (which may debut this winter).

The new truck models are a four-wheel-drive S-10, an Extended Cab S-10, and two new S-10-based "junior" Blazers. The Extended Cab model will be available in two-wheel and four-wheel-drive versions with rear-quarter windows, two trim levels and optional rear jump seats.

The mini Blazers will be offered in two models--a two-wheel-drive and a four-wheel-drive version. Blazer will be built on a 100.5-inch wheelbase and will have two uplevel trim levels.

• Standard Blazer and S-10 engine for 1983 will be Chevy's new 2.0-liter four-cylinder J-car engine (with electronic fuel injection). An optional five-speed transmission will be offered on all 1983 S-10 and Blazer models, while an automatic overdrive will be available on selected models.

The current fullsize Blazer model will continue for 1983, available only with diesel engine and four-speed transmission.

Models being culled from the Chevy line for 1983 are the Caprice Coupe (there will be no two-door fullsize Chevy next year), the Impala wagons, the Malibu four-door (just a wagon will be offered in that series) and the price-leader Cavalier Cadet models.

Discontinuing the Cadet models is part of Chevy's major overhaul of its Cavalier series, which has never met sales expectations. The Cadet models were introduced early this year as a means of fighting price resistance to the J-car models.

For 1983, Cavalier will be offered in two trim levels—base and Cavalier CS. Coupe, sedan and wagon models are offered in both levels, but the two-door hatchback is available only in CS trim.

• In packaging terms, base Cavalier models for 1983 will be a step above Cadet but a notch below the current base Cavalier. Cavalier CS versions will be a step above the current base Cavalier but below the current Cavalier CL series, which will be discontinued.

Much of the equipment which was standard on base Cavalier will be optional in '83. These items include remote trunk/hatch/tailgate release, rear-window defogger and wheel trim rings. The locking fuel-filler door has been dropped entirely from the line.

Although the CL series will be dropped, an optional CL Equipment package will be available on Cavalier CS models.

At introduction time in the spring of 1981, Cavalier had much more standard equipment than domestic makers traditionally install on their cars. Consequently, it had a higher price tag. The moves for 1983 may allow Chevrolet to price the Cavalier competitively.

Cavalier standard engine for 1983 will be the Chevy 2.0-liter with electronic fuel injection. A five-speed manual transmission will be optional on all 1983 models.

In other powertrain changes, Chevrolet will drop the 4.4-liter V-8 engine option from its Chevrolet, Monte Carlo and Malibu/El Camino lines next year.

A 5.0-liter V-8 engine will be a new option in 1983 Monte Carlo. El Camino gets the Oldsmobile-built 5.7-liter V-8 diesel engine as a new option next year.

On its Citation model, Chevrolet will drop the X-11 Sport Equipment Package but will make a "Sport Decor" option available on the two-door hatchback model and will expand the high-output 2.8-liter V-6 availability to all models.

The new front-drive Celebrity will also be repackaged for 1983. The current CL trim level will be dropped while the CS trim will receive some upgrading and become the new CL trim. Several new stereos will also be added to the option list.

Most of the carryover 1983 Chevrolet models will receive little in the way of exterior changes, other than some new paint schemes. Monte Carlo will have a new grille next year, while Chevette will have color-keyed bumpers and a black finish on exterior trim pieces. Scooter versions of the Chevette will have upgraded interior/exterior trim levels.

Seville becomes limousine

When is a Seville not a Seville? When American Custom Coachworks, Beverly Hills, Calif., stretches it four feet, raises the roof two inches and adds hot and cold running water, color TV, electronic bar, dual window dividers and other luxuries. The stretched Sevilles retail for about $65,000.

New contract gives AMC product boost

By Marjorie Sorge
Labor Editor

The new UAW-American Motors contract has been ratified, giving AMC a boost in its new-product program.

In a second try by Local 12 officials and international UAW officials, the Jeep plant in Toledo last week voted by about 70 percent to approve the new agreement. It voted down the pact earlier this month because of local problems.

All AMC U. S. locals had to approve the new contract before it could go into effect and Local 12's "no" was able to torpedo the agreement. Locals 72 and 75 in Milwaukee and Kenosha approved the pact earlier this month on the first vote.

The new contract provides an employe investment plan from hourly workers worth between $110 million and $115 million. Salaried workers will also have a similar investment program for a total employe investment of $150 million to be used for AMC's new-product programs.

Richard T. MacCracken, AMC labor relations vice president, said the ratification "gives us a better opportunity to keep on schedule (for new products)." He said any slowdown in that schedule would not be due to a lack of resources.

AMC is planning to call back 1,200 workers at the Kenosha plant this fall when the new Alliance goes into production, MacCracken said. Others may be called back at Toledo when the new downsized Jeep XJ goes into production in early 1983.

• According to MacCracken, the Toledo workers were upset about certain local problems that were not solved during the international contract talks. Those included absenteeism problems and the summer downtime vacation schedule. This year, AMC plans to close the Toledo plant the weeks of June 7 and 14 for changeover. The normal time is in early July which the workers prefer.

MacCracken said AMC has told the Toledo workers it will take the vacation and the absenteeism program under consideration. The absenteeism program allows workers who are absent to be disciplined under a specific formula.

The new contract, which covers the 14,000 workers at AMC, also provides: A prepaid legal services program, equality of sacrifice by the salaried workers, a reopener, extended health care and insurance protection for laid-off workers, and a commitment from AMC to support auto content legislation.

It also provides that all money invested by the workers be repaid at 10 percent interest beginning in 1985. Those workers will invest six quarterly cost-of-living-increases, up to a maximum of $1.20 an hour; their yearly 3 percent increase in base wages and, either 21 or 28 days' pay, depending on the local.

Contract negotiations between the UAW and AMC have been going on for about seven months. It was the first time all three AMC locals had bargained together. Previously, Toledo and the two Wisconsin locals bargained separately.

Lawsuit charges engine is defective and a safety hazard

Class action filed against GM for Cadillac V-8-6-4

By Marjorie Sorge

A class-action lawsuit has been filed in Baltimore Superior Court against General Motors charging that the Cadillac V-8-6-4 engine is defective and a safety hazard.

The suit, filed by Stuart M. Salesbury and Max R. Israelson, of Israelson & Jackson, asks for a jury trial. It charges GM with strict liability, negligence, breach of warranty, violation of the Magnuson-Moss Warranty Act, misrepresentation and negligent misrepresentation.

It was filed on behalf of Bernard A. Band, Potomac, Md., and Kensington Veterinary Hospital, Kensington.

Salesbury said there are about 2,500 V-8-6-4 owners in Maryland.

According to the suit, the V-8-6-4-powered cars have a nozzle sticking problem which causes the engine to stall during normal operation, cutting out the power steering and brakes.

It further charges that the engine lags, surges, is imbalanced and shifts constantly between the 8-6-4 modes and has a variation in the power output. In addition, the suit says there is a vibration throughout the vehicle and there is spark plug knock.

It further charges that GM either "knew or should have known of the defects and failed to correct them, failed to warn . . . about them and failed to recall said vehicles which were and are unsafe and dangerous."

The suit asks for $100 million in compensatory damages, $100 million in punitive damages and for costs and expenses of the suit.

• There are seven other class-action lawsuits which make similar charges in New Jersey, Illinois, Texas, Ohio, Pennsylvania, New York and California. There is also a product liability case, filed in U. S. District Court in Dallas, which charges GM is liable for a death which allegedly occurred when a V-8-6-4-powered car surged forward.

In addition, a group of more than 50 Cadillac and GM diesel car owners have written a letter to GM Chairman Roger Smith and President F. James McDonald demanding a meeting by June 1, according to UPI.

The letter charges that GM sold the owners "lemon automobiles for thousands of dollars . . . automobiles that hesitate constantly and stall repeatedly."

It says that if the meeting is not held, the signers will join in a nationwide boycott of GM cars.

The letter was written by Russell Mokhiber, a former associate of Ralph Nader, on behalf of the GM car owners. While GM spokesmen said the company has not yet received the letter, Mokhiber said it was mailed on May 14.

He said he wrote letters to many Cadillac V-8-6-4 owners who wanted action taken. Some of those owners want to start an advertising campaign against GM, he said.

According to Gary Hunter, whose name is listed in the letter, Mokhiber's original correspondence asked for a $50 contribution to defray costs of advertising. He said he did not contribute any money and was "surprised" his name had been included in the letter to the GM executives.

Mokhiber said he has done some research on an advertising campaign but none has yet been started.

The V-8-6-4 was introduced by Cadillac in 1981 as a fuel saving device. It runs on either eight, six or four cylinders depending on the power needed. It was replaced in 1982 by a new V-8. Only the Cadillac limousines continue to have the V-8-6-4 as standard equipment.

A Cadillac spokesman said GM has no comment on the lawsuit because of the pending litigation. But, he said, GM has increased its warranty of the V-8-6-4 and fully backs the engine.

He also had no comment on the letter.

Corvair concours

A two-day Corvair convention in Phoenix attracted about 30 restored cars for a concours and race. The event was sponsored by the Cactus Corvair Club of Arizona.

index

Advertising news	62
Auction reports	54
Classified advertising	56
Editorial page	10
Production by makes	68
Registrations, car, truck	14, 42
Truck highlights	14

57th year — No. 4916

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

truck watch

By Jack Walsh
Truck Editor

Pat Kaine, International Harvester Truck Group president, says company forecasts indicate that a unique opportunity has developed wherein the high end of Class 2 to Class 4 trucks will be the emerging market in the 1980s.

It was in anticipation of the expanding market for Class 3 and 4 trucks especially that International announced the new "I-Series" last January, he told the Private Truck Council of America recent annual meeting in Chicago.

These trucks, manufactured in Italy by IVECO B.V., the Fiat commercial-vehicle subsidiary, are being offered through selected IH dealers in the U. S. and Canada.

A five-cylinder Deutz air-cooled diesel and a six-cylinder Fiat water-cooled diesel, both warranted for 100,000 miles, are offered in the three I-Series models ranging from 9,995 to 14,880 pounds GVW.

The demise of the gas engine in Class 6 trucks is near and consumers will be seeking an economical alternative, Kaine said.

"The many and varied pickup and delivery operations and the cost of capital have made it common to find consumers using vehicles which only partially meet their needs of operation," he said.

"Thus, either a 'beefed-up' automotive product has been modified to suit their requirements, or a 'scaled-down' medium truck has been inefficiently used."

Kaine said deregulation of trucking will have an effect on the Classes 3 and 4 market, which he said has been neglected over the years by U. S. truck manufacturers.

"If a company that used to have common carriers move its goods decides to do its own hauling," he observed, "it is probably not going to need a Class 6 or 7 truck; but it will likely need a Class 3, 4 or 5 vehicle."

Kaine noted that the I-Series models, each a low-front-entry unit with either a chassis/cab or cab cutaway configuration, are ideal for a vast number of applications.

New type of cartainer

Sea-Land Industries engineers developed this cartainer to boost efficiency on the ocean run from the West Coast to Alaska. The new type can be placed directly from a ship onto a truck-trailer chassis. High-strength steel and fiberglass components will reduce corrosion damage and en-route harm to vehicles.

Car shipper redone to curb costs, damages

By Roger Rowand

SEATTLE. — Sea-Land Industries said it has found a way to ship vehicles to Alaska from the U. S. West Coast with a system that saves time, money and space and leads to a reduction in en-route damage.

The technique involves a modification of a long-standing method using what are called cartainers. Until a recent purchase of 121 new units, cartainers have been made of aluminum and steel.

New units are made of high-strength steel and fiberglass-reinforced plastic.

They can be plucked directly off the ship and placed with a full load directly on truck-trailer chassis for delivery to dealerships.

Each cartainer can hold four cars, pickups or vans. They meet international standards, are designed to last about 20 years and can be stretched by five feet to carry six vehicles, Sea-Land said.

The old type of cartainer suffered from galvanic corrosion where its aluminum components touched steel. Also, steel corroded quickly under Alaska-route conditions that include ocean-weather extremes.

Use of high-strength steel and plastic is expected to solve those problems, the firm said.

The new cartainers are made in Hong Kong.

Due to the previous unit's height, it could be used only for transporting cars from port to port, and could not be used on highways. Its awkward size also limited the areas where the unit could be stowed on a vessel.

By hinging end frames, Sea-Land engineers have been able to reduce the height of the container when empty or half full by some four feet.

This allows the new cartainer to be stowed either on or below deck. The new units, on the return voyage from Anchorage—empty or half-full — only displace one container slot, not two as the older equipment does.

Ford takes over lead from IH in HD registrations

Ford moved ahead of International in March to take over the lead in heavy-truck registrations at the end of the first quarter.

During the month, according to R. L. Polk & Co. statistics, 2,703 new Groups 7 and 8 Ford trucks were registered in the U. S., bringing the three-month total to 6,864 units.

International tallies in March totaled 2,511, with the January-March count rising to 6,733 units, 131 shy of the Ford figure.

International, however, remains No. 1 in Group 8 registrations with 3,901, almost 750 units more than runnerup Mack's 3,157 during the first three months of the year.

Ford is No. 1 in Group 7 tallies by a wide margin, winding up the first quarter with 4,895 units. Second-place GMC had 3,105 registrations, 1,790 fewer than Ford.

Total heavy-truck registrations in the January-March period were down 15.1 percent from the 1981 total, 30,416 versus 35,845. Groups 7 and 8 tallies also were off significantly from the year-earlier count.

Group 8 tallies through March were down 12.7 percent, from 20,046 a year ago to 17,506. There were 12,910 Group 7

Continued on Page 20, Col. 2

Storage unit for compacts

The "Cap Man," a new truck cap and storage unit designed especially for compact pickups, has been introduced by Stahl, a unit of Scott Fetzer Co. Gullwing lids and customized compartmentation make Cap Man especially useful for utility firms, security systems, contractors, installers and foremen, the Wooster (O.) firm says.

truck industry news

Light trucks pace registration gains in first 3 months

Light trucks were the only winners as first-quarter registrations of new trucks of all types in the U. S. topped the year-earlier total for the first time since 1979, the year of the Iranian revolution, gasoline shortages and soaring prices.

The three-month total, according to R. L. Polk & Co. statistics, was 534,188 units, an in-

Table on Page 20

crease of 6.7 percent over last year's 500,730. There were gains in all three light-truck classifications.

In March, 207,514 vehicles were registered, an increase of 17.9 percent over the year-ago 176,027 units. It was the highest count for any month since July, 1980, when 222,249 trucks were tallied, and only the second month since that time that the total has topped the 200,000 mark.

Through March, 494,863 light trucks were registered, up 9.5 percent over the 452,061 units tallied in the same period in 1981. Medium trucks were down 30.5 percent, from 12,824 units a year ago to 8,909, and heavy trucks were off 15.1 percent to 30,416 units, compared with 35,845 in 1981.

The domestic compact pickup trucks, the hottest units on the market today, were mainly responsible for an increase of 11.8 percent in registrations of Group 1 vehicles.

The Group 1 total for the first quarter was 276,623 units, compared with 247,400 in 1981.

Registrations of the non-captive Japanese-built compact pickups in Group 1 were 7.4 percent higher than a year ago, 69,518 versus 64,757.

In Group 2, there were 214,108 tallies, a gain of 6.3 percent over the year-earlier 201,430 units. The non-captive Group 2 imports were up 79.6 percent, from 766 units in 1981 to 1,376.

Three-month Group 3 registrations totaled 4,132 units, an increase of 27.9 percent over last year's 3,231.

There were four Group 4 registrations in the first three months, two in January, two in February and none in March. Last year, there were three, two in January and one in March.

The Group 5 count through March was down 34.4 percent, from 349 units in 1981 to 229. The 8,676 Group 6 tallies fell 32.3 percent below the 12,472 units registered in the same period a year ago.

In Group 7, there were 15,799 tallies through March, a decline of 18.3 percent from the year-earlier 12,910 units. The Group 8 count was down 12.7, from 20,046 units in 1981 to 17,506.

Increases in penetration and unit registrations were scored

Continued on Page 16, Col. 5

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1982 VS. 1981★

	3 mos., 1982	Percent Share of '82 market	3 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	6,864	22.57	7,850	21.90	+ 0.67
International	6,733	22.14	9,306	25.96	− 3.82
GMC	5,136	16.88	4,648	12.97	+ 3.91
Mack	3,312	10.89	4,010	11.19	− 0.30
Kenworth	1,766	5.81	2,297	6.41	− 0.60
Freightliner	1,798	5.91	1,837	5.12	+ 0.79
Chevrolet	1,766	5.81	2,387	6.66	− 0.85
Peterbilt	1,410	4.63	1,335	3.72	+ 0.91
White	513	1.69	787	2.20	− 0.51
Western Star	211	0.69	191	0.53	+ 0.16
Mercedes-Benz	206	0.68	223	0.62	+ 0.06
Autocar	166	0.54	300	0.84	− 0.30
Volvo	90	0.30	259	0.72	− 0.42
Misc.	445	1.46	415	1.16	+ 0.30
TOTALS	30,416	100.00	35,845	100.00	

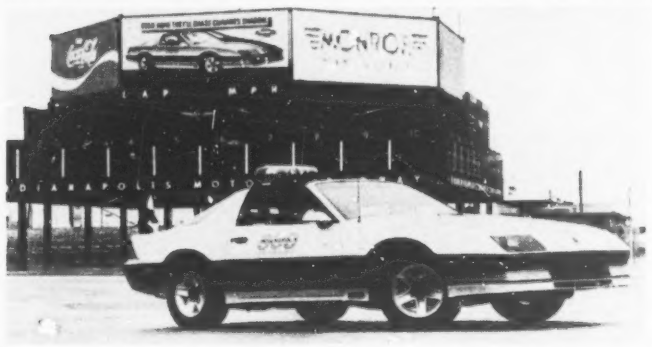
★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981; Florida, March, 1982; District of Columbia, March, 1981.

U. S. HEAVY DUTY REGISTRATIONS

THREE MONTHS, 1982 VS. 1981★

	3 mos., 1982	Percent Share of '82 market	3 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	182,559	34.17	154,749	30.90	+ 3.27
Ford	147,047	27.53	162,530	32.46	− 4.93
Dodge	50,280	9.41	38,233	7.63	+ 1.78
GMC	46,636	8.73	36,164	7.22	+ 1.51
Jeep	12,780	2.39	11,486	2.29	+ 0.10
International	10,073	1.89	14,891	2.97	− 1.08
Mack	3,868	0.72	4,251	0.85	− 0.13
Plymouth*	2,909	0.54	4,500	0.90	− 3.36
Freightliner	1,798	0.34	1,837	0.37	− 0.03
Kenworth	1,766	0.33	2,297	0.46	− 0.13
Peterbilt	1,410	0.26	1,335	0.27	− 0.01
Mercedes-Benz	737	0.14	888	0.17	− 0.03
White	513	0.10	787	0.16	− 0.06
Western Star	211	0.04	191	0.04	
Volvo	90	0.02	268	0.05	− 0.03
Autocar	166	0.03	300	0.06	− 0.03
Misc.**	71,345	13.36	66,033	13.20	+ 0.16
TOTALS	534,188	100.00	500,730	100.00	

★—No registrations for Oklahoma, 1982 and 1981; Florida, March, 1982; District of Columbia, March, 1981.



Chasing Camaro at Indy

Trackside billboard at the Indianapolis Motor Speedway proclaims "Even here they'll chase Camaro's shadow," emphasizing Chevrolet's marketing theme. A Camaro Z28 will pace this year's Indy 500 on Memorial Day. Driving the pace car will be Jim Rathmann, the 1960 Indy 500 winner. Rathmann is a Chevrolet dealer in Florida.

Chevy to sell 6,000 replicas of Camaro Indy pace car

DETROIT. — Chevrolet dealers and 6,000 of their customers will be able to share in the glamour that surrounds the Indianapolis 500-Mile Race.

A Camaro Z-28 will pace this year's Indy 500 on Memorial Day, and Chevrolet has produced 6,000 "Commemorative Edition" Z-28 models for sale through dealers.

The cars have silver and blue exteriors, Indy 500 accents and logos, sport mirrors and red-accented silver aluminum wheels with white-lettered Goodyear Eagle GT tires.

Inside, there is special instrumentation, AM/FM stereo, a leather-wrapped steering wheel, deluxe luggage compartment trim and a blue cloth and silver vinyl interior that features Camaro's adjustable LS Conteur driver's seat.

There's tremendous prestige attached to supplying the Indy 500 pace car, and Chevrolet is playing it to the hilt — as does every maker whose car is chosen to pace the event.

Chevrolet is supplying 160 vehicles. Blue and silver Camaros — the pace car's colors — are being driven by officials of the Indianapolis Motor Speedway and the 500 Festival.

The fleet also includes 36 Celebrity models, 12 S-10 pickup trucks, 12 Sportvans, 24 ¾-ton and one-ton pickups and Suburbans and 25 chassis-cab wreckers.

The Celebritys and Sportvans are silver with blue graphics. The trucks are predominantly red and white, and the chassis-cab wreckers are all white.

After the race, many of the Indy 500 trucks will go to the Michigan International Speedway, Cambridge Junction, Mich., where they will be used throughout the summer.

This is the sixth time a Chevrolet has paced the Indy 500, and the third time for Camaro.

The first Chevrolet pace car was a 1948 Fleetmaster convertible, and the next was a 1955 Bel Air convertible.

Camaro was introduced in 1967, and it was the pace car in its maiden year and again in 1969. Corvette was chosen in 1978.

Under the hood, the pace car is not exactly what Camaro fanciers will find at their local Chevrolet dealerships. The engine is a high-compression aluminum V-8 built mostly from heavy-duty Chevrolet components.

It's a 350-cubic-inch (5.7-liter) unit rated at 250 horsepower. The cylinder block is cast aluminum heavy-duty 356 alloy with cast-iron liners and 4-bolt main bearing caps. Cylinder heads are aluminum heavy-duty with 2.02-inch inlet valves and 1.62-inch exhaust valves.

Vince Piggins, Chevrolet product performance manager, calls it "a cross between the full-race stock-block Chevy engine found in some Indianapolis racing machines and the stock 5.0-liter engine available in the 1982 Z-28."

Speed, and lots of it, is vital in a pace car because it must get out of the way as the field accelerates toward the starting line. Chevrolet said it's "like a drag race . . . starting at 100 miles per hour."

Driving the Camaro pace car will be Jim Rathmann, the 1960 Indy 500 winner. Rathmann is a Chevrolet dealer in Florida.

The pace car was built at the General Motors Assembly Division plant in Van Nuys, Calif., in November and shipped to the Chevrolet Engineering Center in Warren, Mich., for preparation. It was delivered to Indy 500 officials March 15. A second pace car was built in January as a backup unit.

Ford takes over lead from IH in HD registrations

Continued from Page 14

registrations, a decline of 18.3 percent from last year's 15,799 units.

In March, 10,818 Groups 7 and 8 trucks were registered in the U. S., down 11.3 percent from last year's 12,197.

In the first quarter, only three nameplates — GMC, Peterbilt and Western Star — and the miscellaneous group had an increase over a year ago in unit registrations.

GMC had the biggest increase in penetration in the first quarter, boosting its share of total industry registration almost four percentage points over last year.

GMC's 5,136 registrations through March accounted for 16.88 percent of the total, a gain of 3.91 points over the previous year's 12.97 percent on 4,648 tallies.

International suffered the biggest loss in penetration. Through March, its 6,733 registrations accounted for 22.13 percent of the total, down 3.82 points from the year-ago 25.96 percent on 9,306 units.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

THREE MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**62**	**62**
	March, '81	.....	.....	.....	.....	.....	.....	.....	97	97
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**166**	**166**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	300	300
BROCKWAY	**March, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	March, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**March, '82**	**40,491**	**28,628**	**1,603**	.....	**33**	**336**	**617**	**46**	**71,754**
	March, '81	28,543	20,531	1,064	.....	45	713	645	86	51,627
	Year to Date '82	**100,694**	**75,191**	**3,753**	.....	**106**	**1,049**	**1,616**	**150**	**182,559**
	Year to Date '81	81,920	64,900	3,112	.....	202	2,228	2,134	264	154,749
(Memo Units) #	**March, '82**	**25,067**	**8,647**	.....	.....	.....	.....	.....	.....	**33,714**
	March, '81	12,003	6,151	.....	.....	.....	.....	.....	.....	18,154
	Year to Date '82	**59,476**	**22,577**	.....	.....	.....	.....	.....	.....	**82,053**
	Year to Date '81	32,412	17,868	.....	.....	.....	.....	.....	.....	50,280
DODGE	**March, '82**	**13,761**	**5,835**	**6**	.....	.....	.....	.....	.....	**19,602**
	March, '81	8,439	5,644	27	.....	.....	.....	.....	.....	14,110
	Year to Date '82	**33,990**	**16,273**	**17**	.....	.....	.....	.....	.....	**50,280**
	Year to Date '81	22,785	15,323	114	1	.....	.....	.....	.....	38,223
(Memo Units) #	**March, '82**	**9,571**	**3,954**	.....	.....	.....	.....	.....	.....	**13,525**
	March, '81	5,446	3,114	2	.....	.....	.....	.....	.....	8,562
	Year to Date '82	**22,115**	**10,928**	.....	.....	.....	.....	.....	.....	**33,043**
	Year to Date '81	14,458	8,568	12	.....	.....	.....	.....	.....	23,038
FORD	**March, '82**	**18,903**	**36,990**	.....	.....	.....	**800**	**1,982**	**721**	**59,396**
	March, '81	19,811	33,588	.....	.....	.....	948	1,990	631	56,968
	Year to Date '82	**44,625**	**93,210**	.....	.....	.....	**2,348**	**4,895**	**1,969**	**147,047**
	Year to Date '81	54,739	96,758	.....	.....	.....	3,183	5,894	1,956	162,530
(Memo Units) #	**March, '82**	**8,207**	**12,164**	.....	.....	.....	.....	.....	.....	**20,371**
	March, '81	8,256	10,459	.....	.....	.....	.....	.....	.....	18,715
	Year to Date '82	**18,348**	**31,680**	.....	.....	.....	.....	.....	.....	**50,028**
	Year to Date '81	21,710	29,612	.....	.....	.....	.....	.....	.....	51,322
FREIGHTLINER	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**579**	**579**
	March, '81	.....	.....	.....	.....	.....	.....	.....	717	717
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,798**	**1,798**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,837	1,837
GMC	**March, '82**	**7,984**	**8,552**	**112**	.....	**50**	**251**	**857**	**781**	**18,587**
	March, '81	4,578	5,826	4	.....	70	498	864	706	12,546
	Year to Date '82	**19,171**	**20,994**	**362**	.....	**121**	**852**	**3,105**	**2,031**	**46,636**
	Year to Date '81	13,349	16,529	4	.....	143	1,491	2,455	2,193	36,164
(Memo Units) #	**March, '82**	**4,100**	**2,368**	.....	.....	.....	.....	.....	.....	**6,468**
	March, '81	717	1,502	.....	.....	.....	.....	.....	.....	2,219
	Year to Date '82	**9,136**	**5,631**	.....	.....	.....	.....	.....	.....	**14,767**
	Year to Date '81	2,001	3,881	.....	.....	.....	.....	.....	.....	5,882
INTERNATIONAL	**March, '82**	.....	.....	.....	.....	.....	**1,416**	**966**	**1,545**	**3,927**
	March, '81	.....	238	.....	.....	.....	1,193	1,706	1,456	4,593
	Year to Date '82	.....	.....	.....	.....	.....	**3,340**	**2,...**	**3,901**	**10,073**
	Year to Date '81	.....	1,018	.....	.....	.....	4,567	4,824	4,482	14,891
(Memo Units) #	**March, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	March, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**March, '82**	**2,246**	**1,844**	.....	.....	.....	.....	.....	.....	**3,663**
	March, '81	2,204	1,404	.....	.....	.....	.....	.....	.....	3,229
	Year to Date '82	**6,720**	**6,060**	.....	.....	.....	.....	.....	.....	**11,259**
	Year to Date '81	6,408	5,078	.....	.....	.....	.....	.....	.....	10,173
(Memo Units) #	**March, '82**	**2,246**	**1,417**	.....	.....	.....	.....	.....	.....	**4,090**
	March, '81	2,204	1,025	.....	.....	.....	.....	.....	.....	3,608
	Year to Date '82	**6,720**	**4,539**	.....	.....	.....	.....	.....	.....	**12,780**
	Year to Date '81	6,408	3,765	.....	.....	.....	.....	.....	.....	11,486
KENWORTH	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**546**	**546**
	March, '81	.....	.....	.....	.....	.....	.....	.....	780	780
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,766**	**1,756**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,297	2,297
MACK	**March, '82**	.....	.....	.....	.....	.....	**183**	**53**	**1,055**	**1,291**
	March, '81	.....	.....	.....	.....	.....	92	8	1,403	1,503
	Year to Date '82	.....	.....	.....	.....	.....	**556**	**155**	**3,157**	**3,868**
	Year to Date '81	.....	.....	.....	.....	.....	241	18	3,992	4,251
MERCEDES-BENZ	**March, '82**	.....	.....	.....	.....	.....	**173**	**78**	.....	**251**
	March, '81	.....	.....	.....	.....	.....	.....	.....	.....	286
	Year to Date '82	.....	.....	.....	.....	.....	**531**	**206**	.....	**737**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	888
PETERBILT	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**388**	**388**
	March, '81	.....	.....	.....	.....	.....	.....	.....	510	510
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,410**	**1,410**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,355	1,335
PLYMOUTH	**March, '82**	**634**	**351**	.....	.....	.....	.....	.....	.....	**985**
	March, '81	1,235	363	.....	.....	.....	.....	.....	.....	1,598
	Year to Date '82	**1,905**	**1,004**	.....	.....	.....	.....	.....	.....	**2,909**
	Year to Date '81	3,442	1,058	.....	.....	.....	.....	.....	.....	4,500
VOLVO	**March, '82**	.....	.....	.....	.....	.....	.....	**28**	**3**	**31**
	March, '81	.....	.....	.....	.....	.....	8	59	35	102
	Year to Date '82	.....	.....	.....	.....	.....	.....	**64**	**26**	**90**
	Year to Date '81	.....	.....	.....	.....	1	8	154	105	268
WESTERN STAR	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**87**	**87**
	March, '81	.....	.....	.....	.....	.....	.....	.....	79	79
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**211**	**211**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	191	191
WHITE	**March, '82**	.....	.....	.....	.....	.....	.....	.....	**193**	**193**
	March, '81	.....	.....	.....	.....	.....	.....	.....	217	217
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**513**	**513**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	787	787
MISCELLANEOUS*	**March, '82**	**25,014**	**499**	.....	.....	**1**	.....	**9**	**122**	**25,645**
	March, '81	26,101	407	1	1	.....	254	105	87	26,956
	Year to Date '82	**69,518**	**1,376**	.....	**4**	**2**	.....	**37**	**408**	**71,345**
	Year to Date '81	64,757	766	1	2	3	754	331	272	66,886
TOTALS	**March, '82**	**109,033**	**82,699**	**1,721**	.....	**84**	**3,159**	**4,590**	**6,228**	**207,514**
	March, '81	90,911	68,001	1,096	1	115	3,706	5,377	6,820	176,027
	Year to Date '82	**276,623**	**214,108**	**4,132**	**4**	**229**	**8,676**	**12,910**	**17,506**	**534,188**
	Year to Date '81	247,400	201,430	3,231	3	349	12,472	15,799	20,046	500,730

★—No Oklahoma registrations 1982 and 1981; Florida, March, 1982; District of Columbia, March, 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

London Aire

POWERFUL TOW VEHICLES WITH AN ELEGANT APPEARANCE

London Aire Cruisers are customized, luxurious towing machines with plenty of power. The dove gray, custom built exterior has a deluxe chrome package including chrome bumpers, trim, railings, grab bar, large side mirrors and 4 chrome wheels.
A decorator designed interior can seat six with two, high back, swivel bucket seats in front and a wide bench seat in back. The floor has a deluxe carpet and mat. The seats, and other interior surfaces, are covered with luxurious velour. There are aircraft type overhead lights and an AM-FM stereo radio with cassette and four speakers.
The London Aire Cruiser tows almost any vehicle used in recreation, sports or business. It is versatile, powerful and beautiful.

Dealers, phone for complete information
219-773-7791

London Aire
Newmar Industries, Inc.
P.O. Box 30, Dept. 178
Nappanee, IN 46550-0030

One phone call could get your rent-a-car company $5 million of excess insurance for the same price as $1 million.

Call Maguire. Because we'll give you the complete, quality coverage you need for less than you'd normally pay elsewhere. It's no wonder more and more rent-a-car companies are coming to us. And we're only a phone call away!

MIA

Maguire Insurance Agency, Inc.
Corporate Headquarters:
259 E. Lancaster Avenue,
Wynnewood, PA 19096
(215) MIA-8400
Offices in major US cities

IMPORT REGISTRATION SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1982	Percent Share of Market	Regis., Feb., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 2 mos., 1982	Percent Share of Market	Regis., 2 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	37,874	23.12	47,334	23.66	− 0.54	73,667	22.83	88,761	23.71	− 0.88
Nissan	29,554	18.04	34,591	17.29	+ 0.75	58,860	18.24	65,983	17.63	+ 0.61
Honda	29,353	17.92	32,961	16.47	+ 1.45	58,624	18.17	61,741	16.49	+ 1.68
Subaru	11,451	6.99	10,906	5.45	+ 1.54	21,727	6.73	20,318	5.43	+ 1.30
Mazda	11,049	6.74	15,417	7.71	− 0.97	20,660	6.40	29,743	7.95	− 1.55
VW	10,659	6.51	18,642	9.32	− 2.81	22,947	7.11	35,410	9.46	− 2.35
Volvo	5,408	3.30	.....	.....	.....	10,126	3.14	.....	.....	.....
Mercedes	4,979	3.04	4,229	2.11	+ 0.93	9,958	3.09	8,358	2.23	+ 0.86
BMW	3,499	2.14	.....	.....	.....	6,878	2.13	.....	.....	.....
Audi	3,425	2.09	.....	.....	.....	6,982	2.16	.....	.....	.....
Fiesta	.....	.....	5,533	2.76	.....	.....	.....	9,625	2.57	.....
Colt	.....	.....	5,019	2.51	.....	.....	.....	7,668	2.05	.....
Champ	.....	.....	4,936	2.47	.....	.....	.....	7,667	2.05	.....
Others	16,553	10.11	20,507	10.25	− 0.14	32,269	10.00	39,043	10.43	− 0.43
TOTAL	163,804		200,075			322,698		374,317		
Share of U. S. Total		30.01		29.64			30.59		28.54	+ 2.05

Registrations not available for Oklahoma.

Despite 18 pct. dip in February registrations

Import market share sets record

By Jenny L. King
Staff Writer

Registrations of new imported cars in February set a record for market penetration, topping the former peak for the month established in 1981, according to figures compiled by R. L. Polk & Co.

Import penetration of the U.S. market was 30.01 percent, up from 29.64 percent a year earlier, but down from the any-month high of 31.21 percent set in January of 1982.

New import registrations this February totaled 163,804, down 18.13 percent from 200,075 the preceding year. February registrations were up 3.09 percent over January's 158,894.

For the first two months of 1982, total import registrations were 322,698, down 13.79 percent from 374,317 a year earlier.

Imports accounted for 30.59 percent of total U. S. new-car registrations in the first two months, compared with 28.54 percent in 1981.

In February, first-place Toyota captured 23.12 percent of the import total, down 0.54 percentage points from 23.66 percent in 1981. Nissan was up to 18.04 percent from 17.29 percent. Honda climbed 1.45 percentage points, to 17.92 percent from 16.47 percent.

This year, Subaru rushed past Mazda into fourth place among the imports. Its 6.99-percent share was up 1.54 percentage points from 5.45 percent a year ago. Mazda earned 6.74 percent, down from 7.71 percent and Volkswagen dropped 2.81 percentage points, to 6.51 percent from 9.32 percent.

European imports Volvo, BMW and Audi appeared among the top 10 this February, replacing Fiesta, Colt and Champ.

Mercedes-Benz climbed to seventh place from ninth place and was up to 3.04 percent from 2.11 percent of the import total last year.

• The top 10 imports accounted for 89.89 percent of February import registrations, compared with 89.75 percent a year earlier. For the first two months, the top 10 grabbed an even 90 percent, up slightly from 89.57 percent in 1981.

Japan-built passenger cars accounted for 78.28 percent of the import segment in February, up from 76.97 percent a year earlier. Germany was the second-place country of origin, with 14.30 percent of the imports, down from 17.20 percent.

Swedish cars represented 4.05 percent, up from 2.46 percent; French products were 2.02 percent, up from 1.61 percent; Italy was next at 0.81 percent, down from 1.26 percent; England, 0.35 percent compared with 0.50 percent, and Ireland, 0.19 percent with no year-ago import comparison.

For the first two months, Japanese products accounted for 77.80 percent of import registrations, German products had 15.07 percent, Swedish had 3.88 percent, French had 1.99 percent, Italian had 0.69 percent, British had 0.35 percent and Irish had 0.22 percent.

Imported car totals by country of origin in February, 1982, compared with the previous year were:

	Feb., 1982	Feb., 1981
Japan	128,227	154,006
West Germany	23,424	34,414
Sweden	6,628	4,918
France	3,315	3,232
Italy	1,331	2,514
Britain	564	991
Ireland	315	.....

Registrations by country of origin for the first two months of 1982 compared with a year earlier were:

	2 mos., 1982	2 mos., 1981
Japan	251,045	286,327
West Germany	48,617	65,386
Sweden	12,536	9,602
France	6,432	6,567
Italy	2,226	4,401
Britain	1,135	2,034
Ireland	707	.....

Registrations of imported trucks were down in February compared with the total for the month a year earlier. Truck imports numbered 32,497, down 10.36 percent from 36,252.

Truck figures for the February, 1982, compared with 1981, were:

	Feb., 1982	Feb., 1981
Toyota	9,823	8,879
Nissan	6,778	7,377
Ford Courier	3,877	5,682
Chevrolet LUV	2,508	5,284
Others	9,511	9,030

Truck imports for the first two months of 1982 were down 4.26 percent, to 64,949 from 67,839. Totals were as follows:

	2 mos., 1982	2 mos., 1981
Toyota	19,504	16,874
Nissan	14,390	13,872
Ford Courier	7,528	10,295
Dodge Ram 50	5,256	.....
Chevrolet LUV	.....	10,418
Others	18,271	16,380

Independents elect officers in Colorado

DENVER.—Dan Terry, Lakewood, has been elected president of the Colorado Independent Automobile Dealers Assn.

Other new officers are Bob Halloran, Longmont, vice president; Paul Garrison, Westminster, secretary, and Wayne Hornbaker, Denver, treasurer.

Rolls-Royce rewards its best

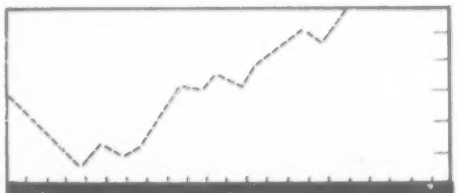
Foreign Motors West, Rolls-Royce and Bentley dealership for the Boston area, recently was presented with two achievement awards. Thomas Mix, left, received the Order of the Silver Lady for his outstanding sales performance in 1981. The Parts Award of Achievement went to Joseph Warren, right center, dealer parts manager. Making the presentations are Roy Owen, right, regional manager, Rolls-Royce Motors, Inc., and Michael J. Hazelwood, zone manager.

Sky-Top
power moonroof

OPEN WIDE
Your OLDSMOBILE CUTLASS
With a SKY-TOP Power Moonroof.
Get a wide view and retain more headroom with the finest of moonroofs for your Cutlass. This car's a winner and so is SKY-TOP with its unique features. Cutlass and SKY-TOP—a winning combination.
For a brochure and name of nearest installer, call
SKY-TOP, Sunroofs, Ltd.
10270 Page Industrial Blvd. St. Louis, MO 63132
(314) 427-1441
© 1981

SAME DAY SERVICE
Factory Exchange on:
• A-C Delco Cruise Control
• All Gas, Diesel & Resume Units
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio (513) 222-1491
AN-4

When Sales Are Down,



TekTor Brings Your Profits Up!
SUPERIOR PRODUCTS
to clean and protect finishes and fabrics inside and out.
EASY APPLICATION
to reduce your labor costs on every vehicle.
IN-HOUSE SALES TRAINING
to boost your closing ratios.
FLEXIBLE PROGRAMS
to meet your unique needs without franchise fees or rigid kits.
OEM RANGE OF PROFIT
to keep your cost of sales below 15%.
TekTor®
800-438-3339 Nationwide
800-222-2171 in N.C.
R.C.I. TekTor
P.O. Box 340, Catawba, NC 28609
A Subsidiary of Frank B. Fuhrer Holdings, Inc.

Former dealer launches crusade

Taking on Japanese single-handed

ST. LOUIS. — An auto executive who lost three dealerships in nearly 20 years has launched a one-man crusade to halt the flood of Japanese products into the U. S.

John Schmackler, now a stockbroker with Smith, Moore & Co., told AUTOMOTIVE NEWS that "we continue to lose ground because American manufacturers and car dealers aren't as aggressive as the Japanese."

And here's a good example of "aggressive," Schmackler said. "The day after my story appeared in the Globe-Democrat, the bureau chief of the Mainichi Newspapers of Tokyo flew in from Washington and spent two hours interviewing me."

Schmackler believes that the American people are not fully aware of the soaring imports and should "put pressure" on Congress. He did get some help from Rep. Melvin Price, who obtained figures from the Commerce Department.

The statistics show that in 1970, Americans purchased 312,777 autos made in Japan while Tokyo bought 6,280 — a ratio of nearly 50 to 1. In 1980, Japan exported 1,905,968 cars and imported only 9,305 — a ratio of nearly 205 to 1.

"Those numbers are mind-boggling," he said. "I don't think the American people have any idea of the imbalance. We knew we were being hurt by the imports but had no idea the numbers were so dramatic."

He had been a partner in Vicart Motors, a Dodge dealership in South St. Louis from 1956-'61; in Bitzer-Schmackler Motors, a Dodge-Chrysler deal in nearby Collinsville, Ill., from 1961 to 1968 and in Granite City Dodge, from 1968 to 1977.

At his last location, Schmackler's dealership was only 100 yards away from the main gate of Granite City Steel, which had lost much volume to imports.

• Schmackler said that the imports also had adversely affected the glass and rubber industries and suppliers and parts makers.

The comparative figures, he asserted, were even worse in trucks. In 1970, the U. S. exported 83 trucks to Japan while importing 65,519. In 1977, American truck exports to Japan were 269. In 1980, Americans purchased 480,547 Japanese trucks and sold 89.

These comparisons have infuriated Schmackler and he charged that American industry, with that few being sold in Japan, "was being absolutely shut out at the marketplace."

Although Congressman Price's office obtained the figures from the Commerce Department, the lawmaker's spokesman explained that the problem was economic rather than political since the American cars aren't made for Japanese roads while the imports are designed for the lucrative Yankee market.

The spokesman said that $7,000 added to American cars' prices in Japan wasn't an "import duty but the cost of disassembling and reassembling the car correctly to meet the more stringent pollution and safety standards they have."

Price, a long-term Congressman and a leader in House defense activities, co-sponsored a proposal to require an increase in the percentage of American-made parts in imported vehicles as the total rises.

"Nothing will get done unless the grass-roots impresses on Congress the need for remedial action," Schmackler told AUTOMOTIVE NEWS.

U. S.-Japan Automotive Trade

	Cars		Trucks	
Year	Imported From Japan	Exported To Japan	Imported From Japan	Exported To Japan
1970	312,777	6,280	65,519	83
1971	578,977	5,949	82,473	79
1972	628,898	6,111	142,171	94
1973	742,621	12,166	232,051	71
1974	592,113	9,542	175,396	83
1975	807,931	16,723	228,097	82
1976	941,665	14,922	236,211	99
1977	1,387,856	15,307	321,364	269
1978	1,357,337	12,408	333,657	244
1979	1,769,633	17,408	465,701	128
1980	1,905,968	9,305	480,547	89
1981	1,858,622	3,292*	443,504	170*

* First 10 months — U. S. Department of Commerce

'Unbelieveable' Lynx sale pays off for N. Y. dealer

KINGSTON, N. Y. — While the auto market in general is dismal, a dealer here is doing a booming business and he attributes it to his own campaign that brings customers into his showroom.

Tom Murphy Jr., president of Colonial Lincoln-Mercury started his "Unbelieveable Sale" on Mercury Lynx models in mid-January. In February he sold 79, and in March he added another 109 Lynx sales. In addition, he took 67 orders.

The key, he said, was price. A small down-payment and low monthly payments attracted the customers. And, he noted, most wanted basic transportation with 80 percent of the cars sold having manual transmissions.

He added a few of his own touches including a special stripe which the customer selected at no charge and dinner for two at one of six area restaurants.

Murphy said that while all will agree that the economy is not what everyone would want, getting business is still up to the individual dealer and if he puts in the effort he "can make his own business."

In Kingston, he added, there are dealerships for all the major competition for his lines. Yet, most of the Lynx models sold were to customers from his community and some from the fringe areas.

He now has 80 cars on order and is waiting for shipment.

Murphy is continuing the basic sales program with a slight modification and calls it the "Unbelieveable Package" though the same features of the promotion are still in effect.

Murphy also believes in advertising and said that he usually advertises in the newspaper four times a week.

This is combined with radio, though he does this in spurts because he finds it a more effective approach. For three to four days, he will run 30 to 40 radio spots then stop for two weeks.

Murphy sees the consumer swing towards basic transportation continuing, and he believes the public is drawn to it because of price. His own experience is that cars in the $9,000 to $11,000 range are soft while those models above and the basic transportation types are selling well.

Riggio opens its doors

Anthony J. Riggio, center, signs a franchise agreement for his new dealership, Tony Riggio Chevrolet-Olds, Inc., Pacific, Mo., with J. L. Branch, left, St. Louis Chevrolet zone manager, and J. J. Chrz, assistant zone manager, witnessing. The dealership was formerly Bill Wiest Chevrolet-Oldsmobile, Inc.

Hastings tool catalog

HASTINGS, Mich. — Hastings Mfg. Co. has released its 1982 catalog on machine shop, engine service, tuneup and special-use tools, including new items for 1982.

Cars down 28 pct., trucks dip 37 pct.

Canadian deliveries slide for fourth month

Sales of North American cars and trucks in Canada in April were down for the fourth consecutive month this year, with car sales off 28.66 percent, trucks down 37.70 percent and combined sales 31.16 percent away from April, 1981, levels.

New-car sales for the month totaled 52,447 compared with 73,521 a year ago. Sales were, however, highest for any month to date this year and the 28.66-percent decline from 1981 was the smallest drop on a year-to-year basis.

Truck sales by the North American-based companies—including their captive imports—totaled 17,502, down 37.70 percent from 28,093 in 1981.

Combined car and truck sales numbered 69,949 in April, down 31.16 percent from 101,614 a year earlier.

During April, General Motors reported a new-car sales drop of 39.42 percent, slumping to 27,429 from 45,280 last year. Ford sales slipped 18.97 percent, to 12,715 from 15,696. Chrysler dealers retailed 8,814 units, down 7.10 percent from 9,488.

Volvo sales were up 16.35 percent, to 861 from 740, and American Motors sales totaled 2,624, up 13.25 percent from 2,317. AMC sales include Renault models for both years; information on North American-only units is not available.

GM earned 52.30 percent of the passenger-car market in April, down from 61.59 percent a year earlier. Ford's share was up to 24.25 percent from 21.35 percent; Chrysler climbed to 16.81 percent from 12.90 percent; AMC was up to 5.00 percent from 3.15 percent, and Volvo expanded to 1.64 percent from 1.01 percent.

Year-to-date car sales totaled 158,227 through the end of April, down 33.49 percent from 237,911 last year.

Truck sales of 17,502 were the highest for any month so far this year, but their 37.70-percent decline was the second biggest drop. In January truck sales plunged 40.51 percent.

GM sales were down 39.71 percent, to 9,130 from 15,143 in 1981. Ford was off 37.81 percent, to 5,794 from 9,316. Chrysler retailed 2,426 new trucks in April, down 24.21 percent from 3,201, and AMC Jeep sales of 152 were down 64.90 percent from 433.

GM's share of the truck market was 52.17 percent, down from 53.90 percent last year. Ford cornered 33.10 percent, down slightly from 33.16 percent. Chrysler moved up to 13.86 percent from 11.40 percent, and AMC won just 0.87 percent, down from 1.54 percent.

Year-to-date truck sales of 58,448 were down 35.34 percent from 90,394 in 1981.

Model breakdown
Auction Averages

	May To Date	April	March
1982	$9,046	$8,891	$9,019
1981	7,009	6,979	6,839
1980	5,482	5,472	5,439
1979	4,851	4,638	4,759
1978	3,849	3,764	3,849
1977	3,000	2,917	2,953
1976	2,137	2,180	2,281
1975	1,476	1,491	1,695
Overall Average	$4,791	$4,710	$4,781

Used car sales
Auction Averages

May to date	$4,791
Month ago	$4,711
Year ago	$4,299

factories list auction dates

Ford Motor Co.

May 25 — Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26— Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

Cleveland Chevrolet dealer didn't heed Greeley's advice

CLEVELAND. — Jim Brown came East from San Diego to give a new twist to Horace Greeley's "Go West, young man."

Brown heads Classic Chevrolet which, for February, posted figures of $78,000 in body shop income (47 stalls), $175,000 in parts sales and $135,000 for the mechanical department.

Those figures are part of the reason why the 2½-year-old dealership with 90 employes recently received Chevrolet's "Quality Award." It was presented by Tom Shaver, the division's Cleveland zone manager.

Despite today's difficult market, Brown expects sales to increase, and he has begun a two-phase expansion program.

The first step is the addition of a 10-stall service unit at a cost of $180,000. The second move will be to increase truck sales potential with an enlarged sales area.

Brown does not believe in miracles or an "it will happen" philosophy to realize growth. Instead, he cites team operation, hard work, follow-up service as the keystones of his growth pattern.

Brown is a graduate of nearby Kent State University, thus he knew this area's potential. When a dealership location became available, he left San Diego "and its climate" to come to the Cleveland area.

"My first consideration was location," he said. "I wanted to be near a freeway with excellent visibility. A dealership needs to be seen. High traffic count is vital."

He added that personnel, hard work and service will make the difference.

Hertz promotes Werbe

NEW YORK. — Thomas C. Werbe has been appointed staff vice president, market research and planning, for Hertz Corp. He formerly was director of market research and planning.

Award from Chevrolet

Jim Brown, president of Classic Chevrolet, Cleveland, receives an award from Tom Shaver, Chevrolet's Cleveland zone manager.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

Due to the Memorial Holiday, Aptco will hold its auction sale on
THURSDAY, JUNE 3, 1982
11 A.M.
Starting with
FORD MOTOR CREDIT UNITS
Lease units (Geico, P.H. & H., Avis, etc.
Rentals, Trucks, Pickups, Vans (also customized vans)
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A BREAKFAST AND LUNCH ON US.
APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

TEXAS

TEXAS
Amarillo Auto Auction, Inc.
Worth knowing for 36 years. Full service fleet and lease. Selling for most major companies. Member NAAA, WAAA. D & B rated.
3208 E. 10TH AVE., AMARILLO, TEXAS 79104
806-372-2206

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
190 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1129 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Ken Kimball
Every Thursday, 10:30 A.M.

Total is 135,405; six plants work Saturday

Overtime boosts week's car output

By Patricia Hoffman
Staff Writer

Saturday overtime schedules at six U. S. assembly points helped boost last week's auto production above the previous week's total, but output remained below that of the comparable 1981 period. Last week's production was the highest of 1982 for the second week in a row.

The auto makers targeted production last week at 135,405 units, up 6.0 percent from 127,746 the previous week, but down 16.67 percent from 162,485 in last year's comparable week.

So far this year, the car manufacturers have finished 1,962,379 units, down 28.11 percent from 2,729,857 in last year's year-to-date.

Breakdown for the week by company was: General Motors', 58.72 percent; Ford Motor, 25.94 percent; Chrysler Corp., 11.89 percent; Volkswagen of America, 2.34 percent; American Motors', 1.03 percent and Checker Motors, 0.08 percent.

GM's Janesville facility remained idle last week for model changeover.

Six days of production were scheduled last week at three GM and three Ford facilities. There were: GM's Doraville, Tarrytown and Van Nuys points, and Ford's Kansas City, San Jose and Wayne plants.

AMC has scheduled vacation downtime at it's Kenosha plant beginning May 31. The facility will be idled two weeks with production of the new Alliance slated to begin when the plant returns June 14.

All other car facilities were reported working last week.

Truck production exceeds 52,000; overtime helps

The domestic truck makers last week upped production 6.0 percent over the previous week's total as only one line at General Motors' Pontiac truck facility remained idle and overtime was scheduled at six assembly plants.

Last week, the makers targeted output at 52,526 units, up from 49,552 the previous week and a 40.20 percent gain over 37,464 units in the comparable 1981 week.

So far this year, the truck manufacturers have finished 782,626 units, up 9.41 percent from 715,345 in last year's year-to-date. Last week's total was the highest of 1982.

GM's Pontiac (coach) line remained idle last week, for inventory control. Assembly of coaches, originally scheduled to resume this month, will remain down until sometime in June.

Daily overtime continued last week at GM's St. Louis facility.

Also operating on overtime schedules was Chrysler Corp.'s Warren point. The plant worked a daily nine-hour shift.

Three GM facilities and one Ford plant operated six days last week. GM's Janesville, Moraine and the S-truck line at Pontiac worked Saturday, as did the van line at Ford's Lorain point.

Operations resumed last week at Chrysler's Belvidere plant. The facility was idled May 3 for inventory control.

American Motors' Toledo truck plant has slated two weeks of vacation time next month. The facility will be idle the weeks of June 7 and June 14.

EPA issues new standard for battery-plant emissions

WASHINGTON. — The EPA has issued a final rule limiting atmospheric emissions from new, modified and reconstructed lead-acid battery plants, effective immediately.

Those facilities are required to control lead emissions within specified limits for lead oxide production, grid casting, paste mixing, three-process operation, lead reclamation and other lead-emitting operations.

The reductions can be achieved through the use of the best demonstrated system of continuous emission reduction, EPA said.

A new reference method for determining compliance with lead standards also was issued.

EPA estimated that the average incremental costs associated with the new standard will be about 30 cents per battery, or about 1.6 percent of the wholesale price of a battery.

EPA said the total capital costs of installing the necessary emissions control equipment will be about $8.2 million for the first five years, with the total annual cost of operating the equipment about $3.9 million in the fifth year.

New and modified lead-acid battery facilities would emit about 104 tons of lead in the atmosphere in the fifth year, EPA said, if their emissions were controlled only according to the current state requirements.

The new standard, the agency added, will reduce potential lead emissions to about 3.4 tons in the fifth year.

Exempted from the standard are battery manufacturers whose daily capacity for producing batteries represents a lead content of under 6.5 tons.

As originally written, the standard exempted manufacturers with the capacity to produce fewer than 500 batteries a day. Several persons commenting on the standard, however, made the point that the size of batteries produced is a more accurate indication of potential lead emissions than the number of batteries produced.

Industrial lead-acid batteries, for instance, account for 7 percent of U. S. lead-acid battery production and can be as much as 50 times larger than automotive batteries.

In the preamble to the standard, EPA said it did not plan to propose standards for sulfuric-acid mist emissions from lead-acid battery manufacture, although this decision may be reconsidered when the standard is reviewed four years from now.

Hurst promotes Grob

WARMINSTER, Pa. — Hurst Performance, Inc. has appointed David W. Grob vice president, sales and marketing. He formerly was Automotive Division marketing manager.

Holiday downtime at GM reduces Canadian output

Holiday downtime last Friday at General Motors' car and truck facilities pulled Canadian production below the previous week's total, but output remained above that of the comparable 1981 period.

Auto production last week was targeted at 19,999 units, down 5.30 percent from 21,118 the previous week, but 20.39 percent ahead of the 16,612 built in the comparable week last year.

So far this year, the makers have finished 354,325 cars, up 2.90 percent from 344,323 in the comparable 1981 period.

Last week's truck output was slated at 11,136 units, down 10.95 percent from 12,505 the previous week, but up 5.64 percent from 10,541 in last year's week.

Year-to-date, the truck manufacturers have assembled 209,851 units, down 7.21 percent from 226,145 in last year's comparable period.

Downtime was scheduled last Friday at all GM car and truck points as part of the Victoria Day holiday which will be observed today (May 24) by all Canadian assembly plants.

Daily overtime continued last week at Ford Motor's St. Thomas plant. The plant has been operating on two nine-hour shifts Monday through Thursday with regular assembly resuming on Friday. The overtime schedule has been in effect since April 12.

Chrysler Corp.'s Windsor van facility will work next Saturday (May 29).

U. S. CAR PRODUCTION

	Week Ended May 22, 1982	Week Ended May 23, 1981	Week Ended May 15, 1982	May to Date	Jan. 1 to May 23, 1981	Jan. 1 to May 22, 1982
AMERICAN MOTORS	1,400*	3,000*	1,400*	4,200*	43,854*	23,150*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,100	17,504	10,705	37,719	335,661	237,036
Plymouth Total	6,700	10,077	3,520	14,569	171,001	98,860
Horizon	2,900	3,922	.....	2,900	64,772	29,411
Reliant	3,800	6,155	3,520	11,669	96,642	69,449
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,800	.....	2,754	8,348	22,098	45,488
LeBaron	2,800	.....	2,754	8,348	17,236	45,488
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,600	7,427	4,431	14,902	142,562	92,688
Omni	1,900	2,698	.....	1,900	49,326	26,516
Aries	3,500	4,729	3,544	10,041	76,919	53,183
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	1,200	.....	887	2,861	.....	12,989
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	35,121	36,134	32,695	99,492	579,781	435,002
Ford Division	23,596	23,910	21,795	67,150	398,956	276,050
Escort	10,004	6,668	9,107	28,766	152,227	119,967
Fairmont	4,740	5,105	4,747	12,995	84,523	46,445
Must./Must. II	3,734	5,028	4,046	11,840	63,780	50,114
Granada	3,412	2,776	3,586	9,979	32,446	42,456
Thunderbird	1,345	2,177	.....	2,650	30,245	13,990
Ford	.....	2,156	.....	.....	35,735	.....
EXP	361	.....	309	920	.....	3,078
L-M Division	11,525	12,224	10,900	32,342	180,825	158,952
Mercury Total	9,439	10,174	8,474	25,416	153,583	119,113
Lynx	2,834	2,447	2,459	7,872	52,426	35,688
Capri	1,136	1,830	807	2,763	21,291	12,456
Zephyr	1,600	1,914	1,641	4,097	24,018	14,636
Cougar	1,738	1,578	1,682	4,463	16,679	21,033
XR-7	268	1,088	.....	596	12,898	4,233
Mercury	1,840	1,317	1,843	5,527	26,271	30,375
LN7	23	.....	32	98	.....	692
Lincoln Total	2,086	2,050	2,426	6,926	27,242	39,839
Continental ('82)	420	.....	485	1,387	.....	8,500
Lincoln	1,090	1,025	1,224	3,521	13,171	17,425
Mark VI	576	1,025	717	2,018	14,071	13,914
GENERAL MOTORS	79,514	101,715	79,703	234,372	1,690,669	1,225,508
Buick Division	18,949	19,084	17,973	54,714	389,197	288,706
Skylark	3,137	5,175	3,115	9,439	106,304	52,103
Skyhawk J	3,225	.....	3,639	10,564	.....	36,711
Century	3,159	2,308	2,406	7,922	74,385	48,619
Regal	4,780	7,037	4,558	13,746	114,686	74,070
Buick	3,573	3,201	3,226	9,915	69,044	63,165
Riviera	1,075	1,363	1,029	3,128	24,778	14,038
Cadillac Division	5,265	4,228	5,387	15,989	112,071	97,183
Cimarron	.....	177	.....	.....	761	1,401
Seville	585	465	592	1,755	12,048	10,118
Eldorado	1,080	1,476	1,163	3,415	27,453	25,204
Cadillac	3,600	2,110	3,632	10,819	71,809	60,460
Chevrolet Division	26,665	41,079	28,323	80,760	598,818	379,496
Chevette	6,225	8,233	6,245	18,707	131,296	83,044
Cavalier	1,515	2,598	1,506	4,397	11,341	35,293
Celebrity	1,755	.....	2,673	7,237	.....	26,680
Camaro	5,245	4,124	5,999	16,130	55,646	87,542
Citation	5,830	8,591	5,750	15,847	147,525	64,017
Malibu	3,300	7,936	3,384	10,050	112,385	40,260
Monte Carlo	1,745	4,386	1,670	5,183	58,565	22,644
Chevrolet	450	4,811	497	1,403	69,691	8,259
Corvette	600	400	599	1,806	12,369	11,757
Oldsmobile Division	14,605	22,935	14,237	42,877	396,593	297,975
Omega	1,736	3,381	1,753	5,281	63,406	33,481
Firenza	1,010	.....	1,037	3,102	.....	27,690
Cutlass	2,400	12,273	2,477	7,278	196,685	71,557
Cutlass/Ciera	3,374	.....	2,696	8,637	.....	47,494
Oldsmobile	5,225	6,112	5,424	16,014	115,559	104,065
Toronado	860	1,169	850	2,565	20,943	13,688
Pontiac Division	14,030	14,389	13,783	40,032	193,990	162,148
Acadian†	350	748	352	1,064	9,405	5,198
J2000	1,210	2,004	1,180	3,530	10,458	11,433
T1000	1,565	2,334	1,600	4,679	25,287	9,400
Firebird	3,493	2,410	3,853	10,760	25,106	49,904
Phoenix	1,812	2,411	1,737	4,910	49,272	15,578
Grand Prix	1,815	2,415	1,829	5,345	42,513	30,428
Bonneville ('82)	1,815	.....	1,796	5,358	.....	30,389
A6000	1,970	.....	1,436	4,386	.....	9,818
LeMans	.....	1,745	.....	.....	25,731	.....
Pontiac	.....	322	.....	.....	6,218	.....
VOLKSWAGEN	3,170	4,032	3,143	9,282	78,959	40,220
CHECKER	100*	100*	100*	300*	933*	1,463*
Total Cars, U. S.	135,405	162,485	127,746	385,365	2,729,857	1,962,379

TRUCK PRODUCTION IN U. S.†

	Week Ended May 22, 1982	Week Ended May 23, 1981	Week Ended May 15, 1982	May to Date	Jan. 1 to May 23, 1981	Jan. 1 to May 22, 1982
CHEVROLET	16,960	9,990	16,118	49,840	232,308	265,363
DODGE	3,200	2,485	2,402	8,437	32,590	51,422
FORD	21,113	15,848	20,704	56,201	258,915	280,757
GMC	6,558	3,441	5,646	18,164	78,186	98,649
INTERNATIONAL	1,195	1,709	1,183	3,118	29,139	20,469
VOLKSWAGEN	450	1,001	449	1,320	19,306	7,096
JEEP	2,000*	1,500*	2,000*	6,000*	34,986*	33,990*
AM GENERAL	50*	90*	50*	150*	1,715*	880*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	24,200*	24,000*
Total Trucks, U. S.	52,526	37,464	49,552	146,230	715,345	782,626

CANADIAN TRUCK PRODUCTION

	Week Ended May 22, 1982	Week Ended May 23, 1981	Week Ended May 15, 1982	May to Date	Jan. 1 to May 23, 1981	Jan. 1 to May 22, 1982
CHRYSLER CORP.	2,160	2,042	2,452	7,113	29,304	40,421
FORD MOTOR	4,074	2,963	3,718	11,533	69,335	54,359
GENERAL MOTORS	4,634	5,335	6,068	17,149	122,536	110,119
INTERNATIONAL	268	201	267	807	4,970	4,952
Total Trucks, Canada	11,136	10,541	12,505	36,602	226,145	209,851
N. American Trucks	63,662	48,005	62,057	182,832	941,490	992,477

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 22, 1982	Week Ended May 23, 1981	Week Ended May 15, 1982	May to Date	Jan. 1 to May 23, 1981	Jan. 1 to May 22, 1982
AMERICAN MOTORS	600	587	610	1,820	12,794	10,820
CHRYSLER CORP.	3,440	.....	3,504	10,429	12,410	66,711
FORD MOTOR	8,974	5,434	9,031	27,046	85,965	122,989
GENERAL MOTORS	6,760	10,411	7,748	22,263	228,846	149,473
VOLVO	225	180	225	675	4,308	4,332
Total Cars, Canada	19,999	16,612	21,118	62,233	344,323	354,325
N. American Cars	155,404	179,097	148,864	447,598	3,074,180	2,316,704
N. American Trucks	63,662	48,005	62,057	182,832	941,490	992,477
North American Cars and Trucks	219,066	227,102	210,921	630,430	4,015,670	3,309,181

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 9/82

Automotive News

May 31, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Plant closed; DeLorean says funds coming

By Edward Lapham and Richard Feast

The wolves were at John DeLorean's door last week as the entrepreneur struggled to keep his sports-car enterprise alive following announcement that the West Belfast assembly plant would be closed today (May 31).

The announcement was made by the two receivers who have controlled the plant since the car building unit, DeLorean Motor Cars, Ltd., went into voluntary receivership Feb. 19.

In the U. S., John DeLorean told AUTOMOTIVE NEWS late last week he still had hopes of salvaging the enterprise with additional financing totaling more than $40 million.

DeLorean once again said he will announce the terms of the current financial restructuring this week. He declined to identify any of the parties involved.

However, he did tell AUTOMOTIVE NEWS the restructuring involves a $12 million cash investment in the company "for a substantial share of the stock, maybe more than 50 percent," plus commitments for $25 million in export financing.

In addition, DeLorean said a British company will likely make a strictly financial deal with the U.K. subsidiary which will bring the Belfast unit "between $5 and $8 million."

While many sources in the U.K. viewed the plant closing as a very ominous sign, John DeLorean remained hopeful. "It's really like an inventory adjustment closing for U. S. plants," he said. There are currently about 1,000 DeLorean cars in inventory in the U.K. waiting for shipment and more than 3,000 in the U. S. in company and dealer inventories.

An official at the plant in Belfast told AUTOMOTIVE NEWS that a three-month shutdown might work wonders for the inventory situation. "With just a little bit of good news, I think we could really start selling some cars," he said.

• In addition to the arrangements John DeLorean is trying to make in the U. S., Sir Kenneth Cork, one of the receivers, held out some hope for a rescue by a U.K. consortium. He declined to name the parties involved but said, "It is from people I know and understand."

However, he added that he was "not too optimistic."

The decision to suspend production at the plant came three months after appointment of the receivers. Said one insider, "I

Continued on Page 8, Col. 1

Topless Toronado

Olds dealers get own ragtop

Not content to see Buick dealers walking away with all the GM convertible sales, Oldsmobile dealers in the Chicago and New York areas contracted with Cincinnati's Hess & Eisenhardt Co. to put a ragtop on the sister car to the Buick Riviera. A company spokesman said about 40 of the new convertible Toronados have already been shipped. They retail in the range of $27,000.

UAW tries to organize GM white-collar staff

By Marjorie Sorge and Edward Lapham

The UAW is moving to organize white-collar workers at eight General Motors plants.

Campaigns to organize salaried workers are gaining speed at Lordstown, Flint, Saginaw, Pontiac, Lansing, Grand Rapids, Warren (Mich.) and St. Louis. So, far the drive in Lordstown is leading the way. There are about 100,000 salaried workers at GM eligible for union representation.

The UAW has been trying to make inroads into the salaried workforce for years without much success. But the recession and the resulting massive layoffs may have changed that.

UAW Vice President Owen Bieber, director of the union's GM department, told AUTOMOTIVE NEWS two years ago that the union's shrinking membership, brought about by the heavy layoffs, would cause the union to step up its organizing efforts among the salaried workers. That effort has been on the back burner when compared with blue-collar organizing drives.

On May 19, the UAW asked the National Labor Relations Board to schedule an election in Lordstown to see if the workers want to be organized. More than half of the clerical workers there have signed cards indicating their desire to be represented by the UAW.

According to a UAW spokesman, the drive in Flint is gaining momentum. He said a local salaried employe, William Hopper, is the major force behind the drive.

Hopper held a meeting in Flint May 17 which was attended by more than 200 persons. According to the UAW spokesman, they represented workers in at least three plants and included some supervisory personnel. Supervisory workers cannot be organized under the National Labor Relations Act.

But, according to Norm Bissell, UAW organizer, those workers are trying to form an association and the union is giving them some advice.

Hopper has scheduled a mass rally for all GM salaried workers nationwide at the IMA Sports Arena in Flint on June 26. Bissell said the UAW expects between 5,000 and 6,000 persons to participate.

Meetings were held in Pontiac last Tuesday (May 25) and in Saginaw May 27. A meeting is scheduled for June 6 in Lansing. Others will be forthcoming in Grand Rapids, Warren and St. Louis

"The UAW definitely is will-

Continued on Page 54, Col. 3

Detroit Grand Prix —big-time racing attracts big money

By Joseph Bohn and Kathleen Hamilton

Domestic-car companies' advertising dollars are bringing the Grand Prix to Detroit this weekend, even though foreigners will be getting the glory on the track.

Unlike the other two Grand Prix races held in the U. S.—the Toyota Long Beach and Datsun Las Vegas races—no car maker has stepped forward with the nearly half-million dollars a year and a long-term commitment that it would take to get its name tied to the event.

So, it remains the Detroit Renaissance Grand Prix, named for the nonprofit, corporate-funded booster group here. And 32 European-built cars will vie for 26 starting posts. It looks as though only one will be driven by an American, Eddie Cheever, and he lives in Europe.

Even two of the three support races will shine the light on Europe. There will be an invitational Renault Koni Cup, in which 35 qualifying Le Cars will race for 25 miles and $12,500.

Another 35 starters will compete for a $20,000 purse in the Robert Bosch-VW Super Vee Championship race. Super Vees look like small Formula 1 cars and are powered by modified 1.6-liter Volkswagen engines — built in Germany, Mexico or Brazil.

The third supporting event is a vintage-car race, in which 30 open-wheel racers that predate 1960 will compete for fun. There is no purse.

• Domestic car makers are playing a major role behind the scenes of this first Detroit Grand Prix. They've also picked up well over half a million dollars of TV commercials for the event. It will air on ABC Sunday (June 6) beginning at 2 p.m.

Detroit Renaissance officials believe that next year, when leadtime is longer and perhaps sales are better, Detroit's car makers will play an even bigger role.

Domestic makers declined to supply identical cars for a celebrity warm-up race similar to the one run at Long Beach with Toyota Celicas.

Domestic makers also turned down opportunities to supply an official track car — the Grand Prix equivalent of a pace car—that dealers could sell in slightly different form.

Detroit makers decided there

Continued on Page 50, Col. 1

breaking news

Stripped-down Alfa introduced

ENGLEWOOD CLIFFS, N. J. — Alfa Romeo will bring 350-400 Spiders here this year — pared-down versions of its convertible Spider Veloce. They feature vinyl instead of leather, manual windows and mirrors and have a P.O.E. price of $13,495—about $1,500 less than the Veloce.

IH puts insurance unit on market

CHICAGO. — International Harvester Co., plagued by heavy debts, has announced it wants to sell its insurance

See BREAKING NEWS, Page 8, Col. 1

All-new model to embody latest technology

'83 Corvette to be GM showpiece

By Jim Plegue
Staff Writer

Chevrolet's redesigned Corvette, the first all-new version of the sports car in more than 15 years, is a technological showpiece for the division that may debut as early as January at a special West Coast preview.

Although national introduction is tentatively planned for spring (probably March), Chevrolet is said to be preparing an earlier preview in Southern California, presumably to stir initial interest among car-happy Californians, a source speculated.

As those introduction dates draw nearer, more technical and performance information about the long-awaited Corvette is leaking out of Chevrolet.

One new nugget of information: An insider said Chevrolet engineers have recorded a phenomenal 0.95 Gs during skid-pad testing (a measure of cornering performance) with a 1983 Corvette prototype shod with 255VR16 "unidirectional" tires.

• Performance versions of the new-for-'82 F-body (Camaro Z-28 and Firebird Trans Am) models which are considered good cornering cars, have logged skid-pad results of 0.83. Although the 0.95 recorded in the prototype Corvette may not hold up in production versions, it does give some idea of the handling target that Chevrolet is aiming for with the new car.

The unidirectional tires, which have specific tread patterns for each side of the car, are made by Goodyear and will be optional on the 1983 Corvette. It will be the first production-car usage of those tires.

Goodyear Eagle GT tires will be standard on the '83 Corvette. Tires will be mounted on new cast aluminum-alloy wheels with a flat-polished center surrounded by a turbine-fan (like a pinwheel) design.

The new Corvette will be powered by the same 350-CID (5.7-liter) V-8 "crossfire" engine with throttle-body fuel-injection that is standard on the '82 model.

Two transmissions will be

Continued on Page 54, Col. 1

NEWSPAPER

RV shipments again
AN JAN83
MDZ0619CNGLIAO CE INOSS S2
ACC EDITCR
CCNGRESSICNAL INFC SERV
SUITE 60C
4620 EAST-WEST HIGHWAY
CEIHESDA MC 20814

Chrysler challenge

Chrysler is taking its cars and competitive makes to 600 locations this summer for direct "hands-on" consumer comparisons. The $2 million merchandising event, handled by Ross Roy, Detroit, will be supported with heavy local advertising.

Comparison shopping is urged by Chrysler

By Joseph Bohn
Marketing Editor

DETROIT. — Chrysler will be asking car prospects to compare its products with the competition's this summer in one of its most aggressive merchandising programs yet.

If the program proves as successful as anticipated, it will provide the basis for Chrysler's fall cleanup campaign.

More than five million people are expected to perform "hands-on" comparisons of Chrysler and directly competing vehicles during the next 90 days.

From June 1 through August, Dodge and Chrysler-Plymouth teams around the country will set up in high-traffic pedestrian areas, inviting passers-by to rate their cars on comfort, convenience and styling.

Dodge calls it "The Dodge Driving Machine Challenge" (a reference to its ad theme), and at Chrysler-Plymouth it will be known as the "Chrysler-Plymouth Value Showdown."

The $2 million promotional event is being coordinated by Ross Roy, Detroit, in conjunction with Chrysler.

Aside from merchandising costs, the event will be supported by local association advertising. No national ads will be run.

There will be five-person teams, one for C-P and one for Dodge, in each of the 20 zones. Four of the team members will

Continued on Page 51, Col. 3

U. S.-car sales climb 2nd straight period

By Jenny L. King
Staff Writer

Mid-May domestic new-car sales made it two in a row: That is, two consecutive periods in which a sales increase was reported. It was the first 20-day spree this year and the first time that has happened since Sept. 1-20, 1981.

Hard work on the part of dealers and their staffs produced the second-best sales total so far this year and the third-highest daily-selling-rate average as the U. S. industry tried once again to shake loose from the tight grip of a three-year recession.

The five major U. S. auto makers retailed 215,381 new cars during the May 11-20 period, up 12.31 percent over 191,778 recorded a year earlier and only one step below the 1982 top of 236,959 reached the third period in March.

The mid-May daily selling rate was 23,931, up 12.31 percent from 21,309 in 1981, and the third best of this year after 26,329 March 21-31, and 24,579 February 21-28.

Year-to-date sales totaled 2,274,013, down 12.31 percent from 2,594,225 through May 20, 1981.

General Motors and Chrysler Corp. posted sales gains during the period, while Ford Motor Co. narrowly missed its year-ago level. Estimated sales of Volkswagen of America Rabbits and American Motors passenger cars were down.

• GM sales climbed 23.03 percent, to 144,032 from 117,074 last year. It was GM's best 10-day total this year. Chrysler sales

Continued on Page 50, Col. 1

index

Auction reports	38
Book reviews	47
Classified advertising	40
Editorial page	12
Production by makes	55
Registrations, car, truck	48
Truck highlights	14

57th year — No. 4917

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

U. S. bid to drop action against Mercedes-Benz touches off debate

Parts case raises storm of issues

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Justice Department is finding that dismissing its three-year-old antitrust case against Mercedes-Benz of North America may not be as easy as it sounds.

At presstime, in a Federal court in California, lawyers for the government, MBNA, several public interest groups and for plaintiffs who are suing the German-owned importer are arguing whether the government can dismiss its action without allowing public notice and comment and without fuller explanation of its reasons.

The Mercedes case bears some similarities to the IBM and IT&T cases — also dismissed by the government—and the whole issue has become the center of a flurry of legal concern and activity.

The hearing on the applicability of the Antitrust Procedures Act (the 1974 Tunney Act) was called by Federal District Judge Marilyn Petal in response to the Justice Department's dismissal without prejudice of a civil case against MBNA, wholly owned U. S. distributor of Mercedes-Benz cars in the U. S. The 1979 government case charged that MBNA conditioned its sale of cars to its franchised dealers on their purchase of replacement parts from MBNA — an illegal tying arrangement.

Current Antitrust Chief William F. Baxter announced last March that "tying" in the luxury car market did not have anti-competitive consequences and that even if the government were to win its case, Mercedes-Benz could achieve the same results by merely raising the prices of its cars and lowering its parts prices.

In other words, even though the Mercedes dealer market for repair parts after warranty might be opened to independent aftermarket suppliers and distributors, the factory could decide to exclude them by using a different method — price undercutting.

In August, 1979, the Justice Department charged MBNA under the Sherman Act with a per se antitrust violation of "tying" between cars and repair parts in the franchise agreement between MBNA and each of its dealers. After discovery, both filed motions for summary judgments.

Last May, the federal district court in San Francisco denied both moves, but said that two facts of major importance to the government's case were not really controversial. One was that Mercedes cars and replacement parts were tied in terms of the franchise. The other was that the tie-in affects a not insubstantial amount of interstate commerce.

This left only one point of the government's case not addressed — that MBNA had enough economic leverage in the replacement parts market to restrain competition in that area. If the government proved that, then the burden of showing there was enough business justification (including quality) would shift to MBNA.

What happens in the Mercedes case has broad ramifications for the industry and considerable philosophic interest in legal circles. It is linked in issues as well as theory with the IBM case which the Justice Department has also dismissed. It is being challenged by a New Jersey district judge. The MBNA case is linked as well with the AT&T dismissal, which involved changing of an early consent decree, and with the auto industry "smog conspiracy," also in a California district court.

Because a consent decree was involved in the former, the Justice Department has allowed the use of the Tunney Act procedures (although it says it did not need to). In the "smog conspiracy" case, those same procedures — public comment and publication of a competitive impact statement — were forced on the government by the decision made by California federal Judge Jesse Curtis in response to a motion to intervene by the Center for Auto Safety.

As a result of the IBM and AT&T dismissals, Senator Arlen Specter, Pennsylvania Republican and Rep. Peter Rodino, New Jersey Democrat,

Continued on Page 16, Col. 1

TOP CARS

U. S. new-car registrations for three months, 1982. Registrations not available for Oklahoma, delayed for Florida.

1982 Position	Make	1981 Position
1— 276,548	Chevrolet	397,256— 1
2— 194,553	Ford	260,477— 2
3— 161,004	Oldsmobile	200,358— 3
4— 145,747	Buick	179,357— 4
5— 114,120	Toyota	143,939— 5
6— 102,327	Pontiac	136,286— 6
7— 91,881	Nissan	105,012— 7
8— 88,207	Honda	94,398— 8
9— 70,125	Mercury	85,537—10
10— 56,716	Plymouth	88,843— 9
11— 55,265	Dodge	80,949—11
12— 50,183	Cadillac	50,061—13
13— 35,121	Volkswagen	55,803—12
14— 33,333	Subaru	32,683—16
15— 33,242	Mazda	46,899—14
16— 29,803	Chrysler	29,392—17
17— 23,008	AMC	36,201—15
18— 16,544	Lincoln	15,601—19
19— 15,785	Volvo	.....
20— 14,782	Mercedes	13,369—21
21— 10,774	BMW	.....
22— 10,611	Audi	.....
.....	Fiesta	15,961—18
.....	Colt	13,396—20
.....	Champ	13,246—22
50,417	Other Imports	65,344
533	Misc. Dom.	570
1,680,629	TOTAL	2,160,499

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1982, Automotive News

New-car registrations lowest in 19 years

By Jenny L. King
Staff Writer

Total U. S. new-car registrations plunged in March to their lowest level since 1963 and were down 26.30 percent from year-ago March standings. They were up, however, from February and January of this year, according to figures compiled by R. L. Polk & Co.

Registrations of new domestic and imported cars numbered 625,694 in March, down 26.30 percent from 848,967 the preceding year and worst since the 624,158 recorded 19 years ago in 1963. March figures were up 14.65 percent over 545,746 tallied in February and up 22.87 percent from January's 509,189.

Of the March total, 175,575 were imported cars, representing a record 28.06 percent. A year earlier, imports took 26.59 percent of the market based on 225,733 units. This year's total was down 22.22 percent.

Domestic registrations of 450,119 were down 27.78 percent from 623,234 recorded in March, 1981, but were up 17.85 percent from 381,942 in February, 1982.

For the first three months of 1982, new-car registrations totaled 1,680,629, down 22.21 percent from 2,160,499 in 1981. The domestic first-quarter figure was 1,182,356, down 24.28 percent from 1,560,449.

Ford Motor Co., the combined

Continued on Page 48, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis. March, 1982	Percent Share of Market	Regis. March, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 3 mos., 1982	Percent Share of Market	Regis. 3 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	103,848	16.60	165,613	19.51	— 2.91	276,548	16.45	397,258	18.39	— 1.94
Ford	76,315	12.20	101,756	11.99	+ 0.21	194,553	11.58	260,477	12.06	— 0.48
Oldsmobile	62,459	9.98	81,330	9.58	+ 0.40	161,004	9.58	200,358	9.27	+ 0.31
Buick	54,819	8.76	74,194	8.74	+ 0.02	145,747	8.67	179,357	8.30	+ 0.37
Pontiac	39,721	6.35	53,374	6.28	+ 0.07	102,327	6.09	136,286	6.31	— 0.22
Mercury	26,861	4.29	32,780	3.86	+ 0.43	70,125	4.17	85,537	3.96	+ 0.21
Plymouth	22,086	3.53	36,533	4.30	— 0.77	56,716	3.38	88,843	4.11	— 0.73
Dodge	21,336	3.41	31,251	3.68	— 0.27	55,265	3.29	80,949	3.75	— 0.46
Cadillac	16,219	2.59	17,637	2.08	+ 0.51	50,183	2.99	50,061	2.32	+ 0.67
Chrysler	11,766	1.88	10,133	1.20	+ 0.68	29,803	1.77	29,392	1.36	+ 0.41
AMC	8,080	1.29	12,321	1.45	— 0.16	23,008	1.37	36,201	1.67	— 0.30
Lincoln	6,364	1.02	6,115	0.72	+ 0.30	16,544	0.98	15,160	0.70	+ 0.28
GENERAL MOTORS	277,066	44.28	392,148	46.19	— 1.91	735,809	43.78	963,320	44.59	— 0.81
FORD MOTOR CO.	109,540	17.51	140,651	16.57	+ 0.94	281,222	16.73	361,174	16.72	+ 0.01
CHRYSLER CORP.	55,188	8.82	77,917	9.18	— 0.36	141,784	8.44	199,184	9.22	— 0.78
AMERICAN MOTORS	8,080	1.29	12,321	1.45	— 0.16	23,008	1.37	36,201	1.67	— 0.30
IMPORTS	175,575	28.06	225,733	26.59	+ 1.47	498,273	29.65	600,050	27.77	— 1.88
MISCELLANEOUS	245	0.04	206	0.02	+ 0.02	533	0.03	570	0.03	.....
TOTAL	625,694		848,967			1,680,629		2,160,499		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Florida.

factories list auction dates

American Motors

June 1—Ohio Auto Auction, Columbus, O.

June 2—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.

June 3 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 4—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 8—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 10—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 15—Ohio Auto Auction, Columbus, O.

June 16—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 22—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 29—Ohio Auto Auction, Columbus, O.

Ford Motor Co.

June 2—Columbus Fair Auto Auction, Obetz, O., and Southern California Auto Auction, Fontana, Calif.

June 15—Aptco Auto Auction, Taylor, Mich.

June 16—Golden Gate Auto Auction, Fremont, Calif.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 23—Clanton's Auto Auction, Darlington S. C.

June 23—Clanton's Auto Auction, Fremont, Calif.

Chrysler Corp.

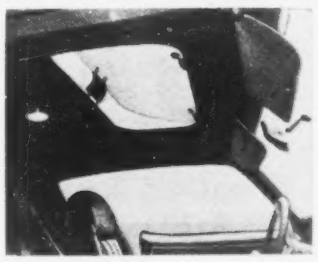
June 2—South Seattle Auto Auction, Inc., Seattle.

June 8—Aptco Auto Auction, Taylor, Mich.

Model breakdown

Auction Averages

	May	April	March
1982	$9,102	$8,891	$9,019
1981	6,995	6,979	6,839
1980	5,439	5,472	5,439
1979	4,807	4,638	4,759
1978	3,874	3,764	3,849
1977	2,986	2,917	2,953
1976	2,146	2,183	2,281
1975	1,539	1,491	1,695
Overall Average	$4,799	$4,710	$4,781



All-sizes sunroof

Kenco Guardian, Middlebury, Ind., offers a sunroof made of contoured 3/16-inch glass with special mirrorized bonded coating that is said to resist scratching and fading while blocking out the heat of the sun.

Used car sales

Auction Averages

May	$4,799
Month ago	$4,710
Year ago	$4,326

Six-millionth Opel Kadett

Six-millionth Opel Kadett rolled off the General Motors Continental assembly line in Antwerp, Belgium. The Antwerp plant turns out about 300,000 Kadetts a year.

Antwerp plant assembles six millionth Opel Kadett

ANTWERP, Belgium. — Six million Opel Kadetts have been built since 1962 and the six millionth came off the assembly line at the General Motors Continental Number 2 assembly plant here recently.

A few weeks earlier, the one-millionth front-wheel-drive Opel Kadett had been assembled at the Opel plant in Bochum, West Germany.

The Antwerp Number 1 assembly plant is unique in that it assembles on the same line and in a mixed batch LHD and RHD front-wheel-drive Opel Asconas and rear-wheel-drive Opel Mantas.

General Motors Continental employs 12,000 workers and white-collar staff, including those at the distribution center for GM cars in the Benelux countries.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

CANADA

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 480-6573

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada
L8E 3C2 Ph. (416) 560-4851

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

(For information, . . . call now, . . . or clip & return coupon).

YES! We want to do business! Please furnish more information.

Name _____

Company _____

Address _____

City _____ Postal _____

Phone ( ) _____

Clip & Mail To: MB Lawrence
MONTREAL AUTO AUCTION
325 Rue Norman, Ville St. Pierre
Quebec, Canada H8R 1A3

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-299-7767.

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Meadenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0821. Complete service out-of-state lease, fleet accounts. Fred Boardman.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

TEXAS

TEXAS
Amarillo Auto Auction, Inc.
Worth knowing for 36 years. Full service fleet and lease. Selling for most major companies. Member NAAA, WAAA. D & B rated.
3208 E. 10TH AVE., AMARILLO, TEXAS 79104
806-372-2206

TEXAS

TRI-STATE *AUTO AUCTION*
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

SOUTH CAROLINA

Brace Auto Auction & Reese Cauley—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

TUESDAY, JUNE 8, 1982
10 A.M.
CHRYSLER CORPORATION AUCTION SALE
200 UNITS
Chrysler Plymouth Dodge Dealers Only
ALL MAKES AND MODELS
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
COME EARLY — HAVE A BREAKFAST AND LUNCH ON US.

APTCO DETROIT

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: **(215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

TEXAS

Amarillo Auto Auction, Inc. 34th year. Full serv. Fleet, lease spec. Member NAAA, WAAA, D&B rated. Checks guar. 3208 E. 10th, Amarillo, TX 79104. (806) 372-2206.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

—Use Automotive News Want Ads for Quick Action—

Domestics down 27 pct. for March; imports dip 22 pct.

Registrations drop to 19-year low

Continued from Page 3

imports and miscellaneous domestics increased their shares of the total this March compared with year-ago standings, as American Motors, Chrysler Corp. and General Motors gave ground.

Ford was up 0.94 percentage points, to 17.51 percent from 16.57 percent. Imports climbed to 28.06 percent from 26.59 percent, a difference of 1.47 percentage points, and miscellaneous domestics were up to 0.04 percent from 0.02 percent of the market.

GM dropped back to 44.28 percent from 46.19 percent; Chrysler slipped to 8.82 percent from 9.18 percent, and AMC was off 0.16 percentage points, to 1.29 percent from 1.45 percent.

• Excluding imports, domestic-only registrations in March were divided this way: GM, 61.55 percent; Ford, 24.34 percent; Chrysler, 12.26 percent; AMC, 1.80 percent, and 0.05 percent for miscellaneous domestics.

A year earlier, domestic-only registrations were divided as follows: GM, 62.92 percent; Ford, 22.57 percent; Chrysler, 12.50 percent; AMC, 1.98 percent, and miscellaneous, 0.03 percent.

By size segments, subcompacts, standards, luxury models and imports increased their market shares compared with a year earlier, while compacts dropped dramatically, and intermediates were down as well.

Imports accounted for the largest slice of the pie, at 28.06 percent, up from 26.59 percent. U. S. subcompacts were up to 17.78 percent from 15.68 percent; standards climbed to 9.06 percent from 8.03 percent, and luxury models were up to 4.78 percent from 3.93 percent.

Compacts dropped to 20.18 percent from 23.90 percent, and intermediates were down to 20.14 percent from 21.87 percent.

Registrations by size class in March were: Subcompacts, 111,224; compacts, 126,233; intermediates, 126,032; standards, 56,710; luxuries, 29,920, and imports, 175,575.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

MARCH '82 VS. MARCH '81

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
AMC Spirit	1,968	4,998	4,090	10,595
Concord	2,136	5,341	3,495	10,549
Concord SW	624	2,560	1,176	3,987
Eagle 4WD	503	1,668	635	2,101
Eagle 4WD SW	1,695	4,858	1,347	4,164
Eagle SX4 4WD	1,154	3,583	1,569	4,805
TOTAL AMC	8,080	23,008	12,312	36,201
Chrysler LeBaron '81			4,236	11,896
LeBaron '81 SW			845	2,312
LeBaron FWD	6,156	16,002		
LeBaron SW FWD	229	274		
Cordoba	1,204	3,435	2,902	8,788
Newport			745	2,244
New Yorker '81			912	2,805
New Yorker	3,909	9,380		
Imperial	268	712	493	1,347
Total	11,766	29,803	10,133	29,392
Plymouth Horizon FWD	9,053	21,266	15,456	37,783
Reliant FWD	8,940	23,561	14,621	36,159
Reliant SW FWD	3,664	8,658	5,241	12,583
Gran Fury '81			1,215	2,318
Gran Fury	1,429	3,231		
Total	22,086	56,716	36,533	88,843
Dodge Omni FWD	7,477	19,867	10,507	27,542
Aries FWD	6,478	17,249	11,266	28,099
Aries SW FWD	2,945	6,877	4,218	10,149
Dodge 400 FWD	1,926	4,908		
Diplomat	1,830	4,563	2,522	7,038
Diplomat SW	13	42	385	1,270
Mirada	667	1,759	1,622	4,912
St. Regis			731	1,939
Total	21,336	55,265	31,251	80,949
Total Chrysler Corp.	55,188	141,784	77,917	199,184
Ford Escort FWD	21,420	55,970	16,344	45,230
Escort SW FWD	6,667	18,369	11,898	31,142
EXP FWD	4,350	10,278		1
Pinto			1,859	6,467
Pinto SW			524	2,025
Fairmont	11,268	27,645	16,372	41,941
Fairmont SW	460	1,539	5,275	13,217
Granada	6,792	17,800	11,685	27,234
Granada SW	2,940	7,654		
LTD	3,700	8,871	4,679	12,607
LTD Crn. Victoria	3,072	8,490	2,968	8,829
Ford SW	1,460	3,952	1,567	4,547
Mustang	11,101	24,701	19,479	45,177
Thunderbird	3,085	9,284	9,106	22,060
Total	76,315	194,553	101,756	260,477
Lincoln Town Car	2,168	5,382	2,922	7,081
Mark VI	1,708	4,616	3,193	8,079
Continental	2,488	6,546		
Total	6,364	16,544	6,115	15,160
Mercury Lynx FWD	7,146	17,260	5,379	14,422
Lynx SW FWD	1,880	4,903	3,530	8,375
LN7 FWD	1,615	3,817		
Bobcat			431	1,563
Bobcat SW			94	349
Zephyr	3,027	8,580	4,913	13,657
Zephyr SW	179	604	1,482	3,520
Cougar	2,697	8,037	4,454	10,536
Cougar SW	1,143	3,029		
Marquis	661	1,664	651	1,808
Marquis Brougham	1,243	3,588	947	2,847
Grand Marquis	2,474	6,447	1,840	5,402
Marquis SW	632	1,845	649	1,835
XR7	1,203	3,523	3,326	8,229
Capri	2,961	6,828	5,084	12,494
Total	26,861	70,125	32,780	85,537
Linc. Merc. Div. Total	33,225	86,669	38,895	100,697
TOTAL FORD MOTOR CO.	109,540	281,222	140,651	361,174

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
Buick Skylark FWD	16,501	40,911	24,525	53,921
Skyhawk FWD	2,607	3,148		
Century '82 FWD	7,382	15,331		
Regal/Century	14,071	43,559	34,449	82,111
Regal/Century SW	869	2,588	1,315	3,561
Le Sabre	1,866	5,516	1,682	,925
Le Sabre Limited	3,838	11,285	3,610	9,936
Electra	3,699	11,474	4,143	12,022
Buick SW	1,017	2,883	960	,455
Riviera FWD	2,969	9,052	3,510	9,926
Total	54,819	145,747	74,194	179,357
Cadillac de Ville	6,405	20,567	7,913	21,362
Cimarron FWD	1,350	3,832		
Fleetwood & Chas.	2,478	8,662	3,381	9,234
Eldorado FWD	3,809	11,538	4,199	12,150
Seville FWD	2,177	5,584	2,144	6,815
Total	16,219	50,183	17,637	50,061
Chevrolet Chevette	21,458	58,333	54,408	117,964
Camaro	11,280	23,619	11,429	24,153
Monza			2,403	13,241
Cavalier FWD	10,388	22,547		
Cavalier SW FWD	2,796	6,146		
Citation FWD	20,350	59,661	39,764	89,386
Malibu	5,804	17,974	13,568	38,524
Malibu SW	2,281	7,545	4,576	12,778
Celebrity FWD	6,481	13,404		
Monte Carlo	6,988	21,918	20,819	45,914
Impala	4,229	11,373	4,874	13,881
Caprice	7,150	20,485	7,440	22,598
Chevrolet SW	2,947	8,773	3,440	10,590
Corvette	1,696	4,770	2,892	7,729
Total	103,848	276,548	165,613	397,258
Oldsmobile Omega FWD	8,452	20,858	13,029	27,476
Firenza FWD	1,973	2,455		
Cutlass Ciera FWD	9,314	18,485		
Cutlass Salon '81			13,388	38,408
Cutlass Sup/Calais '81			32,081	69,714
Cutlass Sup/Calais	20,799	57,890		
Cutlass SW	1,711	4,485	2,624	7,094
Delta 88	766	2,225	959	2,873
Delta Royale	9,784	26,078	9,080	25,412
98	5,874	17,957	6,024	17,601
Oldsmobile SW	1,382	3,953	1,448	3,852
Toronado FWD	2,404	6,618	2,697	7,928
Total	62,459	161,004	81,330	200,358
Pontiac T1000	5,870	15,075	43	43
Firebird	6,826	14,320	6,551	15,090
Sunbird			6,171	22,287
J2000 FWD	4,779	11,221		
J2000 SW FWD	777	1,726		
Phoenix FWD	5,689	15,911	11,469	25,782
LeMans/Bonn.	4,670	12,978	4,396	12,836
LeMans/Bonn. SW	1,008	3,026	1,578	4,747
6000 FWD	3,328	7,254		
Grand Prix	6,103	17,948	15,656	34,357
Catalina	76	310	660	1,931
Bonneville '81	288	1,213	3,378	9,672
Bonn. '81 Brougham	231	1,027	2,665	7,526
Pontiac SW	76	318	707	2,015
Total	39,721	102,327	53,374	136,286
TOTAL GM CORP.	277,066	735,809	392,148	963,320
(Checker)	223	467	166	468
Misc. Domestic	245	533	206	570
Domestic Station Wagon Total	39,395	106,607	54,979	147,067
Domestic Grand Total	450,119	1,182,356	623,234	1,560,449
Import Total	175,575	498,273	225,733	600,050
Grand Total All Registrations	625,694	1,680,629	848,967	2,160,499

Silver award

Oldsmobile Division presented a 25-year dealer plaque to Donald M. Page, right, president, Riverton Motor Co., Riverton, Utah. Representing Oldsmobile is Charles J. Bretz, Denver zone manager.

McAlpin saluted

Pontiac dealer W. E. McAlpin, McAlpin Motors, Inc., Red Oak, Ia., is presented with his 25-year dealer plaque by Kenneth S. Dady, Pontiac Midwest zone manager.

Congratulations!

Paul Hudiburg, right, dealer/operator, Hudiburg Chevrolet, Inc., Midwest City, Okla., receives his quarter-century award plaque from R. X. Sarvis, Oklahoma City zone manager.

McKinley reaches 25

Avon Motor Sales owner William C. McKinley, left, Avon, Ill., is presented with his silver anniversary plaque by James F. McDonald, Peoria zone manager for Chevrolet.

Auto makers worked to get Grand Prix in Detroit

Big-time racing draws big bucks

Continued from Page 1

wasn't enough time to do either promotion properly this year, and money was short, too, Grand Prix sources said.

But a turbocharged specially equipped Mustang will lead the Formula 1 cars around a pre-race lap. All the domestic companies, including Fruehauf Corp., are donating support vehicles and safety equipment.

Detroit's depressed economy had many Grand Prix watchers wondering whether this conservative spending approach would show up in ticket sales, as well.

But sales are running ahead of projections.

With two weeks left until the green flag, a Detroit Renaissance official reported 40 percent of the grandstand seats—priced at $35 and $65—had already been sold. That represents $1 million. Breakeven point for the race is 65,000 viewers on race day.

• Despite their conspicuous absence in sponsorship roles, it was the domestic makers who actually were responsible for getting the Grand Prix here in the first place.

Obtaining international television coverage was particularly important when Detroit was negotiating to get the race. It wanted to trade away any money it could get from sponsors to FOCA (Formula One Constructors Assn.) in exchange for an agreement to bring the cars to town without an up-front payment.

ABC was at first reluctant to televise the 2½-hour race — especially since it followed by one week the Indianapolis 500, which ABC also televises in total.

But Detroit Renaissance, Inc., has the heads of the Big Four and Detroit's major automotive suppliers on its board. It guaranteed ABC that all of its commercial slots would be filled.

So ABC agreed to televise the race, and FOCA President Bernie Ecclestone was able to find five sponsors — all he says he wants — whose signs will go up along the 2.59-mile course.

Besides their considerable advertising clout, employes of all five U. S. auto companies will help staff the race.

In addition, both General Motors and Ford Motor Co. are major financial contributors to Detroit Renaissance. It will have to pick up the cost of whatever isn't covered by revenue from TV rights, ticket sales, concessions and programs. The race is expected to cost $3.5 million, including a purse of $800,000 to $1 million.

Domestics are also taking the lion's share of ABC advertising for the race, turning it into a hometown advertising vehicle. Auto ads will account for more than half the commercials for the Grand Prix.

Some 18 domestic-car-company ads will air, according to an AUTOMOTIVE NEWS survey, with a 30-second spot going for around $31,000. Companies also are referencing the Grand Prix in buff book ads, along with running print in the Grand Prix racing program schedule.

On TV, the Grand Prix is expected to get a 6.0 rating, worth about 7.5 million domestic viewers.

Examples of Detroit's ad involvement include:

Ford Division: Two 30-second spots feature the 5.0-liter Mustang under the theme, "The Boss is Back." The commercials show Mustang out-accelerating Camaro and Firebird in the desert.

Ford also has 34 outdoor posters around Detroit, a spread in the Grand Prix souvenir program, plus spreads in several buff books which include references to the Grand Prix.

"We look at the Detroit Grand Prix as a kind of special event, directed to the buff audiences," said Robert Gillooly, national ad manager, Ford Division.

Lincoln-Mercury: The division will have two spots, one featuring Capri under the headline "White Lightning," aimed at the performance audience. Another commercial for Lynx is a regular product ad, according to John Vanderzee, ad manager for L-M.

Chrysler Corp: There will be six spots. One features Horizon versus Chevette. Another, entitled "Only Chrysler," features LeBaron and the extended warranty/free maintenance offer.

A Charger commercial (to be run twice) uses the theme, "Charger unchallenged" to talk about performance. A "Rampage dialog" commercial features it operating like a truck. A final ad features Charger and Rampage together, one the sporty car and the other the sporty truck.

Chrysler also bought an "100 showing" of outdoor billboards around Detroit and has a variety of merchandising tie-in events, such as a free jazz concert, Dodge Five-Mile run, etc.

American Motors: There'll be two TV spots on Renault Fuego. One touts the non-turbo Fuego under a "racy" headline, while the other talks about "The civilized turbo." Both hearken to Renault's Grand Prix heritage.

AMC also has special ads in a buff book and in the Grand Prix racing program. It will have ads in special Grand Prix sections in Detroit's two major daily papers (local TV insert spots were sold out), plus TV spots on pre-race Grand Prix shows nationally.

Also, it will stage promotional tie-ins, such as bringing all Michigan AMC dealers to Detroit for the race and a get-together at a special hospitality tent.

Cadillac: The division will run a couple of spots featuring the Eldorado touring coupe, under the theme "A different breed of Cadillac."

Ads talk about the spirited handling, precise cornering and other performance-oriented characteristics of this luxury model, noted Frank Cadicamo, assistant national director of merchandising.

Cadillac also has bought space in the official Grand Prix catalog of racing events.

Pontiac and Oldsmobile: These two GM divisions didn't buy any TV, but have ads in the Grand Prix racing program schedule.

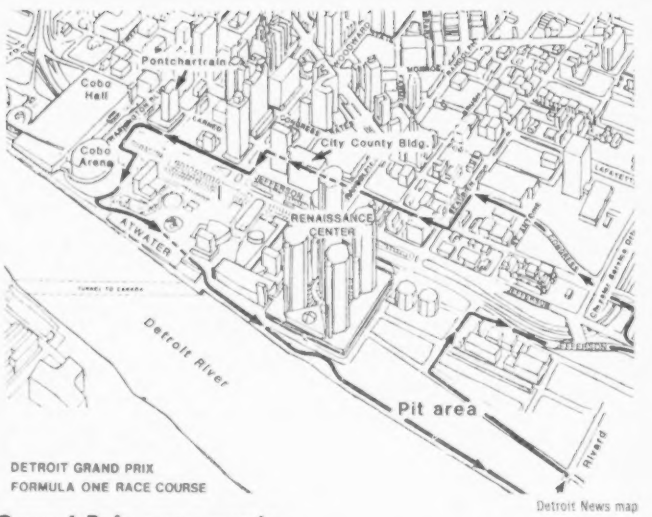
Buick: The division has two spots. Riviera and Regal coupes will be featured. A Riviera commercial, entitled "The school of performing arts," features that car on the road, with a musical background. It is a kind of mood commercial.

The Regal commercial, entitled "Bicycle," features racing bikes to make a statement about Regal's aerodynamics.

Chevrolet: The division has two 30-second spots on TV, featuring the Camaro, with primary emphasis on the Z-28. Ads will use "The Shadow" (its only competition), or a variation of it, as the theme.

Chevrolet also has a four-page unit in the Grand Prix racing program.

Volkswagen of America: VWoA does not have any TV advertising on Grand Prix and has lately shifted more dollars from TV to newspaper in stressing the price/value ads for Rabbit.



Detroit News map

Grand Prix race route

This is the course race cars will follow during a speed-filled weekend in downtown Detroit. Formula One cars will be whipped over the streets June 6 at speeds that will vary almost immediately from the 200-MPH range down to 25 MPH as sharp left and right turns are made.

European-style racing boosts U.S. Motor City

By Roger Rowand

DETROIT. — If any city and any industry needed a recharge, it is this city and the industry headquartered here. Surprisingly, a much-needed boost is coming from an unexpected direction—from European style auto racing.

The Detroit Grand Prix is scheduled for June 6. It is expected to put this town back in the automotive forefront with elan as some 126 million people in 34 countries watch the event via satellite-TV transmission.

Unlike other big happenings that have sparked this depressed community in the recent past—the 1980 Republican National Convention and the 1982 Super Bowl for example — the grand prix street race is a total global activity with intense worldwide interest.

There will be 15 Formula One grand prix races in 1982 with three in this country, in Long Beach, Las Vegas and Detroit.

The 181.3-mile, 70-lap race here will be the first through streets lined with tall office buildings, hotels and public structures. The course includes the canyons of downtown Detroit, the Renaissance Center and a stretch of riverfront.

Cars will make a sharp U-turn to the left than a quick right-angle turn to the right and then to the left on streets the AUTOMOTIVE NEWS headquarters is on.

Other such races are run in rural locations or through the streets of smaller towns. Noise, always a crowd-pleasing part of motor racing, will be a much-talked-about facet of the run for the money here.

The big-buck international glamor and excitement that permeate grand prix racing seemed to take Detroit gradually and by surprise. Enthusiasm was slow to build outside the relatively thin ranks of Formula One regulars.

But once it caught fire, the city's traditional optimism and love of sports exploded with all their historic strength.

Detroit long has been known as a sports town.

World popularity of grand prix racing has burgeoned in recent years. As race day here approaches, residents are joining the international swing. They've become new followers of Formula One machines with enthusiasm and intensity formerly reserved chiefly for Indy open wheelers, NASCAR Grand National super sedans and, of course, Tigers, Lions, Pistons and Red Wings.

Early estimates of trackside crowd size range between 65,000 and 100,000.

The Formula One street race will cap three days of race activities. Other events include the Robert Bosch/VW Super Vee Championship, a short vintage car race and the Renault Cup race of Renault Le Cars.

The domestic auto makers and their suppliers, while avoiding sponsorship of grand prix races or race cars, are taking advantage of race activities. They are holding parties and helping people important to them enjoy the race-filled weekend.

General Motors is taking advantage of the fact that many members of the international racing press corps will be here. The company is holding a day-long meeting at which it will show its latest developments and give reporters a look into the future.

Other firms are holding parties for the newsgatherers.

One local angle Detroiters leaped at enthusiastically is the fact that most F1 cars are powered by Cosworth Ford engines.

Those are Ford engines converted to racing power plants in England by Cosworth Engines. In a way, therefore, Detroiters have something from close to home to root for.

U.S. car sales increase 2nd 10-day period in row

Continued from Page 3

were up 5.51 percent, to 21,341 from 20,226.

Ford dealers sold 44,748 units, down 0.56 percent from 45,001. Estimated sales for VWoA of 1,660 were down 62.92 percent from 4,477, and estimated AMC sales of 3,600 were down 28.00 percent from 5,000 a year earlier.

GM claimed its biggest share of the domestic market to date this year, a whopping 66.87 percent, up from 61.05 percent in '81. Ford slipped to 20.78 percent from 23.46 percent; Chrysler was down to 9.91 percent from 10.55 percent; VWoA earned only 0.77 percent, down from 2.33 percent, and AMC sales accounted for 1.67 percent, down from 2.61 percent.

All five GM divisions plus Chrysler and Lincoln recorded sales increases during the period. Chrysler more than doubled its numbers, going to 5,847 from 2,365 last year. Lincoln was up 58.90 percent; Chevrolet was up 37.11 percent; Cadillac was up 36.37 percent, thanks to its best sales (8,365) of the calendar year; Buick was up 21.33 percent; Oldsmobile was up 10.70 percent, and Pontiac was up 7.45 percent.

Negative percentages were reported by VWoA, down 62.92 percent; Imperial, down 62.24 percent; AMC, down 28.00 percent; Plymouth, down 13.66 percent; Dodge, down 11.40 percent; Ford, down 3.86 percent and Mercury, down 2.25 percent.

DOMESTIC SALES

	May 11-20, 1982	May 11-20, 1981
AMERICAN MTRS.	3,600†	5,000†
Chrysler	5,847	2,365
Imperial	91	241
Plymouth	7,944	9,201
Dodge	7,459	8,419
CHRYSLER CORP.	21,341	20,226
Ford	30,725	31,960
Mercury	10,710	10,956
Lincoln	3,313	2,085
FORD MOTOR CO.	44,748	45,001
Buick	25,743	21,217
Cadillac	8,365	6,134
Chevrolet	57,893	42,225
Oldsmobile	33,839	30,568
Pontiac	18,192	16,930
GENERAL MTRS.	144,032	117,074
VOLKSWAGEN	1,660†	4,477
INDUSTRY TOTAL	215,381	191,778

† Estimate

Thomas Estes sentenced on bank fraud charge

DETROIT. — Thomas P. Estes was sentenced to three years in federal prison last week after pleading guilty to one charge of fraud in connection with obtaining $900,000 in bank loans.

Estes, son of former General Motors President Elliott M. Estes, first faced 10 charges of fraud and interstate transportation of money obtained by fraud.

BEST AVAILABLE COPY

Milestone reached May 25; it was April 22 last year

Two-millionth car is a month late

By Patricia Hoffman
Staff Writer

It's been an unusually slow climb for domestic auto production this year. The two-millionth automobile was assembled last Tuesday (May 25), more than a month later than in 1981.

Production so far this year is 2,093,802 units, down 27.20 percent from 2,875,956 units built through May 30, 1981. Last year, the makers reached the two-million mark on April 22, which was also later than usual.

Year-to-date totals by company are: General Motors, 1,306,432; Ford Motor, 468,534; Chrysler Corp., 252,705; Volkswagen of America, 40,018; American Motors, 24,550, and Checker Motors, 1,563.

Last week, the makers targeted output at 129,739 units, a drop of 5.36 percent from 137,089 the previous week, and down 7.35 percent from 140,027 units in the comparable 1981 week, which included the Memorial Day holiday. This year, the holiday will be observed today (May 31) and all plants will be closed.

Downtime continued last week at GM's Janesville facility. The point, idle since Jan. 18 for model changeover, will return tomorrow, (June 1) with production of the Cadillac Cimarron.

For the second consecutive week, daily overtime was scheduled last week at Chrysler's St. Louis facility. The plant has been operating on a daily nine-hour shift.

Second-shift operations will resume tomorrow at GM's Fairfax and Lansing facilities. Approximately 2,000 workers will be recalled at Fairfax, which builds LeSabre, Caprice and Oldsmobile 88. About 2,200 workers will return at Lansing on Cutlass and Cutlass Supreme.

Also starting tomorrow, GM's Willow Run plant will increase production of Omega and Skylark from 50 to 70 units an hour. About 1,800 workers will be recalled.

AMC's Kenosha point began a two-week shutdown last Friday. The facility, idle for vacation, is slated to return June 15.

Checker Motors announced that its final Checker Cab will be built July 7. The company said the line rate of 20 units a day will continue until production ends. The Kalamazoo facility will remain as a parts plant after final cab assembly.

Light-truck waiver extended for few high-altitude units

WASHINGTON.—EPA is going to extend through 1983 an exemption it now gives for light-duty trucks sold in high-altitude regions.

The exemption applies to truck makers' lowest-power and/or lowest-selling light-duty trucks. The so-called 30 percent exemption allows makers to exempt 30 percent of their projected light-duty truck sales from high altitude standards.

It was instituted in 1982 to address the problems of lead-time and the difficulties and costs of certifying certain low power / high-fuel-economy models. EPA thought at the time the exemption would be needed for only one year.

Ford petitioned the agency to extend the waiver provision. It cited the high cost of developing and certifying high-altitude calibrations for light-truck configurations with very low sales volumes—50-100 units for many vehicle types.

Ford said that without the waiver, it would have to develop 10 new calibrations to certify that 10,000 vehicles would comply with the high altitude proportional tailpipe standards.

That would translate into $2 million for Ford. That would be a particularly large sum to invest because standards change again for the 1984 model year, Ford said.

EPA agreed, and it extended the exemption effective June 21, 1982. It said the change will save the auto industry money so that makers can concentrate on certifying vehicles for the 1984 model year when standards will not differ according to altitude.

Only 5.5 percent of annual light-duty truck sales occur in high-altitude areas; therefore, the exemption will apply to less than 2 percent of the 1983 light-duty truck fleet.

Weisman named

BALTIMORE, Md.—Frederick R. Weisman, owner and president of Mid-Atlantic Toyota Distributors, Inc. has been appointed to the Professional Advisory Council of the College of Business and Management of the University of Maryland.

3 plants down, truck production slips for week

Downtime at three U. S. truck assembly points last week pulled production down 17.76 percent from the previous week, but output was 23.93 percent above that of the comparable 1981 week. The 1981 period included the Memorial Day holiday.

[illegible]t week's truck production was targeted at 43,102 units, down from 52,413 the previous week, but up from 34,780 units built the same week last year.

Year-to-date, the makers have finished 825,615 units, a 10.15 percent gain from 749,561 in the same 1981 period.

The heavy-duty truck and coach lines at General Motors' Pontiac facility were down last week for inventory control.

Also idle last week for inventory adjustment was Volkswagen of America's Westmoreland plant. It is slated to return tomorrow (June 1).

Ford Motor's Louisville point was idle last week due to parts shortage.

For the 13th consecutive week, Chrysler Corp. scheduled daily overtime at it's Warren truck facility. The plant has been working nine-hour shifts.

All U. S. truck facilities are idle today, (May 31) in observance of Memorial Day.

Victoria Day trims output in Canadian plants

Canadian auto makers operated only four days last week due to the Victoria Day Holiday, and production dropped 12.06 percent below the previous week's total. Truck production, aided by Saturday overtime at Chrysler's Windsor truck facility, fell only 4.49 percent.

The auto makers targeted output last week at 17,503 units, down from the 19,904 cars assembled during the five-day previous week, and the total dropped 16.17 percent from 20,880 units built in the comparable 1981 five-day week. (Victoria Day was celebrated the previous week last year.)

So far this year, the car manufacturers have completed 371,733 units, up 2.00 percent from 364,429 at this time in 1981.

The truck makers scheduled 10,562 units last week, down from 11,059 the previous week, and down 17.98 percent from 12,877 in the comparable 1981 week.

Year-to-date, there have been 220,336 trucks assembled, down 7.88 percent from 239,179 last year.

All Canadian car and truck facilities were idle last Monday (May 24), in observance of Victoria Day.

Only Chrysler Corp.'s Windsor truck facility operated five days last week with overtime scheduled Saturday.

Overtime continued last week at Ford Motor's St. Thomas car point. The plant has been operating daily nine-hour shifts since April 2, with normal eight-hour shifts resuming Friday.

Chrysler's Windsor car facility has slated vacation time for two weeks in July. The plant will be idle the weeks of July 19 and July 26.

U. S. CAR PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	5,600*	46,854*	24,550*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,500	14,962	16,269	53,388	350,565	252,705
Plymouth Total	7,000	8,647	6,767	21,636	180,078	105,927
Horizon	2,300	3,884	2,652	4,952	68,794	31,463
Reliant	4,700	4,763	4,115	16,684	101,697	74,464
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	.....	2,937	11,085	22,098	48,225
LeBaron	2,600	.....	2,937	11,085	17,236	48,225
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	5,900	6,315	6,565	20,667	148,389	98,553
Omni	2,500	2,493	2,123	4,623	51,624	29,239
Aries	2,500	3,822	3,233	12,274	80,439	55,416
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	900	.....	1,209	3,770	.....	13,898
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	33,558	32,171	35,095	133,024	612,033	468,534
Ford Division	22,326	21,845	24,183	90,063	420,864	298,963
Escort	8,549	7,395	10,027	37,338	159,568	128,539
Fairmont	4,219	4,984	4,710	17,184	89,466	50,634
Must./Must. II	3,699	3,783	4,145	15,950	67,732	54,224
Granada	3,398	2,307	3,571	13,536	34,739	46,013
Thunderbird	2,156	1,749	1,380	4,841	31,989	16,181
Ford	.....	1,627	.....	.....	37,370	.....
EXP	305	.....	350	1,214	.....	3,372
L-M Division	11,232	10,326	10,912	42,961	191,169	169,571
Mercury Total	9,154	8,690	8,817	33,948	162,291	127,645
Lynx	2,405	2,122	2,700	10,143	54,715	37,959
Capri	1,125	1,682	725	3,477	22,769	13,170
Zephyr	1,362	1,778	1,663	5,522	25,809	16,061
Cougar	1,369	1,183	1,613	5,707	17,905	22,277
XR-7	1,028	863	253	1,609	13,766	5,246
Mercury	1,841	1,062	1,340	7,368	27,327	32,216
LN7	24	.....	23	122	.....	716
Lincoln Total	2,078	1,636	2,095	9,013	28,878	41,926
Continental ('82)	418	.....	419	1,804	.....	8,917
Lincoln	1,086	817	1,097	4,614	13,988	18,518
Mark VI	574	819	579	2,595	14,890	14,491
GENERAL MOTORS	79,181	87,443	81,257	315,296	1,783,312	1,306,432
Buick Division	17,950	17,105	18,837	72,552	406,078	306,544
Skylark	3,063	4,614	3,317	12,682	110,852	55,346
Skyhawk J	3,222	.....	3,244	13,805	.....	39,952
Century	2,727	2,232	3,252	10,742	76,519	51,439
Regal	4,290	5,981	4,561	17,817	120,772	78,141
Buick	3,573	3,180	3,445	13,360	72,064	66,610
Riviera	1,075	1,098	1,018	4,146	25,871	15,056
Cadillac Division	5,265	5,230	5,344	21,333	117,160	102,527
Cimarron	.....	259	.....	.....	916	1,401
Seville	585	380	585	2,340	12,419	10,703
Eldorado	1,080	1,185	1,141	4,556	28,634	26,345
Cadillac	3,600	3,406	3,618	14,437	75,191	64,078
Chevrolet Division	26,730	33,412	26,972	107,797	635,991	406,533
Chevette	6,455	6,989	6,474	25,411	138,546	89,748
Cavalier	1,515	1,986	1,510	5,907	13,397	36,803
Celebrity	1,775	.....	1,748	9,005	.....	28,448
Camaro	5,235	3,368	5,146	21,266	58,885	92,678
Citation	5,420	7,184	5,789	21,226	158,161	69,396
Malibu	3,530	6,420	3,426	13,706	118,660	43,916
Monte Carlo	1,750	3,251	1,795	6,983	62,111	24,444
Chevrolet	450	3,894	476	1,879	73,542	8,735
Corvette	600	320	608	2,414	12,689	12,365
Oldsmobile Division	15,773	18,875	16,144	60,189	416,885	315,287
Omega	1,737	2,610	1,645	6,927	66,157	35,127
Firenza	1,010	.....	930	4,032	.....	28,620
Cutlass	4,080	9,900	3,928	12,886	207,969	77,165
Cutlass/Ciera	2,857	.....	3,390	11,510	.....	50,367
Oldsmobile	5,229	5,428	5,407	21,425	120,880	109,476
Toronado	860	937	844	3,409	21,879	14,532
Pontiac Division	13,463	12,821	13,960	53,425	207,198	175,541
Acadian†	120	457	118	952	10,383	5,086
J2000	1,205	1,502	1,235	4,760	12,067	12,663
T1000	1,498	2,037	1,570	6,182	27,439	10,903
Firebird	3,503	1,971	3,475	14,246	26,982	53,390
Phoenix	1,540	2,507	1,824	6,462	51,629	17,130
Grand Prix	1,815	2,422	1,841	7,186	44,883	32,269
Bonneville ('82)	1,815	.....	1,840	7,198	.....	32,229
A6000	1,967	.....	2,056	6,439	.....	11,871
LeMans	.....	1,616	.....	.....	27,347	.....
Pontiac	.....	309	.....	.....	6,468	.....
VOLKSWAGEN	.....	2,981	2,968	9,080	82,159	40,018
CHECKER	100*	70*	100*	400*	1,033*	1,563*
Total Cars, U. S.	129,739	140,027	137,089	516,788	2,875,956	2,093,802

TRUCK PRODUCTION IN U. S.†

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
CHEVROLET	15,380	10,464	17,007	65,267	241,765	280,790
DODGE	2,800	2,430	3,355	11,392	38,975	54,377
FORD	14,622	12,832	20,988	70,698	271,777	295,254
GMC	6,055	3,764	6,404	24,065	82,544	104,550
INTERNATIONAL	1,195	1,369	1,193	4,311	30,510	21,662
VOLKSWAGEN	.....	734	416	1,286	20,099	7,062
JEEP	2,000*	1,697*	2,000*	8,000*	36,486*	35,990*
AM GENERAL	50*	90*	50*	200*	1,805*	930*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	25,600*	25,000*
Total Trucks, U. S.	43,102	34,780	52,413	189,219	749,561	825,615

CANADIAN TRUCK PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
CHRYSLER CORP.	2,111	2,561	2,212	9,276	31,746	42,584
FORD MOTOR	2,993	3,507	4,160	14,612	73,032	57,438
GENERAL MOTORS	5,190	6,558	4,419	22,124	129,181	115,094
INTERNATIONAL	268	251	268	1,075	5,220	5,220
Total Trucks, Canada	10,562	12,877	11,059	47,087	239,179	220,336
N. American Trucks	53,664	47,657	63,472	236,306	988,740	1,045,951

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 29, 1982	Week Ended May 30, 1981	Week Ended May 22, 1982	May Est.	Jan. 1 to May 30, 1981	Jan. 1 to May 29, 1982
AMERICAN MOTORS	480	852	607	2,307	13,411	11,307
CHRYSLER CORP.	3,440	.....	3,531	13,960	12,410	70,242
FORD MOTOR	7,003	6,771	9,229	34,304	92,807	130,247
GENERAL MOTORS	6,400	13,032	6,312	28,215	241,268	155,425
VOLVO	180	225	225	855	4,533	4,512
Total Cars, Canada	17,503	20,880	19,904	79,641	364,429	371,733
N. American Cars	147,242	160,907	156,993	596,429	3,240,385	2,465,535
N. American Trucks	53,664	47,657	63,472	236,306	988,740	1,045,951
North American Cars and Trucks	200,906	208,564	220,465	832,735	4,229,125	3,511,486

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News

June 7, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Starion rising

Mitsubishi slates U. S. fall debut

Mitsubishi's new dealer network in the U. S. will get a fast start with this high-performance, rear-drive turbocharged Starion. Now being marketed in Japan and Europe, the Starion will be introduced in the U. S. this fall. Mitsubishi is positioning the Starion to compete with the Toyota Celica Supra, Datsun 280-ZX and the Porsche 924.

Hot Mitsubishi Starion to debut here in fall

By John Hartley
Staff Correspondent

TOKYO. — Mitsubishi Motors has launched the Starion coupe in Japan. This new rear-drive coupe was first shown at the Geneva Motor Show, and is already on sale in Europe. It will come to the U. S. in the fall.

Different in concept from anything produced by MMC before, the Starion is to be the flagship of the company both in Japan and elsewhere. It is a two-plus-two coupe, built on an underbody with a wheelbase of 95.9 in., and with an overall length of 173 in.

MMC used the Porsche 924 as inspiration in designing this new coupe, which in Japan is powered by the two-liter turbocharged Sirius engine developing 145 HP at 5,500 RPM. The suspension and steering are the same as on the Sigma and Sapporo models — independent by struts all round and recirculating ball steering.

To match the high performance of the Starion—the name is a combination of 'star' and 'Arion'—MMC has modified the suspension and steering. Castor is 5 deg. 20 min., and the recirculating ball steering, which is a bit out of place on a car of this type, has been strengthened. There is also anti-skid braking on the rear wheels only.

The main feature of the Starion is the new body, an aggressively styled coupe with retractable headlamps and a deep inclined chin spoiler beneath the nose which has a front grille that is hardly noticed.

There are very heavy B-posts, and doors with very wide window frames owing to a worthwhile innovation — a seat belt that is mounted in the door instead of in the B-post. The advantage of this design is that the belt does not get in the way of people struggling to get into the limited rear seat space.

MMC hopes to sell 2,500 Starions monthly in Japan, and 1,000 in export markets. This seems a very ambitious target, since in April, Toyota sold 2,200 Soarers, and 2,000 Celicas, while Nissan sold only 1,250 Leopards, and Isuzu 1,200 Piazzas. Clearly, if MMC is to hit its sales target, some of these others must lose sales. Owing to its limited number of dealers, MMC is selling the Starion through its two dealer chains.

In the U. S. the Starion will be sold through MMSA dealers, not Chrysler Corp. It will be equipped with the 2.6-liter turbocharged engine, which should develop over 180 HP with massive torque. Thus the Starion will be a major competitor for the Toyota Celica Supra, Datsun 280ZX and also for the Porsche 924.

Passive restraints revocation set aside by court; NHTSA ordered to reconsider rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Three federal appellate court judges have unanimously reversed NHTSA head Ray Peck's revocation of the passive restraint standard and remanded it to the agency for further consideration.

The court ordered NHTSA to report within 30 days on a schedule for answering questions it raised, and said NHTSA could then decide whether to modify standard 208, order it carried out, delay it, suspend it, or even revoke it.

But the thrust of the opinion is that whatever the agency does, it must base its decision on evidence and reasoning, and act according to its Congressional mandate to save lives and reduce injuries.

The decision can be appealed to the full nine-judge U. S. Circuit Court for the District of Columbia and even to the U. S. Supreme Court. But the 76-page opinion by Judge Abner Mikva, a former liberal Democrat Congressman from Illinois, was concurred in by Judge David L. Bazelon and by Judge Hardy T. Edwards, who said only that certain options presented by Mikva may be correct but he would not use them as a basis for the decision.

• The 76-page opinion flayed Peck's decision to rescind the standard as a "paradgm of arbitrary and capricious agency action." It was a clear victory for State Farm and the National Assn. of Independent Insurers, who brought the case and were joined by such public interest groups as the Center for Auto Safety and Public Citizen.

In defending the revocation, the government was joined by the Motor Vehicle Manufacturers Assn. and the Automobile Importers Assn.

Throughout the opinion, the court made it clear that it will not make any decision about the use of passive belts or air bags. Congress can do whatever it wants and so can NHTSA, but the agency must support whatever it does by reasoned evidence relating to technology and its action must be objective, practicable and must meet the needs of safety.

The agency must also consider seriously Congressional statements, actions, and its refusal on three separate occasions to kill the standard or end the use of air bags.

Neither of the two opinions pulls any punches in criticizing Peck's decision-making. Edwards calls it "long on words and short on reasoned decision-making." He adds:

"Indeed, the agency decision appears to be nothing more than a determined effort to achieve a particular result without regard to the facts at hand." Mikva throughout stresses what Peck might have considered but did not.

• The complex history of the passive restraint standard is almost as long as the existence of NHTSA. It started at the request of the first safety chief, Dr. William Haddon Jr., with

Continued on Page 63, Col. 1

breaking news

GKN to become DeLorean investor

LONDON. — GKN Group, a major British OEM supplier, will be one of the primary investors in the $30 million restructuring of DeLorean Motor Cars, the Belfast car-building operation, AUTOMOTIVE NEWS sources said. GKN is one of DeLorean's major suppliers and is a creditor, as well. Earlier story on Page 2.

Nissan Pulsar to replace Datsun 310

LOS ANGELES. — The Nissan Pulsar will replace the Datsun 310 in the U. S. this fall. Two coupes will be offered. The premium model, Pulsar NX, will use Garrett AiResearch's T-2 turbocharger on its 1.5-liter fuel-injected engine. Nissan hopes to position the Pulsar NX as the lowest-priced turbo car on the U. S. market with a sticker price in the $8,000 range.

Datsun offers cash incentive on trucks

CARSON, Calif. — Datsun launched a June 1 - July 31 "Truck Cash-A-Rama" on all new '81 and '82 trucks sold and delivered during the period. Dealers get $200 per unit for 0-50 percent of their objective, $300 for 51-100 percent and $500 for over 100 percent, nonretroactively. There is also

See BREAKING NEWS, Page 8, Col. 1

New-car announcements will again be staggered

'83 intros to begin Sept. 22 and run into '84s

By Joseph Bohn
Marketing Editor

It looks like another fun year for new-model announcements, with plenty of indecision, staggered intros and lots of huffing and puffing on ad strategy.

Along with the "new" '83s this fall, there will be winter, spring and summer models introduced by Detroit which really represents most of what's new.

A couple of next year's contenders, in fact, may come on stream so late as to be the first of the 84s.

But with the slow economic recovery being predicted, time may be on Detroit's side: The later the car, the better its chance of debuting in a robust market.

For the time being, here's how '83 intros shape up.

American Motors: Traditionally the first to announce its fall products, '83 AMC cars, Jeeps and Renaults officially go on sale Sept. 22.

That includes the AMC-Renault Alliance, which will be built in Kenosha.

Meanwhile, AMC is planning to introduce the first of its Jeep XJ models, a slimmer, trimmer Cherokee, next May, to be followed by Wagoneer toward the fall.

Ford Motor Co.: Ford, along with General Motors, is tentatively slating Sept. 23 for introduction of most of its carryover products.

Ford is now looking at Nov. 1 for its Mustang convertible introduction.

And Thunderbird/XR-7, along with Tempo/Topaz (replacements for Fairmont/Zephyr) announcements continue getting stretched out.

It now looks like a late March/early April intro for the '83 Thunderbird/XR-7, with Tempo/Topaz slated to bow in May.

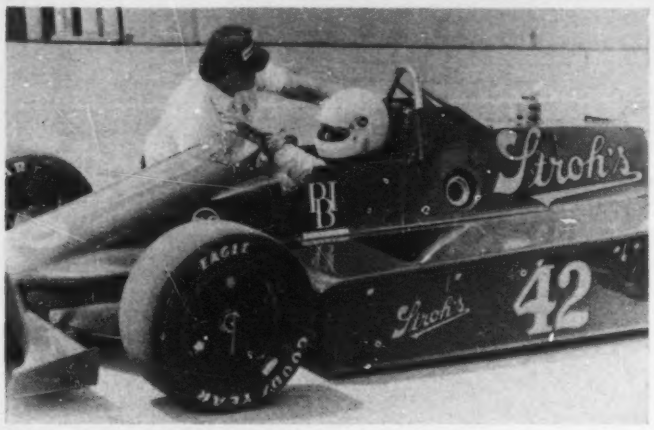
There's a good chance of Ford's new front-drive compacts debuting as '84s, particularly if more engineering delays occur. Generally, companies find it more economical just to certify a car as part of the forthcoming year, '84 in this case, if they arrive late enough.

General Motors: Although it has a Sept. 23 intro date on most lines, GM will hold back official introduction of Camaro and Firebird, as well as the dramatically restyled Corvette, for late 1982/early 1983.

Chrysler Corp.: The company is planning to officially announce its product line Oct. 1. However, a new superstretched E-body, called Dodge 600 and tentatively named Gran LeBaron in the Chrysler version (officials are still debating pos-

Continued on Page 64, Col. 5

NEWSPAPER
AN JAN83
MD20814CNGLIAO 0E 1N095 92
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814



Hickman and his Indy car

You can buy a car from this man. He's Datsun dealer Jim Hickman from Atlanta, who drove in his first Indy 500 race May 30 and placed seventh in a field of 33. Hickman was behind the wheel of the March/Cosworth-built Stroh's Firebrewed Special, sponsored by Premium Beverage, Inc., Atlanta. Hickman completed 189 of the 2.5-mile laps

Indy Rookie of Year is a Datsun dealer

By Jenny L. King
Staff Writer

DETROIT. — Jim Hickman was away from his Atlanta Datsun dealership a lot in May. He was spending time in the Indiana town of Speedway preparing to qualify for and drive in the 1982 Indianapolis 500.

Just four days before the big race and shortly after he had qualified at 196 MPH in his March/Cosworth Stroh's Firebrewed Special, Hickman was on the move again, this time up to Michigan where he spoke to members of the Detroit Sports Broadcasters Assn. at the Detroit Press Club.

"Any driver's success depends on the people behind the scene. So much depends on support, financial support," said Hickman, a former Navy pilot whose car was sponsored by Premium Beverage, Inc., Stroh Brewery distributor in Atlanta.

"Without strong financial backing it's difficult to be competitive," said the man who willingly described himself as "aggressive."

Hickman was one of nine rookie drivers at this year's Indy 500. He said he had driven his first Indy-car-type race earlier this year, and that work on the Firebrewed Special was almost last-minute.

"We started six weeks ago," said Hickman. "We're still putting the team together."

Hickman predicted driver

Continued on Page 64, Col. 1

Mustang GT, Capri RS prices raised by $89

DEARBORN.—Ford Motor Co. last week boosted prices $89 on high-performance Mustang and Capri models and raised prices of optional equipment throughout its car lines.

The company said the equipment hikes amounted to $29, or 0.3 percent, per average car.

Destination charges on cars were raised an average of $15.

The $89 increases were applied to the Mustang GT and Capri RS. The GT now is $8,397 and the RS is $8,196. A 5-liter (302-CID) V-8 engine is standard on both models.

The GT is currently accounting for about 25 percent of Mustang sales, and the RS is taking about 15 percent of Capri sales.

The 5-liter engine package, standard on the GT and RS, is also available on other Mustang and Capri models. The price went up $92 last week and now is $544. The package includes (in addition to the engine) handling and suspension items, four-speed manual transmission, Traction-Lok axle and hood scoop.

The engine package is ordered on about 20 percent of Capri models.

The price hikes on optional equipment included a number of popular features. Some examples:

Air conditioning for Ford LTD and Mercury Marquis rose $12 to $707. AM/FM stereo radio for Ford Fairmont Futura and Mercury Zephyr went up $21 to $106 (AM radio is standard equipment). Power steering for Ford Granada and Mercury Cougar climbed $12 to $207. White sidewall tires and Granada and Cougar jumped $6 to $72.

The Ford price hike was the second by a domestic maker in recent weeks. In May, Chrysler Corp. boosted 12 models $59 to $366. Chrysler did not increase optional equipment prices or destination charges.

index

Advertising news	46
Auction reports	52
Classified advertising	53
Editorial page	10
Production by makes	67
Registrations, car, truck	30
Service highlights	20
Truck highlights	14

57th year — No. 4918

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Advanced electronics concepts unveiled

Ford shows cars that talk—and hear

By Al Fleming
Industry Editor

DEARBORN, Mich. — Ford Motor Co. took the wraps off its advanced electronics products and concepts at the company's new diversified products technical center.

Displays ranged from a new "fourth generation" electronic engine control, called EEC-IV, to a satellite navigation system that pinpoints a location on a map displayed on a cathode ray tube. Using data from a navigation satellite, the system can locate a car with accuracy within 1,000 feet anywhere in the world.

EEC-IV, which Ford calls "the world's most advanced electronic engine-control system," will be used on 1.6-liter electronic fuel injection engines for the 1983 Ford Escort and EXP and Mercury Lynx and LN7.

Other advanced concepts and prototype designs included multi-colored liquid-crystal displays, a voice-recognition system that activates vehicle functions through voice commands, a hand-held transmitter that helps locate a car in a parking lot by blowing the horn and flashing the lights, a micro-cassette tape deck and a remote-control radio that uses a fiber-optic cable for tuning.

Also shown were Ford's "communications concept car," which offers worldwide telephone service without a conventional telephone, and electronic transmission and suspension controls.

Frederick Z. Herr, general manager of Ford's Electrical and Electronics Division, said the news briefing marked a departure from the way Ford's electronics story has been told in the past, because the company wanted to establish its claim as "the leader in electronics among car makers worldwide . . . by taking off the wraps and showing you our electronics future."

According to Jerome G. Rivard, chief engineer for the Electrical and Electronics Division, the company's budget for advanced engineering programs was increased more than 50 percent for 1982.

Major new facility commitments, he said, include an integrated circuit development center to be built near Colorado Springs, to serve Ford's automotive and aerospace needs.

Rivard said the company also is expanding its computer-aided design capabilities at the diversified products technical center.

Among upcoming electronic innovations is a "talking car" option for the redesigned 1983 Ford Thunderbird and Mercury Cougar.

Called "voice alert," it produces reminder messages through synthesized speech. An electronic voice tells the driver if the door is ajar or, when leaving the car, if the key is in the ignition or the headlights are on.

Another new feature — automatic control of display brightness—will be added to the electronic instrument cluster for Thunderbird and Cougar.

An electronic eye measures the amount of light in the passenger compartment through a window beside the speedometer display and maintains brightness of readouts under conditions of bright sunlight, overcast skies and darkness.

Ford's Tripminder computer, currently available on standard-size Ford and Mercury cars, will show up on the '83 Thunderbird

Continued on Page 62, Col. 1

Electronic downsizing at Ford

Jerome G. Rivard, chief engineer for Ford Motor Co.'s Electrical and Electronics Division, compares the size of the company's original Electronic Engine Control (EEC-I), right, with the new fourth-generation EEC-IV. While EEC-I used seven custom large-scale integrated circuits for limited control of engine functions, EEC-IV achieves greatly expanded control with only two devices—a custom high-performance microprocessor and a large-capacity memory — each on a chip less than a quarter-inch square, Ford said.

Dealer shop business gains again in April

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships across the nation continued to increase in April, but the rate of growth declined sharply from that recorded in both March and February.

According to the Automotive News Service Index, shop volume in April amounted to 104.9 percent of the business recorded in the same month of 1981.

In March, service and parts business was 114.6 percent and in February it was 112.2 percent of the volumes registered in the same months the year before.

Although April's service and parts business dipped somewhat, it was the 14th consecutive month in which volume has shown an increase over the year-earlier month.

As in previous months, all indicators used in the Service Index except repair orders written showed increases in April. ROs dipped 11.4 percent, marking the fifth straight monthly decline.

The leading indicator in April was parts and P&A sales, up 14.2 percent, followed by shop parts sales, those used on customer-paid and warranty repairs, up 11.3 percent from the year-ago figures.

Gross profit on all labor, parts, and P&A sales, the most important indicator from the dealers' viewpoint, was up 7.6 percent, while total labor sales, both customer-paid and warranty, were up 0.5 percent. Gross profit was up 15.3 percent in March and 15.1 percent in February.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealerships.

For the first four-months of the year, dealers' shop volume amounted to 108.7 percent of the business for the same period a year ago.

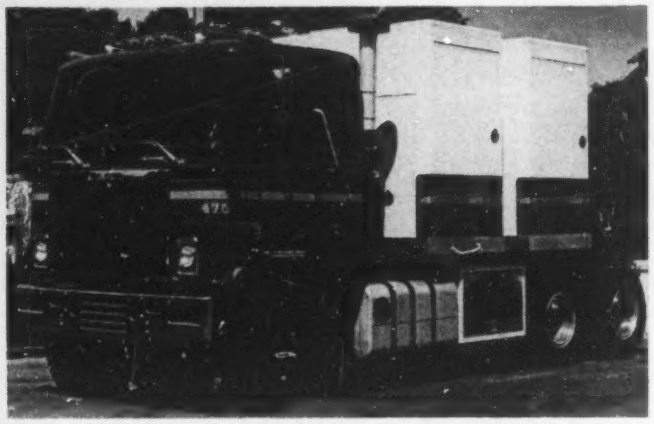
The leading indicator for the January-April period was sales of all parts and P&A, up 17.7 percent, while shop parts sales increased 16.3 percent and gross profit climbed 11.9 percent.

Labor sales jumped 6.0 percent in the period, while repair orders written dipped 9.6 percent.

SERVICE INDEX
104.9*

	April, '82 vs. April, '81	4 mos., '82 vs. 4 mos., '81
Gross Profit on All Labor and P&A Sales	+ 7.6	+11.9
Repair Orders Written	−11.4	− 9.6
Total Labor Sales (Customer & Warranty)	+ 0.5	+ 6.0
Shop Parts Sales (Customer & Warranty)	+11.3	+16.3
Sales of All P&A	+14.2	+17.7

*—Survey by Automotive News shows that dealers' service and parts business in April, 1982, was 104.9 percent of business in April, 1981. Service business in the four months of 1982 was 108.7 percent of business in the corresponding period in 1981.



Astro-Lighter totes generators

The Astro-Lighter tractor is a heavy-duty option package developed specifically for the motion-picture industry by GMC Truck & Coach Division. It is designed to carry self-contained, 800-amp turbodiesel-powered generator plants.

Special Astro designed for film-making role

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—GMC Truck & Coach Division has introduced a new tractor equipped with twin generators intended specifically for use in the motion-picture industry.

Called the Astro-Lighter, the new unit is capable of safely and legally carrying two generator plants and pulling a 40-foot trailer.

Joe Coffer, GMC project engineer on the Astro-Lighter program, said the tractor incorporates specific front-axle capacity, frame strength, wheel and tire combinations, wheelbase length, fuel-tank location and capacity, and fifth-wheel placement to accommodate the two Engine & Equipment Co. 800-amp turbodiesel generating plants.

The Astro-Lighter features a 75-inch BBC aluminum-tilt sleeper cab, Rockwell 18,000-pound capacity front axle, Hendrickson 38,000-pound rear suspension with Rockwell SQHD tandem axles and a reinforced frame.

All other regular production GMC options are available, Cof-

Continued on Page 38, Col. 3

Fruehauf, Alcoa see healthy gains in trailer sales

DETROIT. — Fruehauf Corp. and Aluminum Co. of America looked into their separate crystal balls for an idea of how truck trailer sales will be doing in the years ahead.

They saw gains coming in each of the next few years.

Alcoa predicts 1982 sales of 141,000 trailers, while Fruehauf sees a total of 136,000. Alcoa pegs 1985 sales at 205,000 units, while Fruehauf predicts 230,000.

Donald R. McCleary, market-

Continued on Page 38, Col. 3

truck industry news

Ownership/operating expenses 198 pct. higher than in '72

'81 truck costs up 15 pct., Hertz says

NEW YORK.—Typical truck-ownership - and - operating costs rose almost 15 percent in 1981, bringing total increases in commercial-vehicle expenses to nearly 198 percent since 1972, Hertz Corp. reported in its yearly estimate of truck outlays.

"The new figures indicate truck operators buying new tractor - trailer combinations in 1981 can expect to spend more than $520,000 to run these units a typical 100,000 annual miles over the next five years of their normal use-life," said a spokesman for the car-and-truck leasing and renting company.

The study noted that because of the key distribution role trucks play in the nation's economy, their continuing, above-inflation expense increases can have a "ripple" effect on prices consumers pay for all goods and services.

The newest cost rise puts the advance in typical truck - fleet per-mile outlays since the Arab oil embargo at almost double the 107 percent surge in the nation's overall living costs in the same nine-year (1972-81) period, the Hertz report pointed out.

The 1980 increase was 20 percent and 1979 and '78 rises each were 15 percent, the Hertz data shows, while 1977's advance was 11 percent, the '76 surge was 5.2 percent, 1975's climb 4 percent, and 1974 and 1973 boosts 25 percent and 7 percent respectively.

• The Hertz truck-expense survey lists ownership and running expenses for a typical 18-foot city-suburban pickup-and-delivery unit, for an 18-wheel over-the-road tractor-trailer combination unit and for 12 to 15 passenger commuter/cargo vans, often used in transportation pools.

The 1981 study reflects higher expenses in every truck cost category, with interest expenses jumping 36 percent and truck purchase prices themselves between 10 to 14 percent higher, the spokesman said.

For a typical over-the-road 55 to 65 foot, five-axle diesel tractor-trailer, average per-mile costs over a five-year, half-million mile use-life reached 82.34 cents in 1981, compared with 72.45 cents in 1980.

In 1971, the cost was 27.38 cents and in 1972 it was 27.94 cents. The 1980-81 rise was 13.7 percent and the total for the decade was 201 percent for tractor-trailer combinations.

"Even if expenses should stay at present levels, these figures mean a typical tractor - trailer will cost some $411,700 to run for the next five years—and this excludes driver compensation and fringe benefits which could

Continued on Page 61, Col. 1

Side-loader chassis added to Mack MR line

ALLENTOWN, Pa. — Mack Trucks, Inc., has introduced a new version of its MR low-cab-forward series chassis specifically designed to accommodate side-loading refuse bodies.

The MR side-loader drop-frame chassis, under development by Mack engineering since early 1981, is modified to Mack design specifications by Phoenix Mfg. Inc., Nanticoke, Pa., and is marketed and warranted by Mack.

The new vehicle was unveiled at the International Waste Equipment and Technological Exposition recently held in St. Louis.

Mack said market studies of side-loader chassis potential, initiated in 1980, revealed significant growth opportunities — particularly in larger municipalities where the advantage of one - person operation result in labor, insurance and time savings.

The side-loader market has grown by nearly 7 percent annually since 1975, the firm noted, and industry forecasts project 5 to 10 percent annual growth through 1985, predominantly among drop-frame chassis. Side-loaders accounted for approximately 32 percent of all residential refuse collection in the U. S. in 1981.

The Mack MR side-loader is designed to accommodate bodies from all major manufacturers.

The chassis incorporates a special deep-section drop-frame configuration of high - yield-strength steel constructed with body-bound bolts which the firm said delivers an excellent frame safety factor.

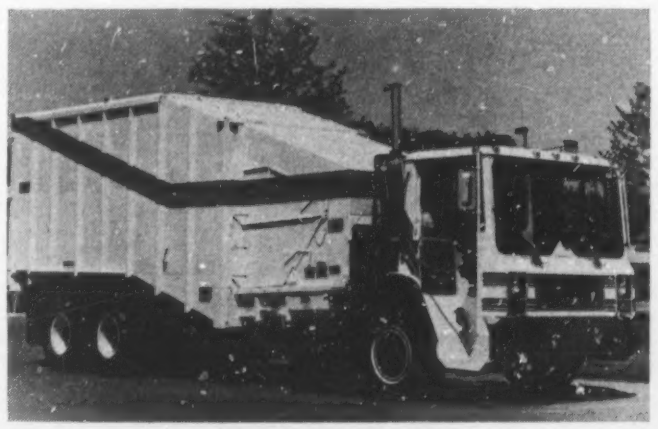
The 60-degree tilting, all-galvanized steel cab features dual controls with left-hand drive and a right-hand, stand-up operating position, including dual steering, throttle, service brakes and transmission selector controls.

A sliding glass cab divider separates the drive and operating segments, and Mack said the large window areas afford superb visibility. Available cab equipment includes integral power steering, integral air conditioning and a full range of other options.

Powertrains offered on the Mack MR side-loader include Mack diesel engines of 200 to 285 HP, as well as the Mack/Scania E4-210 and Cat 3208, all teamed with a choice of Allison automatic transmissions.

Mack front axles of 18,000 or 20,000-pound ratings are offered, along with single or tandem rear axles from Mack (23,000 pounds to 44,000 pounds, dual-reduction), Eaton or Rockwell.

Other features include a comprehensive warranty, covering the frame (full coverage: 12 months or 25,000 miles, pro-rated coverage: 36 months or 300,000 miles) and cab (full coverage: 12 months or 25,000 miles, pro-rated coverage: 12 months or 100,000 miles.



Mack chassis features dual controls

The new Mack MR side-loader chassis is designed specifically to accommodate side-loading refuse bodies from all major manufacturers. The vehicle features an all-galvanized steel cab with dual controls and a right-hand, stand-up operating position for efficient one-person use.

truck personnel

Continued on Page 38, Col. 4

GM truck/bus group names 4 to key posts

General Motors Worldwide Truck and Bus Group has announced the appointment of four key executives. They are:

James C. Salrin, finance manager with responsibility for all truck/bus analysis and financial control. A 30-year GM veteran, he had been Chevrolet finance manager since 1974.

John D. Rock, vehicle sales and service manager. He had been executive director for GM Holden's in Australia since 1979.

Wallace W. Edwards, international staff manager with responsibility for coordinating Truck and Bus Group activities with GM of Canada, Diesel Division of Canada, GM do Brasil, GM de Mexico, North American Vehicles Overseas and international joint ventures.

D. Dean Forester, engineering staff manager with design and engineering support responsibility for worldwide trucks, buses and vans.

Rutherford heads IH manufacturing unit

Jack D. Rutherford has been promoted to president of International Harvester's Manufacturing Group. Formerly the group's senior vice president for operations, he succeeds Donald D. Lennox, who last month was named president of the firm.

Rutherford joined the company in 1978 as senior vice president, North American oper-

Continued on Page 38, Col. 4

J. D. Salrin

J. D. Rock

W. W. Edwards

D. D. Forester

Truck calendar

June 10-12—American Truck Historical Society, 11th annual convention and third annual antique-truck show, Sheraton West Hotel, Indianapolis.

Aug. 10-15—28th annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 18-20 — Truck Body & Equipment Assn., 35th annual convention and exposition, Stouffer's Cincinnati Towers and Cincinatti Convention Center, Cincinnati.

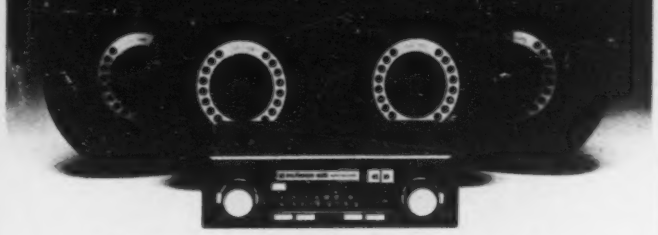
Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Now Landmark pampers you from ear to toe.

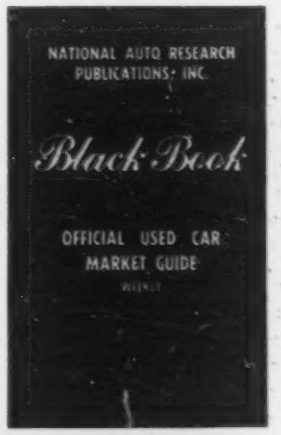


The National Coach Corporation believes ears deserve the same posh treatment as the rest of the body. Which is why all their Landmark van conversions now come with a feature-packed Pioneer UKP-4200 AM/FM cassette car stereo and two pairs of Pioneer TS-160 speakers as standard equipment.

PIONEER
We never miss a performance.

Call Sharon Barber, National Sales Manager, Special Markets, Collect (213) 639-5050.
©1982 Pioneer Electronics (USA) Inc., P.O. Box 1720, Long Beach, CA 90801.

EXPERT RADIO REPAIR
Complete Repair Facility
"ONE DAY SERVICE"
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
1-800-543-9687
In Ohio (513) 222-1491
AM-7



Prime Time

The time has come for an accurate weekly price guide in your business. Black Book offers the only up-to-date information every seven days. Our trained reporters send facts and figures from actual auction transactions across the country to our computer center for your fast printout. Anything less is just a guess!

* Black Book is a registered trademark of National Auto Research, Division of Hearst Business Media Corporation

BLACK BOOK
National Auto Research Publications, Inc.
P.O. Box 758 Gainesville, GA 30503
Telephone: (404) 532-2931—532-4111

IMPORT REGISTRATION SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., March, 1982	Percent Share of Market	Regis., March, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 3 mos., 1982	Percent Share of Market	Regis., 3 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	40,453	23.04	55,178	24.44	— 1.40	114,120	22.90	143,939	23.98	— 1.08
Nissan	33,021	18.81	39,029	17.29	+ 1.52	91,881	18.44	105,012	17.50	+ 0.94
Honda	29,583	16.85	32,657	14.47	+ 2.38	88,207	17.70	94,398	15.73	+ 1.97
Mazda	12,582	7.16	17,156	7.60	— 0.44	33,242	6.67	46,899	7.82	— 1.15
VW	12,174	6.93	20,393	9.03	— 2.10	35,121	7.05	55,803	9.30	— 2.25
Subaru	11,606	6.61	12,365	5.48	+ 1.13	33,333	6.69	32,683	5.45	+ 1.24
Volvo	5,659	3.22	.....	.....	.....	15,785	3.17	.....	.....	.....
Mercedes	4,824	2.75	5,011	2.22	+ 0.53	14,782	2.97	13,369	2.23	+ 0.74
BMW	3,896	2.22	.....	.....	.....	10,774	2.16	.....	.....	.....
Audi	3,629	2.07	.....	.....	.....	10,611	2.13	.....	.....	.....
Fiesta	.....	.....	6,336	2.81	.....	.....	.....	15,961	2.66	.....
Colt	.....	.....	5,728	2.54	.....	.....	.....	13,396	2.33	.....
Champ	.....	.....	5,579	2.47	.....	.....	.....	13,246	2.21	.....
Others	18,148	10.34	26,301	11.65		50,417	10.12	65,344	10.89	— 0.77
TOTAL	175,575		225,733			498,273		600,050		
Share of U. S. Total		28.08		26.59			29.65		27.77	

Registrations for the state of Florida temporarily delayed; not available for Oklahoma.

But market share sets record for March

Import registrations down 22 pct.

By Jenny L. King
Staff Writer

Registrations of new imported cars in the U. S. in March were down 22.22 percent from their year-ago level but notched a record penetration figure of 28.06 percent. It was the sixth consecutive month in which a penetration record was set, beginning last October.

According to figures compiled by R. L. Polk & Co., March registrations totaled 175,575, down 22.22 percent from 225,733 a year earlier. Registrations for the first three months of 1982 were down 16.69 percent, to 498,273 from 600,050.

Registrations in March were up 7.19 percent from 163,804 in February, and up 10.50 percent from 158,894 in January.

Record market penetration this March of 28.06 percent was up more than one percentage point from 26.59 percent for the month in 1981.

First-place importer Toyota slipped to 40,453 units from 55,178 last year and lost 1.40 percentage points along the way. Its 23.04-percent penetration was still considerably ahead of second-spot Nissan's 18.81-percent share. Nissan was up 1.52 percentage points from 17.29 percent.

Third-place Honda was up 2.38 percentage points, to 16.85 percent from 14.47 percent a year ago, and Mazda leapfrogged over Volkswagen to claim fourth place with 7.16 percent of the import market. VW, in fifth place, was down 2.10 percentage points, to 6.93 percent of the market from 9.03 percent.

Subaru was up 1.13 percentage points, to 6.61 percent from 5.48 percent and Mercedes-Benz was up 0.53 percentage points and up from ninth into eighth place. Volvo, BMW and Audi replaced Fiesta, Colt and Champ among the top ten imports.

The top ten represented 89.66 percent of the import market, up from 88.35 percent last year.

• Japanese-built cars accounted for 77.61 percent of the March import market, up from 75.83 percent in 1981. German cars captured 14.53 percent, down from 17.27 percent a year earlier. Swedish products had 3.94 percent, up from 2.74 percent; France built 2.38 percent, up from 1.78 percent; Italian products were 1.05 percent, down from 1.57 percent; Britain had 0.35 percent, down from 0.81 percent, and Ireland stood at 0.14 percent.

For the first quarter of 1982, Japanese imports claimed 77.73 percent; German, 14.88 percent; Swedish, 3.90 percent; French, 2.13 percent; Italian, 0.82 percent; British, 0.35 percent, and Irish, 0.19 percent.

Imported-car totals by country of origin in March, 1982, compared with the previous year were:

	March, 1982	March, 1981
Japan	136,261	171,163
West Germany	25,508	38,993
Sweden	6,925	6,201
France	4,180	4,008
Italy	1,846	3,544
Britain	620	1,824
Ireland	235	.....

Registrations by country of origin for the first three months of 1982 with their year-ago comparisons were:

	3 mos., 1982	3 mos., 1981
Japan	387,306	457,490
West Germany	74,125	104,379
Sweden	19,461	15,803
France	10,612	10,575
Italy	4,072	7,945
Britain	1,755	3,858
Ireland	942	.....

Registrations of imported trucks were down in March compared with the total for the month a year earlier. Truck imports numbered 36,176, down 19.13 percent from 44,736.

Truck figures for March, 1982, compared with March, 1981, were:

	March, 1982	March, 1981
Toyota	11,194	10,212
Nissan	7,654	10,950
Dodge Ram 50	4,302	.....
Mazda	2,816	.....
Ford Courier	.....	6,769
Chevrolet LUV	.....	6,724
Others	10,210	10,081

Truck imports for the first three months of 1982 were down 10.17 percent, to 101,125 from 112,575. Totals were as follows:

	3 mos., 1982	3 mos., 1981
Toyota	30,698	27,086
Nissan	22,044	24,822
Ford Courier	10,309	17,064
Dodge Ram 50	9,558	.....
Chevrolet LUV	.....	17,142
Others	28,516	26,461

Supreme Court lets stand ruling on ad's warranty role

WASHINGTON. — The U. S. Supreme Court, in refusing to review a lower court decision, has left standing a ruling that advertising and sales materials do not constitute a "written warranty" within the meaning of the Magnuson-Moss Act.

At issue is a class action brought in Illinois concerning General Motors Type 200 transmissions installed in cars that were advertised as having Type 350 transmissions or "transmissions of similar quality and performance."

This case—Skelton vs. GM—concerned alleged deception. It differs from other GM transmission class actions and the case brought by the federal Trade Commission, which allege premature failure of the Type 200 GM automatic transmissions.

In Skelton vs. GM, the district court held that advertising and sales material do not come within the definition section in the 1975 law, but it refused to dismiss on grounds that the Magnuson-Moss Act should reach "beyond the four corners of the formal warranty" to "any written representations made in connection with the sale of the same product which is covered by a formal warranty . . ."

The Seventh Circuit Court reversed, holding that the act must be read with the definition provided, and the Supreme Court, by denying certiorari, lets the Circuit Court view prevail.

25-year award

Robert E. Poland, right, owner-operator, Poland Pontiac-Buick, Inc., Effingham, Ill., is honored by H. T. Ridsdale, St. Louis zone manager, on behalf of Pontiac, for his 25 years as a dealer.

Toyota deal formed

WESTPORT, Conn. — Toyota of Westport, Inc., has been formed. Robert E. Crabtree is president.

WHY THE PROTECTOR?™

NUMBER 1 IN A SERIES.

We offer the only program so complete it protects your customer's entire car, benefits your entire sales force, and covers the entire country.

The Protector Program goes far beyond the usual chemicals and sealants. It includes an array of electronic and aftermarket items, as well as the advertising, training and marketing support to sell them. It is an all-encompassing program that makes it simple and easy for you to profit from the fast-growing aftermarket protection industry.

Warranties with one source and no inspections.

The Protector provides a lifetime warranty with its rustproofing, fabric and sound shields. Our exterior paint shield is warranted for a full 3 years. All of these warranties require no inspections. And for additional protection for both consumer and dealers, all our chemical products are backed by an independent insurance policy. Another example of the totality of The Protector Program is our 50-state service network. From now on, a dealer in Atlanta won't get headaches from a warranty on an item sold in Fairbanks.

We'll make your salesmen aftersale specialists.

The Protector Program lets you sell the customer everything he needs to protect his car from the inside out, from bumper to bumper, from coast to coast, under one brand name, in one close.

There is nothing complicated about The Protector Program. To make certain that it works for you, we provide complete training. Our own staff will provide all the materials and in-dealership training that is necessary. We even follow up on a continuing basis with refresher sessions and a constant input of new product information. Once you decide to let The Protector work for you, we take over.

You may make bigger profits on The Protector than on the new car it's protecting.

Remember the days when your customers would look at a sticker price and automatically start bargaining at a figure ten per cent lower? Well, today's conditions don't allow for the kinds of margins that used to be built into the sticker. But The Protector gives you new margins to work with. Bigger margins than our competitors. The kinds of margins that provide larger profits per car than you thought were possible. Profits that make a really good looking bottom line.

Plenty of support to help you sell.

The Protector's total program includes heavy consumer advertising in television, radio and newspaper. Your customers will know about The Protector before they walk in your showroom. They'll see T.V. commercials in prime time shows. We also provide a full range of materials for showroom use, including brochures, signs and wall displays that presell the need for protection before your salesman ever mentions it.

We specialize in new product innovations. The Protector is the only source for Dana's excellent dash-mounted cruise control. Now we have a new device that promises to be just as popular and profitable an item.

New products, new programs.

It's The Protector RCS-1000. A remote computer starter. It lets the driver start his car from as far away as 500 feet. From inside the house. The RCS-1000 can make the vehicle cool in the summer or warm in the winter before the driver ever gets into it.

These are only some of the facts that have sold thousands of new car dealers on The Protector Program. For a detailed look at what The Protector can do for you and your profits, mail in the coupon below. It's actually all you will ever need to do.

THE PROTECTOR™

We protect your bottom line.

The Protector Corporation
C-1000
Elmhurst, Illinois 60126
(312) 833-6877

Service and Warranty Information
800-323-6130 (except in Illinois)

Please send me information about The Protector Program.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

( ) TELEPHONE _____

☐ Dealer ☐ Distributor

factories list auction dates

American Motors

June 8—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 10—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 15—Ohio Auto Auction, Columbus, O.

June 16—Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 22—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 23—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 29—Ohio Auto Auction, Columbus, O.

Ford Motor Co.

June 15—Aptco Auto Auction, Taylor, Mich.

June 16—Golden Gate Auto Auction, Fremont, Calif.

June 17—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 23—Clanton's Auto Auction, Darlington, S. C.

June 23—Clanton's Auto Auction, Fremont, Calif.

Chrysler Corp.

June 8—Aptco Auto Auction, Taylor, Mich.

Model breakdown
Auction Averages

	JUNE TO DATE	MAY	APRIL
1982	$9,707	$9,102	$8,891
1981	6,835	6,995	6,979
1980	5,454	5,439	5,472
1979	4,375	4,807	4,638
1978	3,697	3,874	3,764
1977	2,775	2,986	2,917
1976	2,336	2,146	2,183
1975	1,480	1,539	1,491
Overall Average	$4,625	$4,799	$4,710

4 dealers in Hawaii signed by Isuzu

LOS ANGELES. — American Isuzu Motors has signed four dealers in Hawaii to handle its Isuzu P'UP pickup trucks.

They are: Cutter Isuzu, Aiea, Hawaii; Isuzu Center, Honolulu; Mike Salta Isuzu, Honolulu, and Windward Isuzu, Kailua.

Five firms added to network

Nationalease expands

CHICAGO. — The National Truck Leasing System (Nationalease) has added five firms to its franchise network, according to T. W. H. Miller, president.

The firms include Rick Warner Ford, Salt Lake City, with Richard L. Warner, president; John W. Wittwer, executive vice president; and Bart C. Warner, vice president. The firm has been in business for more than 10 years.

Pacific Mack, Inc., Tacoma, Wash, which has been in business for two years, has Kent Gilchrist as president and Jack Porter, vice president.

Coxe Leasing Corp. with facilities in Florence, S. C., and Richard Coxe as president; John C. Yarborough, executive vice president; and D. M. Luper, vice president, have been in business five years.

Landmark Truck Leasing, Inc., Knoxville, with C. Mayo Sydes as president and Ron Cooper as general manager. Landmark has been in business two years.

Also, California Finance & Lease Co., Inc., a 10-year-old company in Fresno, Calif. Ted Smith is president and Joyce Smith is vice president.

Used car sales
Auction Averages

June to date	$4,625
Month ago	$4,784
Year ago	$4,146

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

WASHINGTON

SOUTH SEATTLE AUTO AUCTION

Salmon Barbecue Sale

WEDNESDAY, JUNE 23, 1982, 11 A.M.

Over 1500 cars and trucks

SPECIAL CONSIGNMENTS BEGINNING AT 11 A.M.

LANE A—FORD LINCOLN MERCURY DAY
100 Budget and Hertz Rental Cars

LANE B—GENERAL MOTORS DAY
100 National and Avis Rental Cars

LANE C—CORVETTE SALE
50 to 75 Corvettes—All makes and models

PLUS OUR LARGEST REGULAR SALE CONSIGNMENT EVER

Attend one of the largest and most modern auto auctions in the nation

Please call for reserve numbers, hotel reservations & airport pickup.

206-872-6800

South Seattle Auto Auction
19443 77th Avenue South,
P.O. Box 5189, Kent, Washington 98031

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

Tuesday, June 15, 1982
10 A.M.

FORD MOTOR CO.
FORD & LINCOLN-MERCURY DEALERS ONLY
200 UNITS TO CHOOSE FROM

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Ken Kimball
Every Thursday, 10:30 A.M.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Reese Custer—Fleet and Lease car and truck disposal our thing. AAA credit. 833-242-3090, Greenville, S. C.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 2 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

TEXAS
Amarillo Auto Auction, Inc.
Worth knowing for 36 years. Full service fleet and lease. Selling for most major companies. Member NAAA, WAAA. D & B rated.
3208 E. 10TH AVE., AMARILLO, TEXAS 79104
806-372-2206

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet. Ap. Free. Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00 Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action packed lanes. 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday Sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

RHODE ISLAND

Pawtucket Auto Auction. Tuesday evenings 7 P.M. 3 lanes. Guaranteed checks and titles. Member NAAA. 401-725-3900.

Use Automotive News Want Ads for Quick Action

Excellence times eleven

For the 11th time in its 55-year history, Bill Luke Chrysler-Plymouth, Inc., Phoenix, has won Chrysler Corp.'s award for excellence, which recognizes outstanding performance in all phases of dealership facilities and operations. Principal and cofounder of the firm Bill Luke, center, is joined by Clark J. Vitulli, right, Los Angeles zone manager for Chrysler, and Luke's son, Don, general sales manager at the dealership.

Outstanding service, dedication

A special honor plaque in recognition of outstanding service and dedication to the public and Chrysler Corp. is presented to Pol Raynal, right, by Tom Pappert, Chrysler sales vice president. Raynal recently retired after 48 years as a Chrysler Corp. dealer in Detroit.

Martin men are Cadillac's best

Three salesmen from Martin Cadillac, West Los Angeles, recently were cited for their sales efforts with cash awards and certificates recognizing them as the top 1981 Cadillac sales people in the Los Angeles zone. Tony Fercano, center, closed deals on 292 cars to win the No. 1 plaque. Second was Laurie Murphy, left, with 246 sales to his credit, followed by Sonny Sonnenberg, at 221 Cadillacs. Combined sales of the winners were more than $13 million, according to a Martin Cadillac spokesman.

Ford ordered to pay $821,375 in Mustang fire

BOSTON.—A jury in federal court here has awarded $821,375 to the driver of a 1972 Ford Mustang that burst into flames when it was hit in the rear by another vehicle five years ago.

The jury in U. S. District Court found Ford Motor Co. was negligent in locating the gasoline tank under the trunk without a protective shield. Later Mustang models have such a shield.

James D. Elias, 34, of Derry, N. H., who was badly burned in the accident, testified he was traveling 55 MPH on Rte. 495 in Merrimac, Mass., at the time of the accident. But Ford witnesses testified their analysis indicated Elias was parked on the highway at 2 a.m. with the headlights out.

Elias earlier had settled a claim against the driver of the other car, Joseph A. Iannacci, 35, of Woburn, Mass., for $5,000.

Jack Ridenour, a Ford Motor Co. engineer, testified that in his opinion the Mustang was stopped at the time of the accident. Inspection of the vehicle after the accident, he said, showed that the ignition switch and the headlights were off and the gearshift lever and transmission were in Park position.

Ridenour also cited the extent of damage and the distance the vehicle moved after impact.

A Ford lawyer indicated an appeal was being considered.

U.S. petitioned to end tax credit on Japanese tools

WASHINGTON. — A petition asking for an indefinite suspension of the investment tax credit for Japanese-made machine tools has been filed by Houdaille Industries, Fort Lauderdale, Fla.

The 1971 Revenue Act allows the President to take such action if the foreign country has trade restrictions which burden U. S. commerce in ways inconsistent with trade agreements or engages in discriminatory conduct or restricts U. S. commerce.

Houdaille claims Japan has formed a machine-tool cartel and shields its members from competition by allocating markets and by other anti-competitive agreements and practices.

Houdaille also charges Japan with promoting the cartel by giving it tax advantages, concessions, loans, research grants and other subsidies.

The petition affects numerically controlled machining centers and numerically controlled punching machines.

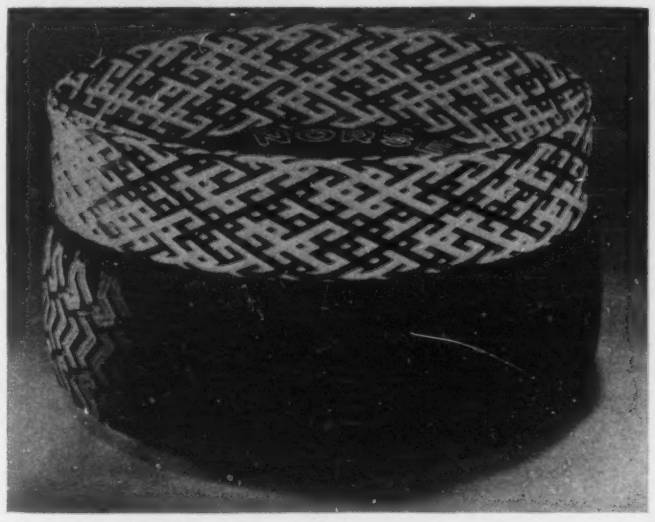
Houdaille also asks for a Presidential review after five years.

The Office of the U. S. Trade Representative will coordinate an interagency review and make a recommendation to the President. The Trade Policy Committee will also issue a report. Comments from interested parties are requested by the end of June.

Phoenix Chevy dealers elect Black to council

ALBUQUERQUE.—Ed Black, president of Ed Black's Chevrolet Center here, was elected by Chevrolet dealers in the Phoenix zone to represent them on the Pacific Coast Regional Dealer Council.

Ed Black's Chevrolet Center has been in business since 1949.



New tire belt

Armstrong Rubber Co. is introducing this new woven belt on its Norseman RV tire line. The belt shown atop the tire here was woven with contrasting strips to make visible the belt's interwoven pattern.

Armstrong unveils RV tire it calls far more durable

NEW HAVEN, Conn. — Armstrong Rubber Co. unveiled what it called a revolutionary manufacturing technology resulting in tires which consistently test better in durability than comparable products.

A new woven tread reinforcement process registered under the trademark Tredloc employs duPont Kevlar fiber to produce a light, tough belt totally different from those typically used on conventional radial tire manufacturing, Armstrong said.

Tredloc strengthens belt edges and prolongs belt edge integrity, reducing a common cause of tire failure.

Tests show that tires reinforced with the Tredloc belt outperform other similar conventional belted tires under high load laboratory wheel tests at 60 MPH and overload vehicle tests at 70 MPH, the company said.

DuPont conducted a stepped decreasing inflation pressure wheel test at 60 MPH with Tredloc running 100 percent farther than similar tires with standard cut belts, Armstrong said.

The Tredloc woven belt in comparison with other radials: Has better edge integrity; does not readily come apart since it is a single entity; establishes a superior bond to other tire components, due in part to its woven structure; wears better in the shoulder area of the tread; withstands low pressure abuse, and delivers a soft and more uniform ride, Armstrong said.

The first application of the new process is in Armstrong's Norseman tires for recreational vehicles. Tredloc-reinforced Norseman tires will be on the market soon, according to John Breslin, vice president of marketing at Armstrong. It is planned Tredloc will be integrated into other Armstrong radial lines in the future.

"Armstrong is determined to become an increasingly important participant in the tire industry," Breslin said.

Car market rises in Norway in first quarter

OSLO.—First-quarter new-car sales in Norway totaled 28,841, an increase of 16.9 percent over the year-earlier total of 24,365.

Renault sales declined sharply because Volvo has taken over Renault marketing in Norway and sells only the Renault 5, having withdrawn other Renault models from this market.

Sales by make were:

	3 mos., 1982	3 mos., 1981
BMW	578	269
Daihatsu	111	187
Datsun	1,812	1,972
Dodge	31	50
Fiat	474	408
Ford	4,646	4,062
Honda	1,112	965
Lada	981	512
Mazda	3,207	2,418
Mercedes-Benz	339	273
Mitsubishi	953	859
Opel	3,823	2,882
Peugeot SA	1,674	1,238
Citroen	464	205
Peugeot	688	556
Talbot	522	477
Renault	182	673
Saab	662	463
Skoda	185	205
Subaru	249	272
Toyota	2,188	1,808
VAG	3,237	2,772
Volkswagen	2,479	2,031
Audi	758	741
Volvo	1,881	1,625
Others	156	452
TOTAL	28,481	24,365

25 VW years

Robert S. Estes, right, Volkswagen dealer at Precision Volkswagen, Beverly Hills, Calif., receives his 25-year dealer award from Jimmy Jones, Los Angeles regional manager.

June production also due to trail 1981

May car output lowest since 1958

By Patricia Hoffman
Staff Writer

Auto production in May was the lowest for that month in 24 years, and the June outlook is not bright.

Last month, the makers built 515,913 cars, down 22.58 percent from 666,389 in the comparable 1981 period. It was the lowest total for May since 1958 when only 349,613 units were assembled.

Breakdown for May by company is: General Motors, 60.67 percent; Ford Motor, 25.98 percent; Chrysler Corp., 10.40 percent; Volkswagen of America, 1.76 percent; American Motors, 1.11 percent and Checker Motors, 0.08 percent.

Another decline is expected for June as the makers forecast 584,642 units, a drop of 17.95 percent from 712,524 in the comparable month last year.

For second quarter, the auto manufacturers are looking at 1,590,569 units, down 21.73 percent from 2,032,219 units built the second three months last year, and the lowest for that quarter since 1,550,195 units were built in 1961. This would bring the total for the first half of 1982 to 2,677,569 cars, down 25.58 percent from the 3,597,750 built during the first six months last year.

Due to the Memorial Day holiday last week, the makers scheduled only 111,938 cars, down 14.53 percent from the 130,964 units built during five days the previous week and down 29.25 percent from 158,211 in the comparable 1981 week.

So far this year, the car manufacturers have finished 2,204,865 cars, down 27.37 percent from 3,035,743 at this time in 1981.

Production of the Cadillac Cimarron began last Tuesday (June 1) at GM's Janesville facility. The plant is scheduled to produce 1,638 Cimarrons before it suspends operations for 1983 model changeover on July 30.

Cimarron assembly was halted at GM's South Gate plant on March 23.

Downtime was scheduled last week at VWoA's Westmoreland facility. The point has been idle since May 24 for inventory control.

American Motors' Kenosha plant remained idle after the Memorial Day holiday last week, starting a two-week vacation. The plant is slated to return June 15 with production of the new Alliance.

Saturday overtime was scheduled last week at four GM and three Ford facilities. They are GM Doraville, Flint, Tarrytown and Van Nuys, and Ford Kansas City, St. Louis and Wixom.

Daily overtime continued last week at Chrysler's St. Louis plant. It has worked a daily nine-hour shift since May 17.

Truck production increases in May; gain seen in June

Domestic truck production in May fared considerably better than in the comparable 1981 month, and the upswing in output is expected to hold through the second quarter.

The truck manufacturers built 190,832 units last month, a 16.90 percent gain from 163,237 in the same period last year. It was the highest output for that month since only 338,961 units were completed in 1979.

The June forecast shows another gain for the makers as 199,716 units are slated, up 10.77 percent from 186,857 trucks in the same 1981 month.

The outlook for second quarter is 567,138 units, up 16.24 percent from 507,028 in last year's quarter. That would bring production for the first six months of 1982 to an estimated 1,018,544 units, compared with 958,168 in the first half of 1981.

With all operations idled last Monday in observance of Memorial Day, the truck makers scheduled output of 42,006 units, down 4.05 percent from 43,779 the previous week, but up 3.15 percent from 40,724 in the comparable 1981 week.

So far this year, the makers have finished 869,234 units, a 9.85 percent gain from 791,288 in last year's year-to-date.

Volkswagen of America's Westmoreland facility was idle last week for inventory adjustment.

Downtime began today (June 7) at American Motors' Toledo point. The facility will be idle two weeks for vacation.

Saturday overtime is scheduled this week at four General Motors points and one Ford Motor facility. They are GM Janesville, Lordstown, St. Louis and the S-truck line at Pontiac—and Ford Michigan Truck.

For the 14th consecutive week, daily overtime was scheduled last week at Chrysler's Warren truck plant. The facility has been on a daily nine-hour shift.

Ad agency quits AMC Canada to try for Mazda

PICKERING, Ont. — Mazda Canada, Inc., was expected to pick the winner from among five contenders for its $4 million advertising account late last week, but American Motors of Canada's selection will take a while yet.

American Motors lost an agency, and Mazda picked up a fifth contender when McKim Advertising, Toronto, decided to go after the Mazda Canada account.

The other four contenders are: incumbent McConnell Advertising, Foote, Cone & Belding (Mazda's U. S. agency), F. H. Hayhurst Advertising and The Jerry Goodis Agency.

McKim had had AMC's Canadian account for 50 years, but was seeing it slip increasingly away as a result of Cossette Communication-Marketing's doing all English and French ads for AMC's steadily growing Renault line.

So AMC is looking for a replacement agency to handle some $1.7 million worth of billings (1981). It invited Cossette and several others to compete.

Canada in May: Car output up, trucks down

Canadian auto production in May rose 3.35 percent above the comparable 1981 period, but truck output fell 20.05 percent from the year-ago month.

The auto makers wrapped up May production with 88,129 units, up from 85,274 built the same month last year. It was the most for that month since 99,878 units were finished in 1979.

Truck production last month totaled 51,837 units, down substantially from 64,837 in the comparable 1981 period, but higher than the 44,069 units completed in May, 1980.

Returning to normal five-day operations last week, the auto makers scheduled output of 21,230 units, up 16.30 percent from the 18,255 built in the previous shortened holiday week (Victoria Day). But the total was 6.37 percent below the 22,675 assembled in the comparable week last year.

The truck manufacturers targeted 12,726 units last week, a 19.94 percent gain from 10,610 trucks in the previous four-day week and up 3.08 percent from 12,346 in the comparable 1981 week.

So far this year, the makers have finished 401,451 cars, up 4.13 percent from 385,521 in last year's comparable period.

Year-to-date, the truck manufacturers have assembled 237,812 units, down 5.67 percent from 252,098 built through June 6, 1981.

Saturday overtime was scheduled last week at Chrysler Corp.'s Windsor car and truck facilities.

Starting July 19, the Chrysler Windsor car point will begin a two-week vacation with operations slated to resume Aug. 2.

U. S. CAR PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	5,749	49,254*	26,099
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,500	19,434	15,757	53,645	370,027	265,462
Plymouth Total	5,300	10,244	7,139	21,775	190,425	111,366
Horizon	2,000	3,602	2,316	4,968	72,678	33,479
Reliant	3,300	6,642	4,823	16,807	108,160	77,887
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,200	.....	2,574	11,059	22,078	50,399
LeBaron	2,200	.....	2,574	11,059	17,236	50,399
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	5,000	9,190	6,044	20,811	157,504	103,697
Omni	1,800	4,096	2,451	4,574	55,417	30,990
Aries	2,400	5,094	2,612	12,386	85,761	57,928
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	981	3,851	.....	14,779
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	29,160	34,153	34,291	134,046	646,374	498,716
Ford Division	18,728	22,313	23,141	90,878	443,590	318,506
Escort	6,889	8,154	8,669	37,458	167,762	135,548
Fairmont	3,249	4,921	4,174	17,139	94,402	53,838
Must./Must. II	3,009	4,702	4,088	16,339	72,485	57,622
Granada	3,525	2,739	3,536	13,674	37,761	49,676
Thunderbird	1,864	.....	2,385	5,070	32,017	18,274
Ford	.....	1,797	.....	.....	39,163	.....
EXP	192	.....	289	1,198	.....	3,548
L-M Division	10,432	11,840	11,150	43,168	202,784	180,210
Mercury Total	8,436	9,790	9,072	34,157	171,856	136,290
Lynx	2,170	3,064	2,353	10,091	57,776	40,077
Capri	895	1,874	831	3,183	24,655	13,771
Zephyr	1,359	1,994	1,336	5,496	27,840	17,394
Cougar	1,493	1,532	1,843	6,181	19,152	24,244
XR-7	709	.....	838	1,419	13,777	5,765
Mercury	1,764	1,326	1,843	7,661	28,656	34,273
LN7	46	.....	28	126	.....	766
Lincoln Total	1,996	2,050	2,078	9,011	30,928	43,920
Continental ('82)	403	.....	415	1,801	.....	9,317
Lincoln	979	1,032	1,090	4,618	15,013	19,501
Mark VI	614	1,018	573	2,592	15,915	15,102
GENERAL MOTORS	68,778	102,154	79,416	312,989	1,887,198	1,372,903
Buick Division	16,626	19,227	18,794	73,396	426,331	324,014
Skylark	2,943	5,327	3,183	12,802	115,915	58,409
Skyhawk J	2,228	.....	3,364	13,947	.....	42,322
Century	3,006	2,324	2,770	10,785	78,881	54,488
Regal	4,358	7,364	4,680	18,207	128,284	82,889
Buick	3,211	3,099	3,650	13,437	76,048	69,898
Riviera	880	1,113	1,147	4,218	27,203	16,008
Cadillac Division	4,358	6,638	5,251	21,319	124,563	106,871
Cimarron	30	664	.....	.....	1,956	1,431
Seville	276	411	591	2,346	12,918	10,985
Eldorado	1,172	1,350	1,025	4,501	30,244	27,462
Cadillac	2,880	4,213	3,635	14,472	79,445	66,993
Chevrolet Division	21,147	39,505	25,685	106,714	676,508	426,591
Chevette	4,860	7,325	6,133	25,086	146,940	94,283
Cavalier	916	2,695	1,434	5,827	15,613	37,639
Celebrity	1,429	.....	1,868	9,098	.....	29,970
Camaro	4,764	4,711	4,815	20,846	63,203	97,022
Citation	3,772	8,418	4,994	20,800	167,330	72,742
Malibu	3,086	6,981	3,542	13,718	125,615	47,014
Monte Carlo	1,374	4,144	1,822	7,055	66,267	25,890
Chevrolet	460	4,776	469	1,862	78,396	9,178
Corvette	480	455	608	2,422	13,144	12,853
Oldsmobile Division	13,858	21,991	15,807	58,691	438,156	327,647
Omega	1,505	3,269	1,726	6,916	69,334	36,621
Firenza	808	.....	963	3,985	.....	29,381
Cutlass	3,840	11,915	4,128	11,402	219,217	79,521
Cutlass/Ciera	2,557	.....	2,869	11,522	.....	52,936
Oldsmobile	4,444	5,921	5,251	21,447	126,671	113,942
Toronado	704	886	870	3,419	22,934	15,246
Pontiac Division	12,795	14,793	13,879	52,869	221,640	187,780
Acadian†	120	473	445	1,355	10,695	5,609
J2000	1,364	2,095	1,329	4,884	14,255	14,151
T1000	1,248	2,375	1,577	6,261	29,732	12,230
Firebird	3,156	2,753	3,188	13,931	29,408	56,231
Phoenix	1,755	2,526	1,634	6,556	54,239	18,979
Grand Prix	1,780	2,546	1,864	6,858	47,460	33,721
Bonneville ('82)	1,780	.....	1,847	6,861	.....	33,672
A6000	1,592	.....	1,995	6,163	.....	13,187
LeMans	.....	1,663	.....	.....	29,002	.....
Pontiac	.....	362	.....	.....	6,849	.....
VOLKSWAGEN	.....	.....	.....	9,084	81,812	40,022
CHECKER	100*	70*	100*	400	1,078*	1,663*
Total Cars, U. S.	111,938	158,211	130,964	515,913	3,035,743	2,204,865

TRUCK PRODUCTION IN U. S.†

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
CHEVROLET	13,646	13,297	15,646	65,693	255,415	294,862
DODGE	2,200	2,487	2,929	11,520	41,505	56,705
FORD	16,725	15,682	14,559	70,605	287,491	311,886
GMC	5,429	4,413	6,399	24,495	86,960	110,409
INTERNATIONAL	956	1,658	1,196	4,312	32,217	22,619
VOLKSWAGEN	.....	.....	.....	1,286	20,001	7,062
JEEP	2,000*	1,697*	2,000*	8,721	38,804*	38,711*
AM GENERAL	50*	90*	50*	200*	1,895*	980*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	27,000*	26,000*
Total Trucks, U. S.	42,006	40,724	43,779	190,832	791,288	869,234

CANADIAN TRUCK PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
CHRYSLER CORP.	2,160	2,028	2,456	10,075	34,307	45,543
FORD MOTOR	3,925	3,348	3,189	15,712	76,449	62,463
GENERAL MOTORS	6,376	6,723	4,753	25,031	135,871	124,377
INTERNATIONAL	265	247	212	1,019	5,471	5,429
Total Trucks, Canada	12,726	12,346	10,610	51,837	252,098	237,812
N. American Trucks	54,732	53,070	54,389	242,669	1,043,386	1,107,046

†—Ram includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 5, 1982	Week Ended June 6, 1981	Week Ended May 29, 1982	May Total	Jan. 1 to June 6, 1981	Jan. 1 to June 5, 1982
AMERICAN MOTORS	600	724	488	2,436	14,263	12,036
CHRYSLER CORP.	3,440	1,187	4,261	14,781	13,334	74,503
FORD MOTOR	8,965	7,699	6,887	36,235	99,010	141,143
GENERAL MOTORS	8,000	12,871	6,394	33,822	254,156	169,032
VOLVO	225	194	225	855	4,758	4,737
Total Cars, Canada	21,230	22,675	18,255	88,129	385,521	401,451
N. American Cars	133,168	180,886	149,219	604,042	3,421,264	2,606,316
N. American Trucks	54,732	53,070	54,389	242,669	1,043,386	1,107,046
North American Cars and Trucks	187,900	233,956	203,608	846,711	4,464,650	3,713,362

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2.700-1 6/14/82

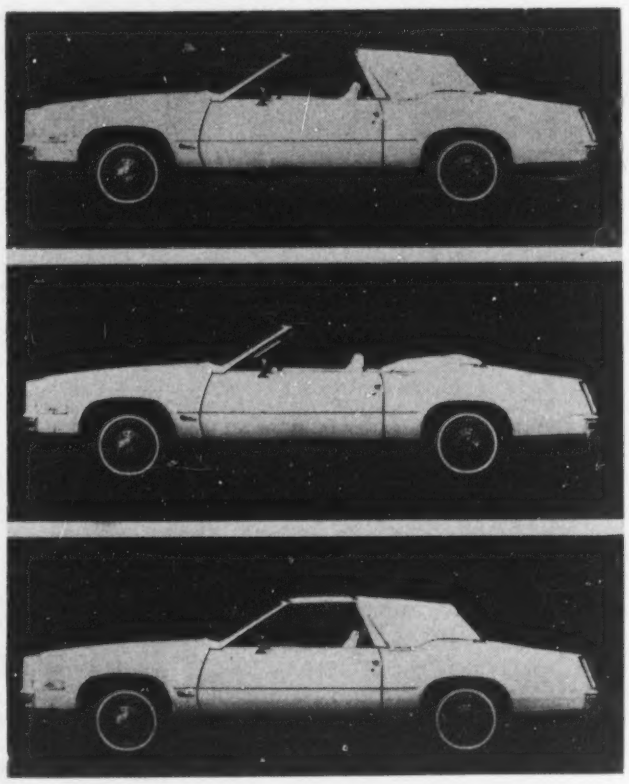
Automotive News

June 14, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Versatile convertible



Any way you like it

Cabochon, a three-position-top Cadillac Eldorado convertible from Chicago Coachworks Ltd., Chicago, has two convertible choices (half and full) to accompany a hardtop option. The fully lined power top is made of Haartz OEM three-ply material with a power-tinted and heated rear window of glass. Cadillac's factory paint job and interior are undisturbed with no loss of passenger space. Price tag reads $30,930 FOB Chicago.

Supply of new U.S. cars pared to healthy 52 days

By Richard A. Wright
Assistant Managing Editor

Prudent production schedules during May and a mild but welcome upturn in the daily selling rate resulted in a substantially lower domestic new-car inventory June 1.

The domestic new-car inventory totaled 1,212,727 June 1, a 52-day supply, compared with 1,260,633 a month earlier, a 66-day supply. A year ago, the domestic stockpile totaled 1,471,656 cars on June 1, which was a 70-day supply.

The relatively light inventory of new cars bodes well for the industry as a number of car lines are in short supply and will have to be bolstered through increased production.

While the long-awaited sales turnaround has not yet clearly begun, the industry's inventory is the leanest and healthiest it has been in several years.

In shortest supply are General Motors' hot-selling new Camaro and Firebird, both at 18-day-supply levels. But a number of other lines are also short, mainly among the bigger cars. By size class, subcompacts continue to be the heaviest segment.

Among the corporate makers, GM accounted for most of the inventory cutback. In fact, Chrysler Corp., Ford Motor Co. and Volkswagen of America all increased their unit counts. Only VWoA opened June with a larger days' supply than it had a month earlier, however.

GM had a slim 44-day supply June 1, down from 63 days a month earlier. In addition to Camaro and Firebird, GM was short of Buick and Oldsmobile full-size models and generally short of rear-drive intermediates. The subcompact J-cars and intermediate A-cars were still in relatively heavy supply.

Ford Motor Co. opened June with a 64-day stockpile, down from 66 days a month earlier. Small cars were in heavier supply than big cars at Ford.

Chrysler Corp. had a 68-day supply June 1, down from 76 days a month earlier. Shortest at Chrysler were its luxury Imperial and the hot-selling conventional rear-drive New Yorker.

American Motors trimmed its inventory of new cars from 76 days May 1 to 66 days June 1. Only VWoA opened June with a higher days-supply figure than

Continued on Page 50, Col. 1

breaking news

Pontiac Fisher Body plant gets P-car

PONTIAC.—Pontiac will build its sporty new mid-engine P-car at the Fisher Body facility here. The P-car is scheduled to be introduced late in 1983. The fate of the adjoining Pontiac assembly plant has not been decided.

Chrysler E-bodies to be introduced in October

Chrysler Corp. will introduce its Dodge 600 and Chrysler Gran LeBaron E-body cars this October, not in mid-model year, as was reported last week in AUTOMOTIVE NEWS. A New Yorker version of the E-body will be introduced mid-year, Chrysler said.

Hourly workers get Ford Money Market Account

DEARBORN.—Ford Motor Co. will offer its elegible hourly workers a Money Market Account as soon as administrative arrangements and legal requirements are completed this

Continued on Page 8, Col. 3

1982 sales forecast downgraded to 8.38 million cars

By Edward Lapham
Financial Editor

A finicky U. S. economy that does not want to recover at an acceptable pace has reduced the 1982 U. S. new-car sales forecast to 8.38 million units, according to the AUTOMOTIVE NEWS WORLD OUTLOOK.

It marks the second consecutive quarterly forecast which has downgraded expectations for an auto industry recovery from the slump of the past three years. The 1981 sales total was 8.6 million cars.

In December, the AUTOMOTIVE NEWS WORLD OUTLOOK, a joint undertaking by AUTOMOTIVE NEWS and Data Resources, Inc., forecast 1982 U. S. new-car sales at 9.1 million. Just three months ago, that forecast was reduced to 8.7 million units.

The current reduction in the U. S. car outlook coincides with a general stagnation in the economic recovery which was supposed to have accelerated at mid-year. Consequently, the 1983 forecast also was reduced, to 9.54 milion cars from the earlier 9.78 million unit outlook.

Otto Eckstein, DRI chairman, cited the "budget fiasco," that is the inability of the U. S. Congress and the Reagan Administration to approve a new federal budget, as an underlying cause of the stalled recovery.

"Recent data do not show signs of economic revival, so the second quarter is likely to be another minus for aggregate activity," Eckstein reported.

He said, however, that the July 1 tax cut coupled with Social Security benefit increases should give "at least a small boost to consumption" in the third quarter.

"Consequently a mild upturn at mid-year is still the most likely scenario, with the second-half recovery very mild by any historical standard," he said.

It is that expected increase in consumption which the forecast indicated will lead the auto industry out of the slump.

In fact, the current AUTOMOTIVE NEWS WORLD OUTLOOK projects that it will be large U. S. cars which will pace the auto industry, which will in turn spur consumer spending and lead the entire economy down the road to recovery.

Although the outlook for the entire U. S. market this year was dowgraded, the current report actually boosted the forecast for sales of large and intermediate size cars to about 5.2 million units from the 5.01 million units projected three months ago.

At the same time, sales of smaller, more-fuel-efficient models were forecast at 3.19 million units, down from 3.69 million units in March.

One particularly ominous note for U. S. producers was included in the forecast, however. Import penetration for the year was projected at 26.31 percent, up from the 25.11 percent share forecast three months earlier. This makes it clear that the reduction in anticipated total U. S. sales in 1982 will come from the domestic small-car segment.

The latest AUTOMOTIVE NEWS

Continued on Page 8, Col. 1

With new models, new engines

Ford armed for '83 sales battle

By Jim Plegue
Staff Writer

Ford Motor Co. will be a product powerhouse next year with no less than eight new vehicles and several new engines to show consumers during the 1983 model year.

In its most ambitious — and likely its most expensive — changeover ever, Ford Motor will reshape nearly half of its product line. Introductions will start with carryover models in late September and run through next summer.

Here's a summary of Ford's new products:

Ford Tempo and Mercury Topaz: These new front-drive compacts, due late next spring as 1984 models, will be star attractions in Ford's lineup. Available in two-door and four-door sedans, their standard engine will be Ford's 1.6-liter CVH four-cylinder engine mated to a four-speed manual transaxle.

Optional Tempo/Topaz powertrain will be Ford's all-new 2.3-liter High Swirl Combustion (HSC) four-cylinder engine and a new five-speed manual transaxle. A three-speed automatic will be optional.

Tempo/Topaz wheelbase will be 99.9 inches, overall length will be about 176 inches and curb weights will range from 2,280 to 2,350 pounds. Fully independent suspension — MacPherson struts at front and new four-link strut design at the rear—as well as rack-and-pinion steering will be standard.

Tempo/Topaz styling is highly aerodynamic, with limousine-type doors and concealed drip moldings. The five-passenger cars will be offered in at least three trim versions, including a sport package using Michelin TRX tires and special aluminum wheels.

Tempo and Topaz will be built in at least two plants — Oakville, Ont., and Kansas City —with tentative Job One dates in late January.

• Ford Thunderbird and Cougar XR-7; Ford's new compacts will be sharing the limelight with these new downsized personal-luxury cars, which will probably debut in January. T-Bird/XR-7 wheelbase will be 103.8 inches with overall length of

Continued on Page 6, Col. 5

NEWSPAPER

AN JAN83
MD2081ACNGLIAO OE IN095 92
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Ford, Toyota, AMC launch programs

Sales incentive plans abound for summer

By Joseph Bohn
Marketing Editor

The pace of new marketing programs continues hot and heavy, with Ford Motor, Toyota and American Motors being the latest to offer a mixed bag of summer incentives.

At Ford Division, there's a June 7-July 31 dealer incentive on cars, called "Dealer's Choice."

This non-retroactive program pays dealers on eligible new and unused '81/'82 Mustangs and Granadas, with their choice of a third incentive line being either Thunderbird or Fairmont.

Dealers receive nothing on 0-19.9 percent of their three-car objective, $300 per unit for 20-59.9 percent and $600 per unit for 60 percent and over.

Ford Division also extended the 5 percent rebate and the 24-month/24,000-mile Ford Care on '81/'82 Escort and '82 EXP models. (The '81 Escort gets a flat $250 rebate, rather than 5 percent.)

Sales people also receive $100 on every '81/82 Escort and every '82 EXP they sell from June 8 to July 10, with a one-unit qualifier, under a contest called "Bet on the Best."

Ford is also running an "Ace-in-the-hole" truck contest. This non-retroactive cash payment program covers '81 and '82 F-100 to F-350 pickup trucks. It runs from June 7 to July 31.

Dealers get nothing for 0-19.9 percent of objective, $100 for 20-49.9 percent, $200 for 50-89.9 percent, $400 for 90-99.9 percent, $500 for 100-109.9 percent and $700 for 110 percent and over.

There is a June 1-30 fast start, with a separate Ranger objective. Dealers who hit this receive $75 additional payment in each F-100 to F-350 category, except the first (0-19.9 percent) for which they still earn zero. There is no payment on Ranger itself.

• Finally, there is a June 1-July 31 "Vegas Venture" trip contest for Ford dealership sales managers.

It includes all car lines. The larger dealerships compete against a certain objective and the rest compete in groups among themselves for high-over-objective.

About 900 trips will be awarded to winning managers for the Sept. 1-3 new car showing in Las Vegas.

There is a June 1-30 fast-start on Escort/EXP.

Managers who hit it get a bonus $500 cash to spend in Las Vegas.

At Lincoln - Mercury, sales managers, instead of a trip, get cash, based on selling Lynx and LN7 cars.

Under a June 8-July 31 contest, part of L-M's "Summer Sales Drive" program, sales managers receive $20 on every '81/82 Lynx and every '82 LN7 they sell. If they hit a June 8-30 fast-start, they receive an additional $20, retroactively. If they hit their total objective, they get another $20 retroactively, bring total possible earnings to $60 per car.

Lynx and LN7 also continue to receive a 5 percent rebate and 24/24 free maintenance and warranty from June 7 to July 31. (The '81 Lynx gets a flat $250, rather than 5 percent.)

L-M dropped the 5 percent rebate on Lincoln, Continental and Mark VI, though it continues to offer 36/36 warranty free-maintenance coverage on those models through July 31.

Continentals retailed and de-

Continued on Page 8, Col. 1

1st Grand Prix a solid success in Motor City

DETROIT. — Sponsors of the Detroit Grand Prix run through the streets here June 6 called the event a success — financial and otherwise.

Receipts from a weekend of racing still were being counted late last week. Robert McCabe, president of the sponsoring Detroit Renaissance, Inc., said the breakeven point probably was reached.

"If so, ours is the first Grand Prix to start in a city that didn't lose money," he said. Other Grand Prix events in this country are in Long Beach, Calif., and Las Vegas. Police estimated the Detroit crowd at 100,000.

There was general agreement the three days of competitive activity aroused a high level of enthusiasm in this depressed area.

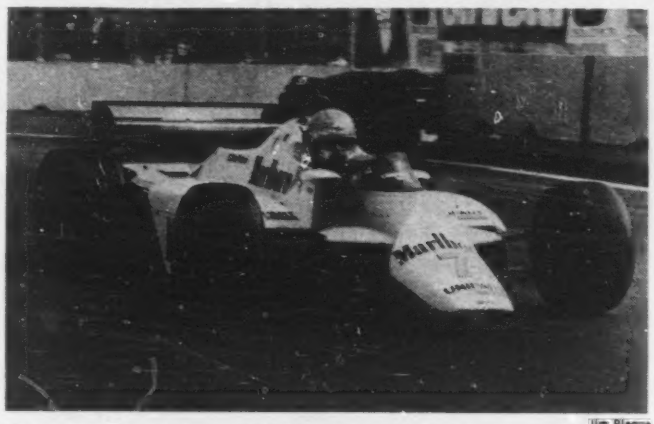
Grand Prix winner was John Watson, a Briton, driving a McLaren powered by a Cosworth-Ford engine.

index

Auction reports	42, 50
Classified advertising	43
Editorial page	14
Engineering	29
Obituaries	32
Production by makes	54
Truck highlights	10

57th year — No. 4919

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.



Jim Plague

Grand Prix draws 100,000 race fans

British driver John Watson in his Marlboro McLaren-Cosworth car No. 7 won the first Detroit Grand Prix, which was held June 6. About 100,000 fans viewed the race.

Lutz to executive VP for Ford International

Robert A. Lutz is moving up to one of the top jobs in Ford Motor Co. He will become executive vice president, International Automotive Operations on Aug. 1, succeeding John McDougall, who will retire after 47 years with the company.

Lutz, 50, has been chairman of Ford of Europe since 1979 and was president of the European subsidiary for two years before that. He joined the company in 1974 as general manager of Ford of Germany, coming from BMW, where he was sales vice president.

This will be Lutz's first U. S. job with Ford. He entered the auto industry in 1963 with General Motors and served with GM's Opel operation in West Germany and with GM of France before going to BMW.

The Lutz-for-McDougall move and the July 1 retirement of Harold C. MacDonald, 65, vice president of engineering and research, triggered a series of personnel changes at Ford last week.

Herbert L. Misch, 64, will succeed MacDonald, a 34-year Ford veteran. Misch has been vice president of environmental and safety engineering since 1972.

Edward J. Blanch, 56, succeeds Lutz as chairman of Ford of Europe. Blanch is a Ford Motor vice president.

James A. Capolongo, 47, replaces Blanch as president of Ford of Europe. Capolongo, a Ford Motor vice president, has been general manager of Truck Operations for Ford North American Automotive Operations.

Edson P. Williams, 58, succeeds Capolongo in the truck post. Williams, a Ford Motor vice president, has been president of Ford Asia-Pacific, Inc.

Sir Brian Inglis, 58, becomes acting president of Ford Asia-Pacific. He has been operations vice president there and also is chairman of Ford of Australia.

L. Lindsey Halstead, 51, was elected a Ford Motor vice president and was named to succeed Robert C. Graham as head of Latin American Automotive Operations. Graham is on medical leave of absence.

Robert M. Gerrity, 44, succeeds Halstead of director-president of Ford Brazil. Gerrity has been director-vice president there.

Helen O. Petrauskas, 38, has been appointed executive director of environmental and safety engineering. She has been director of the automotive emissions and fuel economy office.

Former exec sues GM for $69 million

By Roger Rowand

PONTIAC.—George G. Spaulding, former general sales manager for Pontiac, has filed suit here against General Motors. He is seeking some $69 million for defamation of character and breach of contract and good faith.

The suit asks for unspecified additional damages for age discrimination. It also charges violation of the federal pension security law.

Spaulding, 62, claims he was pushed out of GM in June, 1981, because Pontiac General Manager William E. Hoglund wanted to bring in a younger executive of his own choosing.

GM had no comment on the suit. However, a Pontiac spokesman said Spaulding was replaced "as part of a management reorganization designed to bring a fresh approach to our marketing effort. He was offered a sales manager's position with another GM division which he declined to accept."

The suit was filed in Oakland County Circuit Court and gives a good measure of insight into some of the inner workings of the big corporation.

Spaulding said he joined the company in 1958 at Buick on special assignment to the general sales manager. Positions he held included manager of retail operations in Flint for Buick and director, Opel sales, for Buick in Flint.

While manager of Chevrolet's retail store in New York, he took over one Chevrolet-Pontiac dealership and within one year had it profitable and selling 11,000 units in a year, he said.

He told the court he was assistant regional sales manager for Chevrolet responsible for fleet sales and developing sales campaigns. He also was national director of service for Chevy and served as director of sales for Adam Opel in Germany.

While in the latter position, he developed a 2,200-dealer organization in 13 Western Europe

Continued on Page 6, Col. 1

Stempel terms current market situation an anomaly

Big cars dying hard; Chevy asks for second shift

By Roger Rowand
Engineering Editor

Chevrolet has requested a second work turn for big-car assembly at the Fairfax (Kans.) assembly plant because of what Robert Stempel, division general manager, calls an anomaly.

The big Chevrolet (Impala-Caprice) is out of synch. It is selling well.

"There is a lot of talk about fuel, its availability and pricing, yet that car is enormously popular," Stempel told the Detroit Auto Writers Group last week.

"Our dealers literally are going to sell out of it this year," he said. "Given the situation two years ago, you would have said that by now volume would be decreasing and be down substantially. But it looks as though it is going to do about 230,000 units. That's sizeable in anybody's book."

That figure represents annual selling rate rather than an actual total.

"With that volume, it's in the lineup," Stempel said. "I'm glad our dealers can sell it and make a profit on it. It's helping keep some of our dealers afloat right now.

"It's certainly a good car, but with where we think we're going in this busines, it's an anomaly. It's not the way we think we're going."

He said the full-size car of the future "might be a tad bigger than the Celebrity but certainly in that category. It will have that wheelbase, 16 or 17 cubic feet of luggage and room for five or six people.

"I think that's the kind of car we're talking about as we start to talk about 30-MPG sedans. A full-frame, V-8 car doesn't fit in that category," he said.

"I use that figure of 230,000 current selling rate, but two years ago I would have told you we'd be selling 150,000 Caprices. Talking about 230,000 on an annualized basis is certainly off the trend line. I've got to think it's an aberration.

"I cannot believe we're going to be—as a country—out of line with the rest of the world on gasoline prices this much for much longer," he said.

"Once the consumer saw gasoline in a range he felt comfortable with, he began to revert to some of his older buying habits. Clearly, our planning is not based on that. Our planning is based on energy that's got a fairly realistic cost. Our product line is aimed at a much more fuel-efficient mix," he said.

Stempel said industry annual sales are at a rate of 8.5 million instead of a trendline rate of 10 million.

"We're seeing an aberration in the market because a great chunk of our volume is not there," he said. "Of people who are buying, an awful lot are not affected by the recession. You have a lot of people in there who are almost insulated from it.

"To take a prediction of where we're going in the future based on what we're selling today is very, very risky. You have to remember a great many of those 2 million buyers that I don't think are in the industry mix are in our — Chevrolet's — mix. That may be as many as one third.

"I'd like them to come back into the marketplace so I can see what they're going to choose," Stempel said.

• Stempel said he is one of the few at General Motors who have managed three divisions. He has headed Pontiac, Adam Opel in Germany and Chevrolet.

In ranking his priorities at Chevrolet, where he assumed command in February, he listed getting people back to work as first. That is followed closely by getting them back to work productively, he said.

Ranking high, too, he said, is the health of the dealer body

Continued on Page 52, Col. 4

May total up for first month since September, 1981

U.S. makes spearhead sales gain

By Jenny L. King
Staff Writer

New-car sales in May by the domestic auto makers were up for the first full month since September of 1981, while sales of imported cars were down for the ninth consecutive month.

Optimists predicted that the domestic industry was at last beginning a serious recovery from its three-year-long sales depression. Detractors reasoned that customer incentives, price breaks on certain models, corporate employe sales plans and the like were behind the gain and warned that the bubble will burst in June.

Domestic sales climbed 11.46 percent over the year-ago month, largely on the strength of General Motors totals which were up 22.00 percent. Domestic sales were up all three reporting periods in May, the first time that phenomenon has occurred since August, 1981, when customer rebates pumped life into the market.

Domestic sales totaled 584,074 for the month, up 11.46 percent over 524,021 a year ago. In 1980, the total for the month was 498,474. Best May was in 1978 when 962,985 new U. S.-built cars were retailed.

Year-to-date domestic sales of 2,483,394 were down 11.01 percent from 2,790,654 last year.

Import sales were down 9.54 percent in May, to 189,790 from 209,794 in 1981. They have been on the decline since last August. Year-to-date sales for imported cars were down 18.46 percent for the five months, to 871,123 from 1,068,304.

Industry total for the month was 773,864, up 5.46 percent from 733,815 in 1981. Year-to-date sales numbered 3,354,517, down 13.07 percent from 3,858,958.

General Motors enjoyed a 22.00-percent increase in sales for the month, climbing to 384,015 from 314,764 last year. Ford Motor Co. was running in place, its sales up 1.34 percent, to 123,987 from 122,343. Chrysler Corp. sales of 61,603 units were up 4.78 percent from 58,791.

Volkswagen of America plunged 56.48 percent, to 6,299 from 14,475 last year, and American Motors domestic sales were 8,170, down 40.14 percent from 13,648.

GM earned 65.75 percent of the domestic market in May, up from 60.07 percent last year. The 12.8-percent interest program initiated by the company earlier this spring ran through the end of May and probably was responsible for the successful sales report.

Ford sales accounted for 21.22 percent of the May market, down from 23.35 percent in 1981. Chrysler slipped back to 10.55 percent from 11.22 percent. VWoA cornered 1.08 percent, down from 2.76 percent, and AMC had the remaining 1.40 percent, down from 2.60 percent.

All five GM makes plus Chrysler and Lincoln were up during the month. Chrysler more than doubled its sales compared with May of 1981, climbing to 15,748 from 6,859. Lincoln was up 39.80 percent, to 8,701 from 6,224. Buick notched a record for the month, 80,925, and was up 36.74 percent from 59,182.

Cadillac was up 36.19 percent, Chevrolet was up 27.46 percent, Oldsmobile was up 13.20 percent and Pontiac was up 1.44 percent.

Domestic makes missing their year-ago sales levels were: VWoA, down 56.48 percent; AMC, down 40.14 percent; Imperial, down 35.57 percent; Plymouth, down 16.82 percent; Dodge, down 4.90 percent; Mercury, down 0.83 percent, and Ford, down 0.68 percent.

• Imports down as a group fell 9.54 percent in May, and included a mixed bag of successes and failures. Second-place Datsun was up 13.08 percent from 1981 while top-selling Toyota was down 13.35 percent. Honda was down 5.28 percent, Mazda was off 18.75 percent and Subaru was down 19.83 percent.

BMW reported record sales in May, up 11.42 percent, to 4,167 from 3,740 last year. Competitors Mercedes-Benz and Audi had different stories to tell: Mercedes was even with its year-ago sales, 5,684 compared with 5,695, while Audi was down 26.67 percent, to 3,593 from 4,900. Volvo was up 5.64 percent, Saab was up 30.65 percent, Peugeot was down 30.42 percent, and Jaguar had a record month, up to 791 from 374.

Imports captured the single largest chunk of the month's market, 24.52 percent, down substantially from 28.58 percent a year earlier. U. S. intermediates cornered 24.09 percent, compacts had 17.78 percent, subcompacts had 16.04 percent, standards had 11.63 percent and luxury models had 5.94 percent.

In May, 1981, imports won 28.58 percent, intermediates had 20.06 percent, compacts had 19.04 percent, subcompacts had 17.20 percent, standards had 10.32 percent and luxury cars had 4.80 percent.

Of the domestics-only market in May, intermediates had 31.91 percent, compacts had 23.56 percent, subcompacts had 21.25 percent, standards had 15.41 percent and luxuries had 7.87 percent.

Late-May domestic sales were up 6.80 percent, to 211,013 from 197,572 in 1981. With eight selling days this year and last, the daily rate of 26,377 was up 6.80 percent over 24,697. It was the best daily selling rate so far this year, just beating out the 26,329 average posted March 21-31.

Market shares for the five major domestic auto makers for the May 21-31 period were: GM, 64.46 percent; Ford, 20.94 percent; Chrysler, 11.47 percent; VWoA, 1.71 percent, and AMC, 1.42 percent.

During the last period in May, GM sales were up 15.17 percent from 1981, Ford was up 0.47 percent, Chrysler was up 5.71 percent, VWoA was down 51.22 percent and AMC was off an estimated 42.30 percent.

Where Auto Market was in May

	Total Sales	Pct. of Total
SUBCOMPACT	124,112	16.04
COMPACT	137,609	17.78
INTERMEDIATE	186,386	31.91
STANDARD	90,001	11.63
LUXURY	45,966	5.94
IMPORT	189,790	24.52
TOTAL	773,864	100.00

IMPORTED CAR SALES

	May 1, 31, 1982	May 1, 31, 1981	5 mos., 1982	5 mos., 1981
Alfa Romeo	165	253	737	714
Audi	3,593	4,900	18,492	20,221
BMW	*4,167	3,740	19,955	16,328
Challenger	1,250	525	6,169	5,661
Champ	1,940	1,626	13,955	19,790
Colt	2,247	1,526	15,123	20,200
Datsun	40,261	35,605	184,374	205,550
DeLorean	236	.....	1,217	.....
Fiat	1,375	3,279	8,199	15,339
Fiesta	.....	2,971	.....	26,505
Honda	33,917	35,809	128,177	172,085
Isuzu	930	2,330	5,397	5,306
Jaguar	791	374	3,569	1,614
Lancia	54	97	323	444
Mazda	11,980	14,745	62,346	76,995
Mercedes-Benz	5,684	5,695	26,548	26,775
MG	.....	460	.....	2,151
Peugeot	972	1,397	5,673	6,760
Porsche	1,258	992	5,569	4,919
Renault	3,580	3,035	15,513	14,791
Rover	.....	62	.....	348
Saab	1,624	1,243	7,080	6,304
Sapporo	916	578	4,742	5,978
Subaru	10,683	13,325	60,002	64,801
Toyota	50,141	57,865	217,258	274,963
Triumph	.....	1,171	.....	5,427
Volkswagen	5,415	9,933	26,709	37,875
Volvo	6,611	6,258	33,996	30,460
TOTAL	189,790	209,794	871,123	1,068,304

U. S. CAR SALES BY MARKETING UNITS

	May, 1982	May, 1981	5 mos., 1982	5 mos., 1981
Chevrolet	139,885	109,752	569,683	658,808
Ford	85,593	89,149	393,519	472,978
Oldsmobile	86,302	76,239	348,525	378,221
Buick	80,925	59,182	306,343	316,268
Toyota	50,141	57,865	217,258	274,963
Pontiac	52,165	51,427	216,600	242,293
Datsun	40,261	35,605	184,374	205,550
Plymouth	25,933	29,949	132,303	180,244
Honda	33,917	35,809	128,177	172,085
Dodge	25,804	25,507	132,799	168,096
Mercury	29,693	29,941	142,421	148,288
VW of America	16,565	30,300	89,081	135,790
Cadillac	24,738	18,164	98,828	90,900
AMC-Renault	11,750	16,684	53,731	80,139
Mazda	11,980	14,745	62,346	76,995
Subaru	10,683	13,325	60,002	64,801
Chrysler/Imperial	16,219	7,590	69,023	45,552
Volvo	6,611	6,258	33,996	30,460
Lincoln	8,701	6,224	36,810	29,017
Mercedes-Benz	5,684	5,695	26,548	26,775
BMW	4,167	3,740	19,955	16,328
Fiat	1,429	3,376	8,522	15,783
Jaguar-Rover-Triumph	791	2,067	3,569	9,540
Isuzu	930	2,330	5,397	5,306
Peugeot	972	1,397	5,673	6,760
Saab	972	1,243	7,080	6,304
DeLorean	236	.....	1,217	.....
Alfa Romeo	165	253	737	714
TOTAL	773,864	733,815	3,354,517	3,858,958

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

DOMESTIC CAR SALES

	May 21 to May 31, 1982	Same Period, 1981	May, 1982	Same Month, 1981	Jan. 1 to May 31, 1982	Same Period, 1981
Spirit	.....	.....	1,999	3,757	9,130	18,041
Concord	.....	.....	3,150	5,553	12,944	26,066
Pacer	.....	.....	.....	38	.....	111
Eagle	.....	.....	3,021	4,300	16,144	21,130
AMERICAN MOTORS*	3,000	5,200	8,170	13,648	38,218	65,348
Horizon	2,513	3,451	4,950	7,525	23,552	38,363
TC3	1,725	2,042	3,746	5,648	17,258	24,509
Reliant/Volare	4,008	5,580	11,831	12,961	63,633	85,322
Plymouth	832	482	2,550	1,611	9,163	6,282
Total Plymouth	9,078	11,555	23,077	27,745	113,606	154,476
LeBaron	336	1,298	351	4,099	912	22,539
LeBaron K	2,843	.....	8,310	.....	36,945	.....
Cordoba	641	636	1,372	1,958	6,683	13,232
New Yorker	2,007	.....	5,715	.....	22,953	.....
Chrysler	.....	252	.....	802	.....	7,207
Total Chrysler	5,827	2,186	15,748	6,859	67,493	42,978
Total Imperial	298	302	471	731	1,530	2,574
Omni	2,047	1,898	4,084	5,113	19,434	28,875
024	1,787	1,787	3,671	4,988	18,171	21,156
Aries/Aspen	2,849	3,788	8,829	8,999	48,075	65,820
Dodge 400	729	.....	1,967	.....	10,618	.....
Diplomat	1,138	807	2,915	2,642	11,758	14,362
Mirada/Magnum	457	407	841	1,133	3,451	7,680
Dodge	.....	173	.....	581	.....	4,342
Total Dodge	9,007	8,860	22,307	23,456	111,507	142,235
CHRYSLER CORP.	24,210	22,903	61,603	58,791	294,136	342,263
Pinto	.....	164	.....	542	.....	8,691
EXP	1,196	2,801	3,449	8,145	19,089	14,100
Escort	10,639	9,252	31,398	25,864	146,576	133,720
Mustang	3,809	5,138	10,745	14,432	51,423	77,764
Fairmont	4,768	4,834	12,521	14,535	57,639	85,665
Granada	3,506	2,494	10,632	7,424	50,118	45,097
Thunderbird	1,571	1,678	4,259	4,833	18,038	33,932
Ford	4,224	4,241	12,589	10,403	50,636	47,504
Ford Division	29,713	30,602	85,593	86,178	393,519	446,473
Bobcat	.....	52	.....	125	.....	1,996
LN7	457	748	1,302	2,023	7,017	3,967
Lynx	3,120	3,065	8,354	8,755	43,391	43,564
Zephyr	1,589	1,949	4,105	5,025	18,969	25,231
Cougar/Monarch	1,994	1,240	4,595	3,551	22,364	18,124
XR-7	581	809	1,472	2,187	6,733	12,827
Capri	954	1,666	2,450	4,614	13,509	22,437
Mercury	2,602	1,395	7,415	3,661	30,438	20,142
Total Mercury	11,297	10,924	29,693	29,941	142,421	148,288
Cont./Versailles	622	.....	1,711	.....	10,829	.....
Lincoln	1,545	1,272	4,084	3,121	14,638	13,939
Mark VI	1,014	1,188	2,906	3,103	11,343	15,078
Total Lincoln	3,181	2,460	8,701	6,224	36,810	29,017
L-M Division	14,478	13,384	38,394	36,165	179,231	177,305
FORD MOTOR	44,191	43,986	123,987	122,343	572,750	623,778
Skyhawk	2,416	.....	5,999	.....	14,495	.....
Skylark	5,346	6,340	14,460	16,190	71,250	91,593
Century FD	3,399	.....	10,318	.....	37,066	.....
Regal Sedan	3,643	4,811	9,040	12,754	34,616	61,908
Regal Coupe	7,129	6,003	17,698	15,290	61,885	89,751
Le Sabre	4,455	2,474	11,843	6,571	43,777	32,082
Electra	2,197	1,686	6,215	4,378	24,011	22,089
Riviera	1,893	1,509	5,352	3,999	19,243	18,845
Buick Division	30,478	22,823	80,925	59,182	306,343	316,268
Cimarron	286	140	817	164	5,780	168
Seville	704	700	1,826	1,803	9,981	10,427
Cadillac	6,293	4,308	15,889	11,625	59,789	58,209
Eldorado	2,555	1,826	6,206	4,572	23,278	22,096
Cadillac Division	9,838	6,974	24,738	18,164	98,828	90,900
Chevette	6,931	9,169	24,382	24,783	108,682	181,318
Cavalier/Monza	3,659	1,693	11,965	2,543	55,967	14,808
Citation	5,009	8,597	16,123	21,159	94,440	138,370
Camaro	9,110	3,638	26,334	9,893	80,673	48,980
Celebrity	3,478	.....	12,140	.....	35,658	.....
Malibu	3,971	7,450	12,299	20,399	51,154	103,272
Monte Carlo	4,169	4,126	11,878	11,005	46,028	73,301
Chevrolet	7,843	6,666	22,196	17,281	86,269	84,250
Corvette	934	887	2,568	2,689	10,812	14,509
Chevrolet Division	45,104	42,226	139,885	109,752	569,683	658,808
Firenza/Starfire	1,256	.....	3,112	.....	9,493	.....
Omega	2,229	2,522	6,564	8,972	36,405	49,630
Cutlass Ciera	4,251	.....	11,856	.....	44,404	.....
Cutlass	.....	6,444	.....	21,557	.....	93,795
Supreme	10,741	6,267	31,163	20,685	128,142	118,789
Olds 88	7,372	4,198	20,364	14,715	76,721	65,714
Olds 98	3,290	1,885	9,107	6,941	37,937	34,588
Toronado	1,518	979	4,136	3,369	15,423	15,705
Oldsmobile Division	30,657	22,295	86,302	76,239	348,525	378,221
T-1000	1,591	3,459	4,145	7,711	25,151	13,625
J-2000/Sunbird	2,103	2,602	5,257	4,204	24,513	27,873
Phoenix	1,524	3,281	4,270	7,315	24,937	41,361
Firebird	4,952	2,751	13,206	5,732	46,438	28,045
6000	2,042	.....	5,309	.....	18,272	.....
Bonneville/LeMans	3,208	3,111	8,462	7,052	33,575	34,063
Grand Prix	4,428	4,642	11,244	10,641	40,208	58,146
Pontiac	81	3,926	272	8,772	3,506	39,180
Pontiac Division	19,929	23,772	52,165	51,427	216,600	242,293
GENERAL MOTORS	136,006	118,090	384,015	314,764	1,539,979	1,686,490
VOLKSWAGEN	3,606	7,393	6,299	14,475	38,311	72,775
DOMESTIC TOTAL	211,013	197,572	584,074	524,021	2,483,394	2,790,654
IMPORT TOTAL	.....	.....	189,790	209,794	871,123	1,068,304
INDUSTRY TOTAL	.....	.....	773,864	733,815	3,354,517	3,858,958

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

Slow economic recovery downgrades projections

'82 sales forecast: 8.38 million cars

Continued from Page 1

WORLD OUTLOOK did have some good news in the truck market, with light truck deliveries forecast at 2.36 million units for the year compared with the 2.24 million forecast in March. The 1981 total was 2.04 million.

The heavy-truck sales projection remained unchanged at 240,000 units. The 1981 heavy-truck tally was 230,000.

The good news in the light-truck forecast was tempered, however. John Hammond, manager of DRI's U. S. automotive service, told AUTOMOTIVE NEWS the increase is due to a "stronger than expected response to the rebate programs by consumers."

The DRI official said the increase in the large-car forecast represented "a change in terms of magnitude, not direction." He said that gasoline prices fell faster than expected and the large-car segment strengthened faster than expected.

"Fundamentally, the large-car segment remains the strongest segment in the current forecast period," Hammond said.

The situation in Europe, overall, was roughly analagous to the U. S. market condition.

Geoff Skipper, manager of DRI's international auto industry services, said that the market for large cars in Europe also looks relatively good.

"The large-car market is definitely beginning to grow," Skipper said, "and this will help the German manufacturers."

"Overall, the manufacturers who will do well will have to have strength in the medium-car and large-car markets," Skipper said. "The future looks good for even some of the smaller companies like Volvo and Saab, although I have mixed feelings about BMW because they have financial problems but a good product program."

Ford, Toyota AMC launch sales programs

Continued from Page 3

livered through July 31 qualify for $1,500 dealer cash incentives. Cars ordered for post-July delivery qualify for the $1,500, if orders are received in the zone offices by June 22.

Under a separate contest, running June 8 to July 10, sales people receive $100 per unit for every '81/82 Lynx and every '82 LN7 they sell, subject to a one-unit qualifier.

Also, there is the dealer cash incentive on Cougar/Capri, with dealers having a choice of Zephyr or XR-7 as their third sales objective car. Dealers earn nothing for 0-19.9 percent of objective, $300 per unit for 20-59.9 percent and $600 per unit for 60 percent and over, non retroactively.

• Toyota's new truck incentive is called "Best of the best—'82 Truck Challenge." It runs from June 2 to Sept. 1 and covers all new and unused '81 and '82 trucks.

Although there is only one total truck objective, dealers get paid differently on two-wheel-drive and four-wheel-drive units. There is a separate two-unit qualifier for 2WD and 4WD units before dealers get paid.

Payments are as follows: 0-50 percent of objective pays $50 on 4WD and $200 on 2WD units; 51-75 percent pays $100 on 4WD and $250 on 2WD units; 76-100 percent pays $150 on 4WD and $300 on 2WD units; 101 percent and up pays $250 on 4WD and $600 on 2WD units.

Payments are non retroactive.

Finally, American Motors extended its price cuts on '82 Jeep CJ-5, CJ-7 and Scrambler for as long as the inventory lasts.

AMC originally reduced the advertised delivered price of these vehicles to $6,765 (and the dealer price to $5,750 to maintain the discount, the difference refunded by check) for the April 1-June 30 period.

Although the program hasn't run out yet, it has been extended until the last of the '82s are sold.

Edgar R. Molina dies; retired Ford VP

DALLAS. — Edgar R. Molina, retired Ford Motor Co. vice president, died May 28 at his home near here. He was 65.

Mr. Molina joined Ford's Latin American Operation in 1957. He was elected a vice president of Ford Motor Co. in 1968 and was named vice president of sales for Ford of Europe. He served as chairman and managing director of Ford of Latin America from 1974 to 1978 and then became vice president-consultant for Ford International Automotive Operations. He retired from Ford in 1979.

breaking news

Continued from Page 1

fall. The program will enable an hourly worker to purchase demand notes from Ford Motor Credit Co. with a minimum investment of $50.

More on '83 Ford intros

DETROIT.—Ford Motor clarified an AUTOMOTIVE NEWS article on '83 introductions. Essentially, its regular Thunderbird/XR-7 V-6-powered models debut in January, but a new four-cylinder Thunderbird turbo coupe won't bow until late February or early March. A turbo four-cylinder XR-7 will bow in the fall of 1983 as an '84 model.

Union vote a draw at GM Anaheim

ANAHEIM, Calif.—Last week's UAW representation vote at the General Motors' Delco-Remy battery plant here was a tie (136-136) with four challenged votes. The National Labor Relations Board is examining those ballots.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES INC.

		1982					1983				
	Year '81	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year '82	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year '83
U. S. Macroeconomic Outlook											
% change gross national product—1972 dollars	2.00	-4.25	-1.43	3.49	3.74	-1.47	2.97	3.48	4.52	4.28	3.27
Index of production workers wages	2.74	2.87	2.91	2.95	3.00	2.93	3.05	3.10	3.16	3.21	3.13
Consumer price index (all urban)—all items	2.72	2.84	2.85	2.90	2.94	2.88	2.99	3.04	3.09	3.14	3.07
Unemployment rate—all civilian workers	7.63	8.77	9.55	9.65	9.38	9.34	9.18	8.99	8.73	8.46	8.84
Index of consumer sentiment	0.71	0.67	0.65	0.68	0.69	0.67	0.67	0.71	0.74	0.74	0.72
Housing starts, private including farm—total	1.10	0.92	0.91	1.12	1.29	1.06	1.26	1.33	1.42	1.48	1.37
Index of real gasoline prices (1981:4=1)	0.99	0.97	0.90	0.92	0.94	0.93	0.96	0.97	0.99	1.00	0.98
U. S. Financial Outlook											
Prime rate on short-term business loans	18.87	16.27	16.18	14.37	14.45	15.32	15.52	14.79	14.53	14.84	14.92
Finance rate on consumer auto loans	16.54	17.05	16.96	16.77	16.69	16.87	16.84	16.88	16.91	16.96	16.90
Real new-issue rate	6.30	6.61	6.32	5.24	5.63	5.95	6.56	6.10	4.98	5.30	5.73
Real short-term interest rate	8.04	7.21	7.75	6.21	7.10	7.07	7.53	6.03	5.92	6.49	6.49
Personal savings as % disposable income	10.34	11.01	11.67	13.92	13.87	12.62	12.44	11.84	14.52	15.01	13.45
Ratio of corporate profits to GNP	7.99	5.68	5.41	5.58	5.59	5.56	5.71	5.82	5.99	6.12	5.91
Ratio of fixed investment to GNP	11.24	11.27	10.63	10.15	9.84	10.48	9.95	10.01	10.12	10.21	10.07
U. S. Automotive Outlook											
Total new passenger car retail sales rate—units	8.59	8.23	7.73	8.57	9.00	8.38	9.15	9.39	9.75	9.88	9.54
Domestic share %	72.79	72.47	73.50	73.14	76.06	73.79	75.23	75.86	76.27	76.29	75.91
Fuel efficient units	3.61	—	—	—	—	3.19	—	—	—	—	3.63
Full size & intermediate units	4.98	—	—	—	—	5.20	—	—	—	—	5.92
Import share %	27.35	27.94	26.50	26.86	23.94	26.31	24.77	24.14	23.73	23.71	24.09
Dealer deliveries—light trucks—units	2.04	2.45	2.36	2.30	2.32	2.36	2.21	2.29	2.26	2.33	2.27
Dealer deliveries—Class 6-8—trucks—units	0.23	0.20	0.20	0.22	0.24	0.24	0.25	0.25	0.25	0.26	0.28

WORLD AUTOMOTIVE OUTLOOK

European New Car Registration Outlook

	1980	1981	1982	1983	1984	1985	1986
United Kingdom							
Small Cars							
From UK	.333	.412	.412	.425	.389	.394	3.91
From Italy	.041	.047	.048	.055	.051	.052	.052
From France	.098	.081	.079	.086	.083	.083	.083
From West Germany	.080	.096	.101	.114	.111	.108	.107
From Japan	.107	.100	.106	.115	.115	.116	.115
Large Cars							
From UK	.378	.298	.312	.331	.332	.343	.341
From Italy	.021	.023	.020	.022	.022	.024	.023
From France	.066	.056	.054	.061	.064	.067	.066
From West Germany	.169	.160	.157	.172	.179	.188	.187
From Japan	.073	.062	.065	.066	.070	.073	.073
France							
Small Cars							
From UK	.021	.018	.022	.020	.019	.019	.020
From Italy	.055	.073	.081	.089	.081	.079	.081
From France	.869	.834	.888	.890	.834	.833	.858
From West Germany	.093	.137	.156	.161	.144	.143	.147
From Japan	.037	.032	.041	.041	.040	.039	.040
Large Cars							
From UK	.005	.004	.005	.005	.005	.005	.005
From Italy	.038	.034	.034	.037	.036	.035	.036
From France	.571	.484	.536	.571	.547	.536	.552
From West Germany	.102	.131	.135	.151	.138	.136	.139
From Japan	.018	.014	.016	.016	.016	.016	.016
West Germany							
Small Cars							
From UK	.001	.001	.001	.001	.001	.001	.001
From Italy	.068	.073	.079	.085	.083	.085	.082
From France	.136	.117	.131	.135	.130	.133	.129
From West Germany	.668	.692	.730	.799	.786	.800	.773
From Japan	.118	.125	.128	.140	.138	.143	.138
Large Cars							
From UK	.007	.007	.007	.006	.007	.007	.007
From Italy	.025	.031	.028	.030	.030	.033	.031
From France	.087	.074	.083	.082	.088	.093	.089
From West Germany	1.069	.994	1.018	1.091	1.164	1.216	1.175
From Japan	.099	.096	.097	.096	.101	.107	.104
Italy							
Small Cars							
From UK	.018	.021	.039	.037	.038	.036	.034
From Italy	.788	.795	.784	.740	.748	.716	.673
From France	.314	.290	.273	.255	.263	.244	.229
From West Germany	.104	.121	.110	.099	.101	.100	.094
From Japan	.001	.001	.001	.001	.001	.001	.001
Large Cars							
From UK	.003	.006	.005	.005	.005	.005	.005
From Italy	.195	.193	.165	.149	.164	.165	.155
From France	.061	.056	.056	.050	.056	.055	.052
From West Germany	.118	.132	.123	.121	.125	.124	.117
From Japan	.001	.001	.001	.001	.001	.001	.001

Note: Units stated in millions. Totals may not add, due to rounding.

But light trucks are only winners

5-month truck sales top the million mark

Continued from Page 10

The Ford Ranger moved ahead of Toyota during the month — 13,205 versus 12,152 — but the latter's five-month count was higher by more than 20,000 units —54,766 versus 34,358.

Through May, dealers had sold 156,220 of the domestic compacts — S-10, Ranger, GMC S-15, Dodge Rampage, Jeep Scrambler and Volkswagen. A year ago, when Scrambler and VW were the only domestics, the total was 16,967 units.

• Five-month sales of medium trucks were down 48.3 percent from a year ago, 18,540 units versus 35,017. The Class 6 count was off 49.6 percent, from 35,017 in 1982 to 17,634.

Through May, the heavy-truck total was 64,977 units, down 3.1 percent from last year's 67,031. The Class 7 count, however, was up 30 percent, from 24,082 a year ago to 31,304. Class 8 was off 21.6 percent to 33,673 units, compared with 42,-949 a year ago.

At the end of the month, the number of unsold new trucks in retailers' hands totaled 544,904 units, a drop of 4.2 percent from last year's 568,755.

Going into June, there were 486,714 light trucks in stock, a decline of 3.4 percent from the year-earlier 503,973 units. Mediums were down 40.6 percent, from 23,429 units a year ago to 13,924. Heavies were up 7 percent, from 41,353 units in 1982 to 44,266.

The Motor Vehicle Manufacturers Assn. estimated that dealers and factory outlets sold 207,617 new trucks in May, a gain of 31.4 percent over last year's 158,054 units. The five-month count was 933,762, up 21.2 percent over the year-earlier 770,193 units.

• No. 1 Chevrolet reported that its dealers retailed 83,746 units during the month, an increase of 31.8 percent over last year's 63,536. The January-May total was 24 percent higher, from 304,620 units in 1981 to 377,747.

In May, Ford dealers retailed 78,883 units, a gain of 22.9 percent over the year-earlier 64,194. Through May, the count was 342,790 units, 12.3 percent higher than the 305,117 sold in the like period in 1981.

GMC Truck & Coach reported a 71.6 percent increase in truck sales in May, from 13,763 units a year ago to 23,655. The five-month total was 105,013 units, up 36.7 percent from the year-earlier 76,793.

Dodge and Plymouth dealers sold 21,333 light trucks during the month, an increase of 29 percent over the year-ago 16,-541 units. The total through May was up 29.3 percent, from 83,663 units in 1981 to 108,212.

Sales of four-wheel-drive Jeep vehicles were down in May but up slightly for the first five months. The May total of 5,713 units was off 6.4 percent from the year-ago 6,104. Through May, the count was 25,076, a gain of 2.2 percent over the previous year's 24,548 units.

• May sales of Volkswagen compact pickups were down 72.5 percent from a year ago, 883 units versus 3,208. The five-month total was 6,292 units, a decline of 58.9 percent from the 15,309 sold in the like period a year ago.

Mercedes-Benz dealers sold 284 medium and light-heavy trucks in May, down 9 percent from last year's 312 units. Through May, the count was 1,-184, a drop of 23.2 percent from the previous year's 1,541 units.

In May, Toyota dealers sold 12,152 compact pickups, a gain of 1.5 percent over the year-earlier 11,972. The five-month total also was 1.5 percent higher, from 53,947 units in 1982 to 54,-766.

During the month, sales of the Datsun compacts dropped 19.5 percent to 7,014 units, compared with 8,710 in 1981. The count through May was 37,479, compared with 50,504 last year.

Sales of the Mazda compacts were up dramatically for both the month and the year. The May total was 3,122 units, 130.4 percent higher than last year's 1,355. The five-month count was 15,082, up 146.5 percent from the year-ago 6,118.

Isuzu dealers retailed 1,687 small pickups during the month, up 50.2 percent over the year-earlier 1,123 units. Through May, the total of 7,074 sales was 197.7 percent higher than last year's 2,376 units.

Big Three May, year-to-date truck sales

	May		Year to date	
	1982	1981	1982	1981
Ford				
Vans	12,199	9,918	51,062	42,422
Club Wagon	3,793	2,469	12,524	11,084
Ranger	13,205	.....	34,358	.....
Courier	1,518	5,045	13,473	29,219
Bronco	4,323	2,635	18,404	14,115
Conventional Pickups	38,866	40,027	193,284	187,524
Mediums	N.A.	3,322	N.A.	17,104
Heavies	N.A.	778	N.A.	3,649
Chevrolet				
Vans	11,656	8,083	43,504	37,454
Sportvan	2,188	1,250	7,109	6,218
S-10	19,358	.....	87,180	.....
LUV	2,243	6,085	12,957	35,276
El Camino	2,223	3,124	9,664	14,853
Blazer	2,638	1,758	14,367	9,316
Suburban	2,899	1,820	14,144	9,197
Conventional Pickups	39,125	39,176	182,557	181,943
Mediums	1,416	2,240	6,265	10,363
Chrysler				
Vans	5,284	4,596	25,951	20,233
Voyager	480	461	2,375	2,255
Ram Wagon	2,886	2,103	12,980	8,554
Rampage	1,699	.....	7,525	.....
Arrow	506	543	2,883	4,681
D-50	2,024	1,579	15,436	13,719
Trail Duster	.....	126	244	861
Ramcharger	1,148	329	4,772	2,454
Conventional Pickups	7,306	6,804	36,046	30,906
GMC				
Vans	2,938	1,888	12,073	9,554
Caballero	261	354	1,284	2,027
S-15	4,365	.....	17,538	.....
Jimmy	643	329	3,370	2,015
Suburban	1,148	299	4,467	2,065
Conventional Pickups	10,977	8,074	48,725	44,553
P models	330	367	1,472	1,553
Mediums	2,351	1,609	11,439	9,712
Heavies	642	863	4,645	5,314

North Carolina to begin vehicle emission checks

CHARLOTTE, N. C.—Yielding to federal pressure, North Carolina officials announced that a vehicle inspection program designed to reduce carbon monoxide air pollution in the Charlotte-Mecklenburg County area will begin in mid-October.

The EPA had told the state either to begin the emission checks or face possible loss of federal funds. The inspections will affect only gasoline-powered vehicles built after 1971.

"Why do I sell CLI vans? Because CLI cares about the dealer first. And they make a quality product that sells fast." —Ken Behlmann, President Behlmann GMC Florissant, MO

"I've been dealing with CLI for at least 6 years now. They're a good company. For one thing, they see the dealer as their biggest strength. They know their profits are tied directly to the dealer's profits. So they take extra pride in the vans they make.

"That's why my customers are proud to own CLI vans. The quality shows. And the price is right. A CLI van is the best value for the money of any van in the industry. It holds its resale value much better than other vans.

"I find CLI to be a thoroughly professional company. Their service is always personal. They take a sincere interest in the dealer's needs.

"What else could a company supply a dealer? With CLI's concern for quality, value, and service, it's no wonder CLI vans are consistently the number one sellers on my lot."

Find out how CLI can help increase *your* sales and profits. Call collect: Consolidated Leisure Industries (219) 262-4521.

CONSOLIDATED LEISURE INDUSTRIES

Suddenly the road comes alive again!

A Coachmen Industries Company
P. O. Box 1246 Elkhart, IN 46515

Makers of JIMMY—GREENBRIAR—DEARBORN vans...and now the exciting new CONVERSE ! !

GMC—CHEVROLET—FORD chassis available through bailment pool.

Mild sales upturn, prudent production levels team up

Domestic stocks pared to 52 days

Continued from Page 1

a month earlier, 127 days, compared with 83½ days.

The June 1 domestic inventory was divided this way: GM, 55.75 percent; Ford Motor Co., 26.02 percent; Chrysler Corp., 13.81 percent, VWoA, 2.64 percent, and AMC, 1.78 percent.

A month earlier, the domestic inventory was divided as follows: GM, 59.32 percent; Ford Motor Co., 22.61 percent; Chrysler Corp., 13.71 percent; VWoA, 2.49 percent, and AMC, 1.87 percent.

• By size class, all segments were in shorter supply than a month earlier, with subcompacts still the heaviest and standards the leanest.

The industry had a 75½-day supply of subcompacts, down from 91 days, but much heavier than the 36-day stock of standards, down from 48 days.

There was a 49-day supply of compacts June 1, down from 57 days; a 48-day stock of intermediates, down from 65 days, and a 45-day supply of luxury cars, off from 59 days.

The June 1 inventory was divided this way by market segment: Subcompact, 31.10 percent; compact, 21.80 percent; intermediate, 29.57 percent; standard, 10.70 percent, and luxury, 6.83 percent.

A month earlier, the inventory was divided as follows: Subcompact, 29.23 percent; compact, 20.79 percent; intermediate, 30.89 percent; standard, 11.97 percent, and luxury, 7.12 percent.

The June 1 days-supply figures by market class were:

Subcompact—Horizon, 49; Omni, 54; Chevette, 55½; Spirit, 61½; Eagle SX/4, 62; TC3, 70; Cavalier, 71; 024, 73; Escort, 74; Lynx, 74; T1000, 81; LN7, 83; J2000, 96; Skyhawk, 100; Firenza, 112; EXP, 123, and Rabbit, 127.

Compact—Camaro, 18; Firebird, 18; Zephyr, 30; Skylark, 36; Omega, 45; Fairmont, 56; Citation, 60; Concord, 64; Phoenix, 64½; Reliant, 76; Eagle, 77; Aries, 79½; Mustang, 82; Capri, 85.

Intermediate — Cutlass coupe, 28; Malibu, 35; Regal coupe, 36; Grand Prix, 36; Cutlass four-door, 36; Cougar, 41; Regal four-door, 41; Monte Carlo, 42; Gran Fury, 43; Bonneville, 43; New Yorker, 44; Diplomat, 49½; Granada, 53; Cutlass Ciera, 54; Century, 55; Celebrity, 65; Mirada, 67; Cordoba, 71½; LeBaron, 72; XR-7, 76; Thunderbird, 84; 6000, 101, and Dodge 400, 147.

Standard—Olds 88, 23; Olds 98, 28; LeSabre, 28; Mercury, 41; Electra, 42; Chevrolet, 42; Ford, 54; and Pontiac, 61.

Luxury—Imperial, 36½; Toronado, 37½; Riviera, 38; Lincoln, 39; Cadillac, 41; Eldorado, 44; Mark VI, 54; Continental, 59; Corvette, 63; Seville, 72, and Cimarron, 87.

Senate bill would change product liability rules

Continued from Page 2

knew or should have known and one which used technology for which there was sound support in the scientific, technical or medical community.

In a related area, of special delight to the car companies, but possibly not acceptable to Waxman, the section on punitive damages says that a "negligent choice among alternative product designs or warnings, when made in the ordinary course of business, does not by itself constitute 'reckless disregard.'"

In other words, auto makers could save a bundle by having punitive damages assessed only on negligence in choosing a design or in warnings, but not on a "conscious, flagrant indifference" to personal safety.

The section on failure to warn rests on what a maker knew or should have known and what a "reasonably prudent" manufacturer would have done.

Warnings or instructions would have to be given to the user unless provided to a certain class of persons—suppliers to further manufacturers, for example. But a manufacturer would be off the hook for failure to warn about obvious dangers, and the results of misuse, alteration or modification. But a manufacturer would be strictly liable for breach of express warranty.

In the case of lawsuits involving vehicles, dealers would also usually not be included unless it could be shown by a preponderance of the evidence that lack of reasonable care in handling the products—prepping for example—or the seller's own breach of express warranty was the proximate cause of injury.

Another section says comparative responsibility does not bar recovery for third parties, but does reduce compensatory damages proportionate to responsibility.

New-car inventories

	June 1, 1982	May 1, 1982	June 1, 1981
Spirit	61½	71	50
Concord	64	73	30½
Eagle	77	80	44
Eagle SX/4	62	66	44
AMERICAN MOTORS	66	73	40
Horizon	49	89	61
TC3	70	101	61
Reliant	76	66	90
Gran Fury	43	56	—
Plymouth	65½	74	72
LeBaron	72	72	55
Cordoba	71½	93	84
New Yorker	44	49	—
Chrysler	62	66	62
Imperial	36½	77	41
Omni	54	89½	58
024	73	98½	58
Aries	79½	77	103
Dodge 400	147	112	—
Diplomat	49½	59	54
Mirada	67	112	57
Dodge	75	85	77
CHRYSLER CORP.	68	76	73
Escort	74	68½	61
EXP	123	152	—
Mustang	82	82	65
Fairmont	56	58	88
Granada	53	53	97
Thunderbird	84	95	122
Ford	54	62	89
Ford	68	71	76
Lynx	74	61	63
LN7	83	67	—
Capri	85	77	62
Zephyr	30	32	59
Cougar	41	36	73
XR7	76	87	106
Mercury	41	46	78
Mercury	56	55	68½
Lincoln	39	40	49
Continental	59	73	—
Mark VI	54	60	63
Lincoln	48	54	56
FORD MOTOR CO.	64	66	73½
Skyhawk	100	135½	—
Skylark	36	58	50
Century	55	86	—
Regal 4-door	41	59	63
Regal 2-door	36	56½	95
Le Sabre	28	40	57
Electra	42	61	69½
Riviera	38	54½	64
Buick	43	62	67
Cimarron	87	108	102
Seville	72	85	95
Cadillac	41	55	62
Eldorado	44	64½	65
Cadillac	45½	62	66½
Chevette	55½	89	43
Cavalier	71	130	—
Citation	60	77	109½
Camaro	18	31	66
Malibu	35	46½	77
Celebrity	65	137	—
Monte Carlo	42	63	125
Chevrolet	42	61	83
Corvette	63	70	46½
Chevrolet	46	69	80
Firenza	112	159	—
Omega	45	57	64
Ciera	54	82	—
Cutlass 4-door	36	52	41
Cutlass 2-door	28	47	78
Olds 88	23	34	53
Olds 98	28	40	42
Toronado	37½	49	68
Oldsmobile	36	52	57
T-1000	81	93	41
J-2000	96	153	—
Phoenix	64½	86	63
Firebird	18	25	57
Bonneville	43	62	65
6000	101	149	—
Grand Prix	36	61	94
Pontiac	61	63	76
Pontiac	51	71	69
GENERAL MTRS.	44	63	70
VOLKSWAGEN	127	83½	72
TOTAL	52	66	70

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1982	$9,514	$9,102	$8,891
1981	6,995	6,995	6,979
1980	5,453	5,439	5,472
1979	4,629	4,807	4,638
1978	3,743	3,874	3,764
1977	2,960	2,986	2,917
1976	2,171	2,146	2,183
1975	1,448	1,539	1,491
Overall Average	$4,723	$4,799	$4,710

Used car sales

Auction Averages

June to date	$4,723
Month ago	$4,824
Year ago	$4,279

Domestics' prices climb again, but slowly this time

Continued from Page 2

Corp. vehicles at this time is an unconscionable act and a betrayal of the dealer body. After committing dealers to a heavy ordering of vehicles during closeout to participate in a highly questionable incentive, you engineer a method whereby the dealer and the consumer pay the bill."

In reply, a Chrysler Corp. spokesman said: "We are having our national Chrysler-Plymouth and Dodge dealer council meetings in Detroit this week, and that is where this kind of matter is discussed with the elected representatives of our dealer body. We will not comment on the views of self-appointed critics."

Ford's price hike (Automotive News, June 7) was $89 on the Ford Mustang GT and the Mercury Capri RS. Options went up an average of $29 per car.

Ford also raised destination charges an average of $15. The new range is from $308 on Ford Escort and Mercury Lynx to $524 on Lincoln, Mark VI and Continental.

The engine hikes by GM and Chrysler and the increase on Ford performance models is an attempt to cash in on the improved sales of such cars and options during the current period of plentiful gasoline and rather stable fuel prices.

While car and option prices have risen this spring, the boosts are a far cry from the tornado-like blasts that the makers unleashed a year ago.

As noted, the GM hike averages $36 per car this year. Ford's is $29 plus a few dollars more when the Mustang GT and Capri RS increases are spread across the line, and Chrysler's is $91 plus whatever the engine boosts add to the full spectrum.

In 1981, GM prices jumped an average of $351 per car in April. The other two companies held off until May 1, when prices went up $178 and Chrysler's rose $194.

There were increases in destination charges both years. Chrysler's bump last spring was only $1, but Ford's was $16 and GM's was $25.

R&D continues on electrics, as GM eyes $2 gas

Continued from Page 2

members of the international racing press corps who were here for the Detroit Grand Prix.

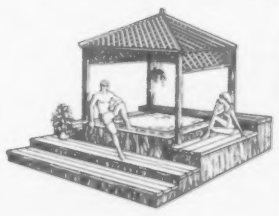
The latest electric-powered GM development cars use the Chevette body and are powered by nickel-zinc batteries.

General specifications of these vehicles are: A top speed greater than 55 MPH, an acceleration rate of 0-30 MPH in less than eight seconds, a range of 85 miles during highway speeds and 60 miles of city driving and eight hours to recharge a discharged battery pack.

Nickel-zinc batteries, on a pound per pound basis, can store two to two-and-one-half times as much energy as conventional lead-acid batteries, GM said. It added that development engineers predict the nickel-zinc battery pack will have a useful life of at least 40,000 miles.

The latest series of electric-powered test vehicles are expected to have logged over 250,000 test miles by mid-summer.

A new industry offers a great opportunity for automotive, owner-dealers, G.M's and sales managers



• SALES! • PROFIT!! • FUTURE!!!

Proven retail portable spa and entertainment packages. Our Los Angeles and Orange County dealer will do in excess of $12,000,000 in 1982. He says "it is better, it's easier, it's more profitable" than the automotive business while using the same techniques and personnel.

"Its Easy" ★ No Franchise Fee ★ Factory Direct ★ Complete Training ★ Protected Territory ★ Proven Format

CALL COLLECT NOW! (213) 539-7727

Ask for Frank Scatoloni or Rick Rugge
For additional information write or visit our L.A. facility.

Retail Network: Spa's 2 Go
Corporate Offices: Encon Industries, Inc.
1429 W. 240th Street, Harbor City, CA 90710

LONG-TERM AUTO LEASING INSURANCE
We make sure you are covered by a high quality carrier.

Allied with major admitted carriers, we have long experience with this difficult-to-place insurance. We make it easier for you with a special program of insurance designed specifically for the automobile leasing/rental industry.

- Lessors Excess Liability
- Lessors Contingent Liability
- Contingent Physical Damage
- Primary Physical Damage
- Primary Liability coverages
- Interim Car Coverages

We invite your inquiry and your business. Call or write **Ron Ruane**.

PAIGE-RUANE'S INTERNATIONAL RISK
The Irwin Building
King of Prussia, PA 19406
(215) 265-4170

Formerly a subsidiary of IBCC

6 plants idle; week's total is 116,126 cars

Downtime shackles U.S. auto output

By Patricia Hoffman
Staff Writer

Marred by downtime at six U. S. car assembly points, last week's production was only slightly higher than that of the previous shortened holiday week.

Returning to normal five-day operations last week, the auto makers scheduled output at 116,126 units, up 3.79 percent from 111,881 built during four days the previous week, but down 30.52 percent from 167,125 units in the comparable 1981 week.

So far this year, the car manufacturers have assembled 2,320,934 cars, down 27.51 percent from 3,201,534 completed at this time last year.

With downtime scheduled at three of Chrysler Corp.'s four assembly points, the company built only 2.41 percent of last week's total.

Shares for the other companies were: General Motors, 66.17 percent; Ford Motor, 27.40 percent; Volkswagen of America, 2.72 percent; American Motors, 1.21 percent, and Checker Motors, 0.09 percent.

Idle last week were Chrysler's Belvidere, Jefferson and Newark facilities. The plants, down for inventory control, are scheduled to return today (June 14).

Chrysler's St. Louis point operated a daily nine-hour shift last week. It was the fourth consecutive week of overtime at the facility.

Two GM J-car plants were idle last week to control overstocked inventory. They were Framingham and Leeds. Framingham is slated to return today, and Leeds is scheduled to resume operations June 28.

AMC's Kenosha point, which was idled May 28 for vacation, is slated to return tomorrow (June 15) with production of the new Alliance models.

Saturday overtime was scheduled last week at GM's Linden point and Ford's Kansas City facility.

VWoA's Westmoreland plant resumed operations last week after a two-week shutdown to control inventory.

Peck's NHTSA begins 35-MPH car crashes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — NHTSA contractors have begun high-speed crash testing on 1982-model cars.

Its resumption was promised by NHTSA head Raymond A. Peck in February, 1981, when he decided to drop the pass/fail rating system used by NHTSA under the Carter Administration. Instead, Peck's NHTSA will use charts showing comparisons.

He also announced previously a plan to test for repeatability of results of the 35-MPH crash tests—an issue raised persistently by the auto makers. The U. S. requires only that cars meet 30-MPH crash standards.

Last February, a 1982 Volvo was tested with spectacular crashworthiness results. NHTSA has decided to use Chevrolet Citations for repeatability tests, although those are not yet underway.

But 1982 models for the 35-MPH frontal barrier tests and windshield and fuel-tank tests have been acquired. NHTSA has also chosen most of the contractors for the tests, including Calspan, Dynamic Sciences, Transportation Research Center and National Technical Systems, West.

Up for testing are a Chrysler LeBaron convertible, Dodge Omni four-door hatchback, Dodge 400 coupe Dodge Colt four-door hatchback, Ford Escort four-door hatchback and Ford Granada four-door sedan.

Others scheduled to be crashed: Ford LTD four-door sedan, Lincoln Continental four-door sedan, Chevrolet Chevette four-door hatchback, Chevrolet Camaro coupe, Chevrolet Cavalier two-door hatchback and Chevrolet Celebrity four-door sedan.

Also, Chevrolet Impala four-door sedan, Honda Accord four-door sedan, Mazda 626 four-door sedan, Nissan Sentra four-door sedan, Nissan Stanza four-door hatchback, Renault Fuego coupe and Saab 900 four-door.

Also, Toyota Celica coupe, Toyota Corona four-door sedan, Volkswagen Quantum four-door sedan and Volkswagen Scirocco coupe.

Some of the 1981 models—notably General Motors J-cars (Chevrolet Cavalier, Pontiac J 2000, Cadillac Cimarron) — remain untested because of a dispute with the California testing firm Minicars.

Canadian makers build 21,600 cars, up a bit for week

Canadian auto production last week rose a fraction above the previous week's total, but output was below that of the comparable 1981 period.

The auto makers targeted 21,600 units last week, up slightly from 21,387 the previous week, but down 5.94 percent from 22,965 in the same week last year.

Year-to-date, the manufacturers have assembled 423,208 cars, up 3.39 percent from 409,312 at this time in 1981.

The truck makers estimated 13,145 units last week, a 4.01 percent gain from 12,638 the previous week and up 6.88 percent from 12,299 in the comparable week last year.

So far this year, there have been 250,869 trucks completed, a drop of 5.13 percent from the 264,426 units built by June 13 last year.

Chrysler Corp. has announced plans to end production of 1982 cars and trucks at its Windsor facilities on July 16. Assembly of 1983 vehicles is slated to begin Aug. 2.

American Motors' Brampton plant will resume second-shift operations July 19 with a production rate of 15 units an hour slated on each shift.

All car and truck facilities were reported working last week.

3 plants down, truck production holds at 43,000

With three plants idle and a one-day partial shutdown at General Motors' Moraine facility, U. S. truck production last week rose only slightly above the previous holiday week.

The truck makers scheduled 43,138 units last week, up 0.35 percent from 42,987 built during the previous four-day week and a 5.21 percent gain from 41,003 units in the comparable 1981 week.

Year-to-date production totals 913,353, up 9.75 percent from 832,200 in the same period last year.

Idle for inventory adjustment last week were Ford Motor's Louisville point and Chrysler Corp.'s Belvidere facility.

American Motors' Toledo truck point began a two-week vacation shutdown June 4. Operations are scheduled to resume June 21.

The S-truck line at three GM plants operated on daily 10-hour shifts last week. They were: Shreveport, Pontiac and Moraine. The Moraine plant cut S-truck production to six hours on Friday (June 11) to take inventory.

Chrysler's Warren facility worked a daily nine-hour shift last week. It was the 15th consecutive week of overtime at the plant.

Ford's Michigan truck point worked last Saturday.

Operations resumed last week at Volkswagen of America's Westmoreland plant after a two-week shutdown to control inventory.

U. S. CAR PRODUCTION

	Week Ended June 12, 1982	Week Ended June 13, 1981	Week Ended June 5, 1982	June to Date	Jan. 1 to June 13, 1981	Jan. 1 to June 12, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	2,800*	51,654*	27,499
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	2,800	18,864	13,029	15,829	389,261	268,791
Plymouth Total	00	10,228	5,091	5,491	200,669	111,557
Horizon	.....	2,929	2,007	2,007	75,480	33,486
Reliant	400	7,299	3,084	3,484	115,602	78,071
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,400	.....	2,415	3,815	22,098	52,014
LeBaron	1,400	.....	2,415	3,815	17,236	52,014
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	1,000	8,637	5,523	6,523	166,494	105,220
Omni	.....	2,955	1,789	1,789	59,213	30,979
Aries	300	5,682	2,779	3,079	90,955	58,607
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	700	.....	955	1,655	.....	15,634
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	31,816	36,900	28,430	60,246	683,815	529,802
Ford Division	20,584	24,079	18,830	39,414	468,030	339,192
Escort	7,087	7,475	6,636	13,723	175,546	142,382
Fairmont	3,899	4,863	3,303	7,202	99,275	57,791
Must./Must. II	3,789	5,013	3,256	7,045	77,580	61,658
Granada	4,438	2,811	3,569	8,007	40,551	54,158
Thunderbird	1,169	2,231	1,854	3,023	34,174	19,433
Ford	.....	1,686	.....	.....	40,904	.....
EXP	202	... ...	212	414	.....	3,770
L-M Division	11,232	12,821	9,600	20,832	215,785	190,610
Mercury Total	9,150	10,771	7,601	16,751	182,807	144,605
Lynx	2,327	2,840	1,648	3,975	60,682	41,882
Capri	1,044	2,136	648	1,692	26,734	14,568
Zephyr	1,640	1,996	1,333	2,973	29,910	19,008
Cougar	1,841	1,458	1,419	3,260	20,660	26,011
XR-7	444	1,034	758	1,202	14,848	6,258
Mercury	1,805	1,307	1,764	3,569	29,975	36,078
LN7	49	.....	31	80	.....	800
Lincoln Total	2,082	2,050	1,999	4,081	32,978	46,005
Continental ('82)	416	.....	400	816	.....	9,730
Lincoln	1,021	1,028	981	2,002	16,051	20,524
Mark VI	645	1,022	618	1,263	16,927	15,751
GENERAL MOTORS	76,840	105,502	68,922	145,762	1,990,084	1,449,887
Buick Division	17,334	20,774	16,788	34,122	445,754	341,510
Skylark	3,220	5,554	2,712	5,932	121,551	61,398
Skyhawk J	.....	.....	2,665	2,665	.....	42,759
Century	3,185	2,254	2,933	6,118	81,170	57,600
Regal	5,271	7,617	4,302	9,573	135,574	88,104
Buick	4,443	4,013	3,280	7,723	79,143	74,410
Riviera	1,215	1,336	896	2,111	28,316	17,239
Cadillac Division	5,650	6,813	4,422	10,072	131,201	112,585
Cimarron	73	817	37	110	2,620	1,511
Seville	373	490	278	651	13,329	11,360
Eldorado	1,604	1,603	1,189	2,793	31,594	29,083
Cadillac	3,600	3,903	2,918	6,518	83,658	70,631
Chevrolet Division	24,760	40,060	21,166	45,926	715,628	451,376
Chevette	5,860	8,298	4,494	10,354	154,615	99,777
Cavalier	1,339	2,860	1,116	2,446	18,393	39,169
Celebrity	185	.....	1,397	1,582	.....	30,123
Camaro	5,255	4,099	4,289	9,544	67,929	101,802
Citation	4,860	8,240	4,370	9,230	174,823	78,200
Malibu	3,300	7,009	2,893	6,193	132,256	50,121
Monte Carlo	2,290	4,291	1,569	3,859	70,776	28,375
Chevrolet	1,080	4,810	554	1,634	83,172	10,352
Corvette	600	453	484	1,084	13,664	13,457
Oldsmobile Division	16,562	22,001	13,987	30,549	460,059	344,338
Omega	1,720	3,166	1,674	3,394	72,603	38,510
Firenza	.....	.....	758	758	.....	29,331
Cutlass	4,800	11,863	3,844	8,644	231,044	84,325
Cutlass/Ciera	2,615	.....	2,574	5,189	.....	55,568
Oldsmobile	6,463	5,914	4,424	10,887	132,592	120,385
Toronado	964	1,058	713	1,677	23,820	16,219
Pontiac Division	12,534	15,854	12,559	25,093	237,442	200,078
Acadian†	365	559	364	729	11,188	6,218
J2000	1,705	2,719	1,187	2,892	16,435	15,679
T1000	1,560	2,423	1,182	2,742	32,343	13,724
Firebird	3,479	2,395	2,823	6,302	32,161	59,377
Phoenix	1,795	2,475	1,818	3,613	56,729	20,837
Grand Prix	1,815	3,037	1,816	3,631	50,470	35,572
Bonneville ('82)	1,815	.....	1,817	3,632	.....	35,524
A6000	.....	.....	1,552	1,552	.....	13,147
LeMans	.....	1,894	.....	.....	30,907	.....
Pontiac	.....	352	.....	.....	7,209	.....
VOLKSWAGEN	3,170	3,383	.....	3,170	85,572	43,192
CHECKER	100*	75*	100*	200*	1,148*	1,763*
Total Cars, U. S.	116,126	167,125	111,881	228,007	3,201,534	2,320,934

CANADIAN CAR PRODUCTION

	Week Ended June 12, 1982	Week Ended June 13, 1981	Week Ended June 5, 1982	June to Date	Jan. 1 to June 13, 1981	Jan. 1 to June 12, 1982
AMERICAN MOTORS	600	728	485	988	14,987	12,521
CHRYSLER CORP.	3,440	1,879	3,531	6,265	15,421	78,034
FORD MOTOR	8,935	7,358	9,002	16,137	106,781	150,115
GENERAL MOTORS	8,400	12,775	8,144	14,915	267,171	177,576
VOLVO	225	225	225	405	4,952	4,962
Total Cars, Canada	21,600	22,965	21,387	38,710	409,312	423,208
N. American Cars	137,726	190,090	133,268	266,717	3,610,846	2,744,142
N. American Trucks	56,283	53,302	55,625	109,380	1,096,626	1,164,222
North American Cars and Trucks	194,009	243,392	188,893	376,097	4,707,472	3,908,364

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 12, 1982	Week Ended June 13, 1981	Week Ended June 5, 1982	June to Date	Jan. 1 to June 13, 1981	Jan. 1 to June 12, 1982
CHEVROLET	15,550	12,651	13,635	29,185	268,605	310,401
DODGE	2,400	2,952	2,804	5,204	44,392	59,709
FORD	14,293	16,056	16,553	30,846	303,486	326,007
GMC	6,200	3,865	5,747	11,947	90,015	116,927
INTERNATIONAL	1,195	1,658*	1,198	2,393	33,875	24,056
VOLKSWAGEN	450	834	.....	450	20,941	7,512
JEEP	2,000*	1,697*	2,000*	4,000*	40,501	40,711*
AM GENERAL	50*	90*	50*	100*	1,985	1,030*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	28,400*	27,000*
Total Trucks, U. S.	43,138	41,003	42,987	86,125	832,200	913,353

CANADIAN TRUCK PRODUCTION

	Week Ended June 12, 1982	Week Ended June 13, 1981	Week Ended June 5, 1982	June to Date	Jan. 1 to June 13, 1981	Jan. 1 to June 12, 1982
CHRYSLER CORP.	2,543	2,011	2,087	4,212	36,335	48,013
FORD MOTOR	3,939	3,493	3,825	6,999	79,767	66,302
GENERAL MOTORS	6,401	6,546	6,462	11,571	142,606	130,864
INTERNATIONAL	262	249	264	473	5,718	5,690
Total Trucks, Canada	13,145	12,299	12,638	23,255	264,426	250,869
N. American Trucks	56,283	53,302	55,625	109,380	1,096,626	1,164,222

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1 6/21/82

Automotive News

June 21, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

It appears, at this point, that it won't fly

Supercar plan gets a super panning by Administration

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The contest for the multimillion-dollar government-sponsored contest for a clean, safe, 100-MPG Supercar—an idea developed by Battelle Memorial Institute and backed enthusiastically by Rep. Bob Shamansky, Ohio Democrat—is going nowhere during this Congress.

In July, 1981, a House Science subcommittee held hearings in Detroit where the idea was panned by Ford and General Motors. Last week, the same subcommittee heard the Reagan Administration blast it both for philosophical reasons and for its unworkability.

A companion bill, introduced by Senator Ted Stevens, Alaska Republican, has seen no action so far.

The "supercar" bills offer prizes to American companies that develop very high mileage passenger cars—80-85 MPG for gasoline versions and 100 to 105 MPG for diesel. The car would have to carry four people and luggage, meet existing safety and emission standards and sell for $6,500 in 1982 dollars.

The big prize would be $140 million to the winner who would have to develop six prototypes and show feasibility of manufacturing and selling at a rate of at least 100,000 units per year for a minimum of three years.

Consolation prizes for the four runners-up would be $20 million each.

According to Shamansky, even if the project did not reach the prototype stage, it would be worthwhile to know that the technology exists and is available.

Battelle Chairman Dr. Sherwood L. Fawcett designed a vehicle to meet the demanding specifications using current and state-of-the-art technology. It would be about the size of a General Motors X-car or a Chrysler K-car but would be somewhat narrower, highly streamlined and would use aluminum, plastic and steel.

It would have an engine with or without a flywheel; have intermittent supercharging and a continuously variable transmission, regenerative braking, reduced rolling resistance tires and a lower accessory load. To achieve safety, it would have passive restraints and would be long enough to absorb crush.

Battelle officials have taken this idea to three domestic auto makers, four major oil companies, three auto suppliers, three insurance companies, a national car rental company, two investment bank houses and two major foundations.

All have said, in effect, what a good idea, but no thanks. Battelle says it would do the car itself but it does not have the money.

Last July in Detroit, Ford and General Motors — although deferring politely to subcommittee member Rep. Tom Harkin, Iowa Democrat, in his idea for joint government-industry cooperation on basic research — said industry itself could design

Continued on Page 4, Col. 1

Due in September

Citroen pins hopes on BX

Citroen has released these pictures of the BX, a car to be introduced in Europe in September which is expected to add considerably to Citroen's sales volume. It will compete with such vehicles as the Renault 18, Opel Ascona (J-car) and Nissan Stanza. Peugeot has denied reports that the BX will be sold in the U. S. by Peugeot dealers, but Citroen has said the BX was designed to meet U. S. regulations.

52½-day stockpile of imports is on par with domestic level

By Richard A. Wright
Assistant Managing Editor

For the first time in recent memory, the inventory June 1 of new imported cars in the U. S. was heavier than the domestic stockpile — not much heavier, 52½ days compared with a 52-day supply of U. S.-built cars, but an indication of how rapidly situations can change in the volatile auto industry.

In fact, the import stockpile was down from 56 days a month earlier and was riddled with shortages.

Importers and their dealers had 399,030 new cars in stock June 1, which was up from 368,113 a month earlier. The lower days-supply level was the result of a stepped-up sales pace in May.

The inventory of new imported pickup trucks totaled 171,655, little changed from 171,097 a month earlier, but the pickup supply was also lower because of stronger sales, at 142 days. Trucks were in 168-day supply May 1.

The combined car and truck inventory was 570,685, a 65-day supply, compared with 542,710 May 1, a 72-day supply.

• Toyota and Honda continued to carry very lean stockpiles, both with 23-day supplies June 1. A month earlier, Toyota had a 29-day stock, while Honda had a 26-day supply.

Mercedes-Benz continued to be very short of cars with a 24-day supply. Also on the lean side was Porsche at 37 days.

The inventory of Japanese-built new cars in the U. S. totaled 270,651, up from 259,813 May 1. But the June opening figure represented a 44-day supply, down from 52 the preceding month because the increased sales pace more than offset the gain in unit count.

Japanese nameplates and their car days-supply levels were: Toyota, 23 days; Honda, 23 days; Subaru, 49 days; Mazda, 58½ days; Nissan, 62 days, and Isuzu, 187 days. Chrysler Corp. had a 147-day supply of Mitsubishi-built Colts, Champs, Challengers and Sapporos.

• The stockpile of West German-built cars totaled 80,729 new cars, up from 59,600 a month earlier. Most of the increase was accounted for by Volkswagen and Audi, which had 187-day and 163-day stocks, respectively, on June 1. VW also had a 127-day supply of U. S.-built Rabbits.

The other three German nameplates were in shorter supply — Mercedes-Benz, 24 days; Porsche, 37 days, and BMW, 51 days.

Inventories of other European lines included: Jaguar, 53 days; Volvo, 57 days; Renault, 70 days; Saab, 71 days; Peugeot, 113 days, and Fiat, 127 days.

Inventories of new imported pickup trucks June 1 were: Toyota, 78 days; Mazda, 104 days; Isuzu, 170 days; Chevrolet LUV, 178 days; Nissan, 189; Chrysler Corp. (Mitsubishi), 213, and Ford Courier, 311 days.

12.5 pct. financing for July; dealers spared depreciation loss

GMAC drops leasing bombshell

By Joseph Bohn
Marketing Editor

General Motors Acceptance Corp. is launching a new retail lease program, with a special 12.5 percent finance rate, that is certain to stir dealer interest and competitive controversy.

"Independent lessors are going to become unglued," when the program hits, predicted one leasing expert, noting the high rates which many are currently paying for their money.

On the other hand, GM dealers are enthused about the plan. Some are paying 17.5 percent for lease money right now and feel the GMAC program will inject new life into their business.

Novice lease dealers will find the program a "good way to get their foot in the door without a lot of risk," predicted the lease manager for one large GM dealership.

Under the program, GMAC retains title to the vehicle, and the dealer has no obligation to buy it back at the end of the lease period.

GMAC declined comment. However, it was learned the financial giant will begin advertising its program in trade and upscale consumer and business publications June 28.

Industry sources said the program is actually a re-introduction of a previous one, first offered about six or eight months ago, at a much higher finance rate. At that time, it failed to get much support.

This time around, though, GMAC seems determined to put it across.

Aside from the July introductory offer of 12.5 percent (plus $5.50 separate charge per vehicle; the rate reverts to 15.5 percent after July), GMAC began holding lengthy seminars with dealers last week to explain the program in depth.

It also is allowing dealers who write five leases within 60 days of signing up to keep a free computer, which they get up front to assist in calculating contracts, as a further incentive premium.

GMAC has not previously offered any kind of lease program that protects dealers against possible loss in estimating depreciation. (Unlike Ford, the company has never guaranteed the resale value of its vehicles.)

Essentially, the dealer and the lessor, depending on whether it was an open or closed end lease, assumed responsibility for depreciation. The dealer had to estimate residual value to handle the lease, and the responsibility to make up any difference went to him, for example.

Under its new program, GMAC removes this risk.

Near the end of the lease period, dealers inspect the vehicle in the presence of the lessee and make out a report on any liability for excess mileage or abnormal wear.

GMAC then appraises the ve-

Continued on Page 4, Col. 1

breaking news

V-8-6-4 case in New Jersey Supreme Court

DETROIT.—The New Jersey Supreme Court has granted General Motors permission to appeal the class-action status of a lawsuit filed against its Cadillac V-8-6-4 engine. The lawsuit filed by Adrian Karp 18 months ago was given class action status by Trial Court Judge Arnold M. Stein on Jan. 29, 1982. Both sides are scheduled to argue before the Supreme Court this fall. The suit charges that GM's Cadillac V-8-6-4 engine is defective and a safety hazard.

Lada pays if buyer loses job

AJAX, Ont.—Lada Cars of Canada, Inc., is offering a free one-year car-payment insurance plan that pays $200 per month for up to 12 months if buyers of Lada and Niva 4WD vehicles lose their jobs through involuntary layoffs. The program, offered in conjunction with a free 24-month/50,000-

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER
AN
DC20014CNGLIAG QEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

IIHS cites public support for 5-MPH standard

Campaign to overturn bumper ruling begins

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The first move to overturn the weakened bumper regulation has been made by the Insurance Institute for Highway Safety.

IIHS is headed by William Haddon Jr., who was the first chief of NHTSA, now headed by Raymond A. Peck. In filing a petition for reconsideration with NHTSA, IIHS cited new evidence of overwhelming public support for 5-MPH bumpers.

The rollback — promised by the Reagan Administration and found by Peck to be cost-effective last May 18 — becomes effective July 6. That is too late for many companies to make changes in some '83 models.

IIHS, whose president has consistently criticized "eggshell exteriors" for autos, said the rollback from 5 MPH to 2.5 MPH means bumpers will be 75 percent weaker because crash forces increase with the square of the speed.

The new IIHS opinion survey was conducted by Opinion Research Corp. after the rollback announcement. Questions reflected cost and benefit figures given to NHTSA by the auto and insurance industries.

Its major findings:

1. Told that 2.5-MPH bumpers would lower the cost of new cars $20 to $40 and would improve fuel economy 2 to 6 gallons a year, 71 percent of those surveyed still preferred 5-MPH bumpers. Twenty-two percent chose 2.5-MPH bumpers, and the rest made no choice.

2. When the 78 percent of respondents who chose 5-MPH bumpers or who had made no choice were asked for their preference if 2.5-MPH bumpers "reduced car prices by $100," 82 percent still chose the 5-MPH bumper.

3. When the 22 percent who initially preferred the 2.5-MPH bumper and the ones who had no preference were asked what choice they would make if they knew the 5-MPH bumper would reduce premiums on collision insurance 10 to 20 percent, more than 40 percent said they would then prefer the 5-MPH bumper.

Taken altogether—lower new-car prices and gas savings but higher insurance costs — more than 75 percent of those polled preferred 5-MPH bumpers.

The poll, taken between May 28 and June 3, had 1,003 respondents.

The poll was designed so that about half were prospective new-car buyers.

They were asked whether the government should mandate that bumpers protect against damage up to some minimum speed. Of the 76 percent who answered "yes," 31 percent set the speed at 5 MPH and 57 percent thought it should be greater than 5 MPH.

This is the second Opinion Research Corp. poll taken for IIHS. The first was criticized by NHTSA, which said the "structure and specific questions asked did not compensate for the public's general lack of detailed information concerning the costs and benefits of bumpers."

In the new questions, ORC

Continued on Page 42, Col. 1

Skoda gets new steering

The latest versions of the Czechoslovakian-built Skoda now arriving in West European markets feature one major change: Rack and pinion steering in place of worm and nut. In other respects, the rear-engined car is largely unchanged and sells primarily because of its low price. One unusual and longstanding feature is its aluminum cylinder block topped by a cast iron head.

But decline is only 1.02 percent to 173,648

June 1-10 U. S. new-car sales slip

By Jenny L. King
Staff Writer

Early-June domestic new-car sales narrowly missed their year-ago mark and ended the winning streak of three consecutive periods begun the first of May.

With General Motors' 12.8-percent financing program expiring at the end of May, it was no surprise that the biggest auto maker was down in sales; the surprise was that total sales weren't down substantially, and that Ford Motor Co. and Chrysler Corp. kept ahead of their 1981 levels without new consumer incentives.

Total for the June 1-10 period was 173,648, down 1.02 percent from 175,435 a year earlier. Two years ago sales dipped to 140,851 in early June, which was the worst total since 1958.

GM sales in early June dropped 6.58 percent, to 100,967 from 108,082 last year. Compared with the final May period, they were down 25.76 percent from 136,006, and they were down 29.90 percent from mid-May's total of 144,032, GM's best period this calendar year. The 12.8 financing was in effect during the May period.

Ford was up a healthy 18.57 percent the first June period, with sales of 47,881 compared with 40,383 a year ago. Chrysler sales climbed 4.77 percent, to 20,622 from 19,684.

Volkswagen of America, its sales down every period this year, suffered a 38.39-percent sales decline, to 1,778 from 2,886 in 1981. Estimated sales of American Motors passenger cars were 2,400, down 45.45 percent from 4,400.

• GM slipped to 58.14 percent of the market from its year-ago chunk of 61.62 percent. It was the corporation's smallest share since early April when GM sales accounted for 57.04 percent of the market.

Ford earned 27.57 percent, up from 23.02 percent. Chrysler was up to 11.88 percent from 11.22 percent. VWoA stood at 1.03 percent, down from 1.64 percent, and AMC had an estimated 1.38 percent compared with 2.50 percent a year earlier.

Six of the 14 U. S. makes reported sales increases during the first June period. Chrysler more than doubled its total, going to 5,174 from 1,913 last year. Lincoln, too, far exceeded last year's sales, up 135.55 percent, to 3,425 from 1,454.

Ford was up 17.20 percent, Mercury was up 5.63 percent, Buick was up 16.84 percent and Cadillac was up 24.68 percent.

On the minus side were: Plymouth, down 18.54 percent; Imperial, down 36.35 percent; Dodge, down 4.35 percent; Chevrolet, down 18.36 percent; Oldsmobile, down 18.85 percent; Pontiac, down 12.03 percent; VWoA, down 38.39 percent, and AMC, down 45.45 percent.

With nine selling days in the period this year and last, the daily-selling rate was down 1.02 percent, to 19,294 from 19,493.

Year-to-date domestic sales totaled 2,657,042, down 10.42 percent from 2,966,089 in 1981.

DOMESTIC SALES

	June 1-10, 1982	June 1-10, 1981
AMERICAN MTRS.	2,400†	4,400†
Chrysler	5,174	1,913
Imperial	71	211
Plymouth	8,144	9,998
Dodge	7,233	7,562
CHRYSLER CORP.	20,622	19,684
Ford	33,778	28,820
Mercury	10,678	10,109
Lincoln	3,425	1,454
FORD MOTOR CO.	47,881	40,383
Buick	32,570	27,875
Cadillac	6,235	5,001
Chevrolet	29,876	36,597
Oldsmobile	19,980	24,620
Pontiac	12,306	13,989
GENERAL MTRS.	100,967	108,082
VOLKSWAGEN	1,778	2,886
INDUSTRY TOTAL	173,648	175,435

† Estimated

Small-truck price war heating up

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — A price war in the compact-truck market is heating up with Nissan Motor Corp. in U.S.A. undercutting Mazda's $5,895 B-2000 with a $5,858 price tag on its Li'l Hustler.

The move forced Mazda to pull its television campaign touting the B-2000 as the lowest priced truck on the market.

Rod Hayden, senior vice president and general manager for Mazda Motors of America (Central), Inc., said his firm is studying the situation.

The $291 price cut by Nissan on its lowest-priced standard truck is part of an effort to combat the company's sagging sales in this market segment.

Through May, sales of Datsun trucks were down 25.8 percent, numbering 37,479, compared with the year earlier pace of 50,504.

Mazda, on the other hand, posted a 146.5 percent increase over the same period, moving 15,082 trucks, up from 6,118 units a year earlier.

Nissan's lowest - priced - truck campaign broke through a series of print ads which will be followed by television and radio spots in 61 major markets.

Although the L'il Hustler's price had been cut by almost $300, a company spokesman said the content level on the vehicle remains the same.

The truck is equipped with a 2.2-liter four-cylinder engine, four-speed manual transmission, power front disk brakes, maintenance-free battery and one-hand tailgate release.

• Mazda's entry has a 2.0-liter four-cylinder engine, five-speed manual, carpeting, tinted glass, steel-belted radial tires and one-hand tailgate release.

Part of the low prices on small trucks at both Nissan and Mazda may be attributed in part to tighter dealer margins.

Nissan's discount is about 11 percent, while Mazda's is in the neighborhood of 10 percent. Isuzu, which does not have a

Continued on Page 42, Col. 4

Nissan's financing unit opens 1st U. S. branch

CARSON, Calif.—Nissan Motor Acceptance Corp., financing subsidiary of Nissan U.S.A., has opened its first branch office. The branch is at 2050 W. Chapman Ave., Orange, Calif.

NMAC was formed the first of this year by Nissan U.S.A. and its parent company, Nissan Motor Co., Ltd., of Japan, to provide wholesale and retail vehicle financing for Datsun dealers.

It is the first wholly owned financing subsidiary established in this country by an import automobile company, Nissan said.

Initially, the finance company is concentrating its efforts in Southern California and will expand to serve Datsun dealers nationwide as rapidly as its resources allow.

NMAC issued $5 million in commercial notes on May 10 through brokers A.G. Becker, Inc. The authorized capital of the financing company is $50 million.

In addition, NMAC announced the signing of three Datsun dealers: Brea Datsun, Brea, Calif.; Coast Datsun, Long Beach, Calif., and La Puente Datsun, La Puente, Calif.

Mileage rankings inaccurate, report finds

Energy Dept. rips EPA numbers

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—In the long-running battle over just how accurate EPA fuel-economy numbers really are, another peg has been added to the side saying "not very."

The discrepancy between real and measured economy is highly dependent upon the fuel delivery and drive system in a vehicle, according to the latest study from the Department of Energy.

In it, researcher Barry McNutt and aides suggested 1981-model vehicles on average are likely to provide 18 to 24 percent less mileage than measured by the EPA.

This shortfall is likely to be greatest (29 percent) for cars with rear-wheel-drive and automatic transmissions and lowest (9 percent) for front-wheel-drive cars with diesel engines and manual transmissions, according to the study.

For consumers this means there is still no certainty in the EPA Fuel Economy Guide, and

For a more benign view of ratings, see Page 20.

counting on it to rank vehicle fuel economy accurately is nearly hopeless, McNutt said.

In order to rank the on-road fuel economies of two vehicles with a 90 percent probability of success, they must be separated by 4.8 MPG or more, McNutt said. He said an adjustment for technologies might help but would lower the MPG spread only to 4.1 MPG.

The new findings by McNutt refined his earlier work which had indicated that the difference, particularly in highway driving, could be as high as 5 MPG between EPAs measured figure and actual driving results.

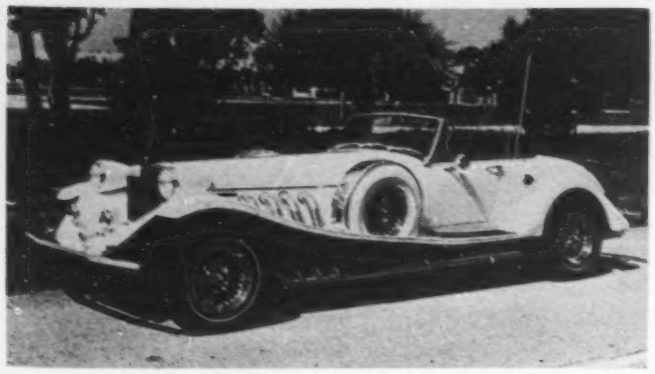
McNutt had said at that time the discrepancies undermined consumer confidence in EPA's fuel-economy labeling program and U. S. efforts to reduce fuel consumption.

In response, EPA undertook an analysis of its fuel-economy program and instituted changes, not the least of which was a requirement that manual-shift vehicles must be shifted at certain speed increments.

Those changes led to a decline in the mileage discrepancy in the 1979 model year, McNutt said. But the shortfall then began to increase again and the discrepancies for 1980 and 1981 were "significantly above 1979 levels," he said.

McNutt said he is a little

Continued on Page 6, Col. 5



Rumbleseat Roadster

Johnson Motor Cars, Ltd., Inc., Fort Lauderdale, Fla., is producing, at four units a month, the Johnson Rumbleseat Roadster. Powered by a Cadillac engine and drivetrain, each roadster is equipped with functional rumbleseat, power steering and brakes, automatic transmission, cruise control, hardwood dash and trim and removable hardtop plus a convertible top. Available through a special dealer network, the roadsters retail for $54,900 each.

Local-content and reciprocity bills debated

House-Senate tug-of-war on trade

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Trade legislation has started to move as the 97th Congress goes into its final stretch.

Two weeks ago, a House Commerce Subcommittee reported a UAW-backed local-content automobile bill with such extraordinarily high content and such a short leadtime that it drew adamant opposition from the Administration.

The full House Energy and Commerce Committee, chaired by Rep. John Dingell, Michigan Democrat and a supporter of the measure, is not expected to address the bill until after the July 4 recess.

Meanwhile, last week, the Senate Finance Committee reported to the floor a watered-down trade reciprocity bill that received Administration endorsement.

Numerous similar measures to try to open foreign markets to U. S. products and services exist on the House side. But there is nothing that is sufficiently careful not to violate the General Agreement on Tariffs and Trade (GATT) or offend the Japanese before the November "ministerials" in Geneva as to be acceptable to the free-trading Reaganites.

• These two trade bills — one vehemently opposed by the Administration and the other accepted — are in a very general way mirror images. The UAW-backed bill — replete with 214 sponsors in the House but only 14 on the Senate side—is strong medicine.

The reciprocity bill, pushed mostly by Republican Senator John C. Danforth, up for election in Missouri which has both Chrysler and General Motors plants, is so weak as not to be of special concern to the auto industry.

The local-content bill that is strong in the House would exclude imports or force them to build plants in the U. S. The weak Senate reciprocity bill might to some extent open the Japanese market to American firms exporting or operating there.

The local content bill would require that 1983-model cars and light trucks sold in the U. S. have 8.3 percent local content for companies which sell more than 100,000 units. The percentage would rise in increments to 30-percent local content for companies selling more than 500,000 units.

The bill calls for increased local content in the 1984 and 1985 model years, so that companies selling 100,000 units would eventually be required to have 25-percent local content. Those selling 500,000 would have to have 90 percent local content.

Violation would result in a stiff import quota the following year. The bill would also mandate that auto makers certify U. S.-made parts as replacement parts for their vehicles.

The Senate reciprocity bill differs in its replacement-parts section and would include Canadian labor — but not Canadian parts in its definition of "domestic."

The reciprocity bill would give the President authority to negotiate lower trade barriers but would require attempts to open a foreign market before the U. S. retaliates. The language was considerably weakened from earlier versions which could have allowed an emotional Congress to react in hopes of reducing high unemployment at home.

It would apply to all countries—not just Japan.

To hamper the local-content

Continued on Page 8, Col. 1

Aluminum casting plant is first scheduled shutdown since new UAW pact

Ford to close Sheffield plant in '83

By Marjorie Sorge
Labor Editor

Ford Motor Co. will close its Sheffield (Ala.) aluminum casting plant in the fall of 1983, laying off about 1,000 hourly and salaried workers.

It is the first plant closing scheduled at Ford since the new contract was signed with the UAW in February. In that contract, Ford promised to do a feasibility study on the continuing operations at Sheffield. Last November, the company announced the plant was to be closed in a two-year phaseout.

Those laid off at Sheffield will benefit from the new Guaranteed Income Stream (GIS) negotiated in the UAW - Ford agreement.

It gives laid-off hourly workers with 15 years seniority at least 50 percent of their hourly rate until age 62 or retirement. The rate of payment increases one percentage point for each year of seniority over 15 years up to either 75 percent of the weekly wage or 95 percent of the weekly after-tax base, minus $12.50.

Under the GIS, life and health insurance benefits are continued and laid-off workers receive pension and other retirement benefits they would have earned to the day of retirement had they continued working.

The average seniority of workers at Sheffield is 18-19 years.

According to company insiders, Ford had to weigh the cost of the closing, specifically the GIS program, and the lower cost of continuing the operations because of the concessions made in the international agreement.

Sheffield is currently Ford's sole U. S. aluminum casting operation. Company insiders say some of that work will be transferred to the Ford Windsor Essex casting plant, which is about one-fourth the size of Sheffield. The rest will be outsourced to suppliers such as General Motors and Doehler-Jarvis.

Sheffield makes aluminum castings for transmission cases, pistons, intake manifolds and engine front covers and is the sole supplier of the front-wheel-drive transaxle cases for the Escort and Lynx.

Last fall, Ford asked the 940 production workers at Sheffield to take a 50 percent cut in wages and benefits in exchange for profit-sharing in order to keep the plant open. The local union rejected that proposal.

Later, Ford told the production workers they could buy the operation under an Employe Stock Ownership Plan (ESOP), rather than see it closed. The workers rejected that proposal.

A phase-out was scheduled to begin in early 1982, but that was postponed when contract talks started and was put on the back burner while the study was being conducted.

Ford has said the Sheffield plant has lost money every year since 1974 and has wages and benefits that are higher than those of competitive firms. The company said those benefits, along with contractural work rules, caused the plant to lose $3 million a month.

There are 29 skilled trades classifications at Sheffield, compared with two at Essex, sources said.

GM orders tools for CVT line at French plant

DETROIT. — General Motors has placed an order with a local machine-tool firm that could put a continuously variable transmission for small cars into production in about two years.

A spokesman for Joseph F. Lamb Co., Warren, confirmed that GM placed a preliminary order for a line for its Strasbourg (France) plant, which produces transmissions for Opel cars. Production in the U. S. is also being considered by GM, he said.

The Lamb line would cut metal for the transmission housing.

The engineering is expected to start soon at Lamb, he said.

It generally takes Lamb 12 to 18 months to engineer and build a line. Actual production of the housings in France, therefore, could begin in about two years.

The CVT is expected to improve fuel economy in the range of 15 percent. It replaces today's system of gear shifting with a belt that adjusts ratio to torque, thereby providing smooth acceleration and improving efficiency.

Apocalypse soon? Auto analyst says maybe this fall

By Edward Lapham
Financial Editor

While many Wall Street analysts are at least mildly optimistic about the sales and profitability outlook for U. S. auto makers, one voice in the wilderness continues to warn of a "potentially cataclysmic" collapse later in the year.

Arthur G. Davis, auto analyst for Prescott Ball & Turben, Cleveland, believes that the May sales upturn was a false recovery, with the possibility that domestic sales could collapse again in the fall.

Davis, who has been consistently more bearish than most of his colleagues, said he believes there are several key factors in the market which could presage another downturn in sales, and that enactment of import restrictions could give the domestic makers some room to raise prices and bolster profits but would significantly delay the real auto industry upturn.

In his June report on the industry, Davis acknowledged that there has been a "significantly improved perception of the U. S. auto industry by investors" due to reduced inventories, rebate-improved sales, stronger large-car sales and cost-cutting labor agreements, which have led some analysts to raise their earnings projections.

"We believe estimates for 1983 will be reduced significantly in the months ahead as a result of significant worldwide price cutting in the small-car market, higher costs resulting from reliquification of balance sheets, lower production estimates for 1983 as a result of higher import penetration and reduced U. S. demand," Davis said.

• He told AUTOMOTIVE NEWS last week he believes some upper-income buyers, who can best benefit, will come into the market after the July 1 tax cut goes into effect, just as the lower-income buyers bought in the spring during the rebate period.

"The response to the GM 12.8-percent finance program shows the upper-income buyer has been worried about the financial markets," he said. "These are buyers who never gave a damn about finance interest rates before."

Davis said there is a chance that some of the upper-income buyers "pre-spent" their tax cuts during the GM program, meaning demand could be less than anticipated. He also said that rapidly rising gasoline prices in the summer could dampen large-car sales.

On the small-car side of the market, Davis said he sees more difficulty.

He said potential buyers of small cars, currently about two-thirds of the market, will not create a substantial upturn in sales until "new products are perceived to be good values and that prices are not going to go lower, a massive reliquification of personal balance sheets takes place or interest rates have been substantially reduced and/or gasoline prices increase significantly again."

The analyst said there is still price resistance in the small-car segment and that the intermediate car segment has fallen off in recent months. He said this is important because "Detroit's newest offerings" are in this segment.

"We believe there is a distinct possibility of a third dip in auto sales in late-1982 or early 1983, caused by the lack of consumer and business liquidity and an expected collapse in used-car prices in mid-1982," he said.

The gloomy sales scenario could be further darkened by a "world trade war" in econobox markets, Davis said. He assumes President Reagan will veto any import-restriction legislation and the U. S. market will be a "free market" after the current voluntary restrictions lapse next April.

Using that assumption, Davis has reasoned that the Japanese will gear up for that date in the small-car segment by readying new high-technology products and moving to cut prices and reestablish clear price leadership. This would put renewed pressure on the domestic makers to cut their small-car prices.

• He said he believes "upper-end" prices at '83 model introduction will be raised an average of about $500 but that small-car pricing action will be delayed until after the import-restriction matter is resolved.

"The U. S. car makers will wait to see if the imports get shut out before cutting prices,"

Continued on Page 42, Col. 3

index

Auction reports	34
Automotive World News	14
Classified advertising	35
Editorial page	10
Production by makes	46
Registrations, car, truck	22, 33
Truck highlights	22

57th year — No. 4920

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Automotive World News

Is there a Bedford in GM's future?

By Richard Feast
European Editor

Delivery of Bedford's 1.5 millionth export vehicle in mid-May came at a time when the British firm's role within General Motors' new worldwide organization is being decided.

How it will pan out has not been revealed, but John Fleming, Vauxhall Motors Ltd.'s new chairman and managing director, stresses that his company's Bedford Division will play a major role.

GM's worldwide medium and heavy truck and bus operations will have input from GMC Truck & Coach and Chevrolet Divisions in the U. S., Bedford in Europe and Japan's Isuzu Motors Ltd., in which GM has a 34.2 percent financial interest. It is expected to result in international designs and maximum use of common components.

Fleming, an American whose background includes sales and marketing positions at GM's Oldsmobile Division in the U. S., characterizes Bedford's 50 years of experience as a heavy truck manufacturer and exporter as "ensuring" its contribution to the rationalized future of the world's largest producer of motor vehicles.

GM currently sells GMC and Chevrolet (U. S.), Bedford (British) and Isuzu (Japanese) trucks and vans in a number of countries.

Bedford's export earnings during the past decade—which includes boom year 1978 as well as the recent recession—totaled over $2.1 billion.

The 1.5 million exports—approximately 1.25 million trucks and 250,000 vans—represent almost half of Bedford's total production of commercial vehicles.

The milestone truck was one of a $3.6 million order for 60 TM 4x4 units received from Abu Dhabi in the United Arab Emirates. The truck is a civilian four-wheel-drive derived from a military version developed by Bedford, a large defense contractor.

The Bedford commercial vehicle operation traditionally has been the strength of Vauxhall Motors; its most recent losses are attributed to passenger car operations.

However, tremendous improvement in Vauxhall car sales this year—based on the success of the locally assembled Astra (Opel Kadett) and Cavalier (Opel Ascona)—may change this. It coincides with a continued slump in worldwide demand for heavy trucks, which has hit Bedford the same way it has other truck makers.

In the immediate future, therefore, it looks as though Vauxhall's promised drive back to profits will be centered on passenger car operations.

The commercial vehicle business has been thin. In the past two years domestic demand dropped by 25 percent. More recently, Bedford's largest single export market, Nigeria, was hit by a fall in the price of its oil exports, and the impact has not yet been fully felt.

But the company is fighting back. General Export Sales Manager David Butlion reports two new international zone offices have been established in key export areas, Dubai and Singapore.

It is in less developed areas of the world such as those that European truck makers are meeting the Japanese challenge.

Diminished demand has taken its toll on production levels at England's Dunstable truck factory. The TM (16 to 44 tons) is being made at the rate of eight a day compared with single-shift capacity of 32. A senior executive says he would be "happy" to see output of 20 a day.

In a separate area, other models are being produced at a rate of 48 a day compared with single-shift capacity of 120. This section is concerned mainly with production of the TK and TL, which account for around 80 percent of output, plus knock-down kits for the TJ and bus production.

Bedford export vehicle 1.5 million comes off the line at Dunstable, England. On the podium is Vauxhall Motors chairman and managing director John Fleming, second from left. On his left is Abu Dhabi dealer Omeir Bin Youssef, and on his right is general manager Fathi Elwan. At the microphone is Norman Lamont, British industry minister.

The TK and TL have broadly similar weight limits (5.7 to 16.5 tons), the TK being an older, less sophisticated vehicle. The TJ, into its fourth decade, has been the mainstay of much of Bedford's export business.

Bedford light vans and pickups are made at passenger car assembly facilities at Luton. In what is a sign of the times, Bedford sources its light and four-wheel-drive pickups from Isuzu in Japan.

The return of the sporting Bentley

Mulsanne Turbo sales will begin in September.

By Richard Feast
European Editor

Deliveries of the new Bentley Mulsanne Turbo, announced at the Geneva auto show in March, start in September.

British manufacturer Rolls-Royce Motors Ltd., forecasts sales of 100 this year, and double that in 1983.

At prices in its country of origin of about $105,000, the Mulsanne Turbo should contribute handsomely toward its upkeep in the Rolls-Royce stable.

It is priced $11,700 above the regular Mulsanne, a Bentley equivalent of the Rolls-Royce Silver Spirit which was introduced at the 1980 Paris auto show.

The Mulsanne Turbo will be sold in all but four of the company's export markets. Those four are the U. S., Canada, Australia and Japan.

It is hard to understand why Rolls-Royce should ignore North America which last year accounted for 37 percent (1,197 units) of the company's total sales and brought in $77 million in revenue.

The initial answer is that the turbocharger system is on the carburetor engine. It is not on fuel injection engines which sell well in the four countries.

Still Rolls-Royce is trying to generate North American interest. It went to the trouble and expense of flying U. S. reporters to preview the car in the Le Mans area of France in May.

Le Mans was chosen because of Bentley's historic connections with the race track. The legendary "Bentley Boys" won five 24-hour races there in the 1920s and '30s.

Mulsanne is the name of the long straight which is the fastest part of the Le Mans circuit. In driving the Bentley Mulsanne Turbo, it is easy to whisper up to the car's maximum speed of 135-MPH on this section.

The Turbo represents a return to the sporting Bentley, last marketed 30 years ago with the R-type Continental. Since then Bentleys have been simply badge-engineered Rolls-Royces.

The Turbo blows away any cobwebs which might have gathered on that image. It is extremely fast, with performance to match the best Mercedes-Benz or Jaguar V-12. Yet it is quiet and smooth—a sports sedan for a gentleman rather than a macho machine for a hairy chested brute.

A Garrett AiResearch turbocharger and other engine and transmission modifications add 50 percent power output, the company says, without quoting horsepower figures.

Speed governed down to 135-MPH, acceleration from zero to 60 in 7.4 seconds and from 50 to 70 in 5.5 seconds indicate the 2.5-ton Mulsanne is propelled by considerable power and torque output.

However, statistics from a West German source indicate the regular carburetor Mulsanne V-8 produces 198-HP and the turbocharged version 298.

Apart from raising the final drive ratio, little else was done to the Turbo version. Suspension, brakes and steering are the same, and the only visual differences are the emblems and radiator grille, which is painted the same color as the body rather than chrome-plated.

Another new feature is high speed-rated Avon Turbosteel radial tires specifically developed for the car.

There are small improvements to gasoline economy too. Overall, there is a 5 percent gain over the normal Mulsanne, to the equivalent (in U. S. gallons) of 12.9-MPG. There are gains at constant speeds, but a small decrease on the urban cycle.

Fuel consumption never has been a Rolls-Royce strength. In the past it has not mattered, but now the company is moving in the direction of gas saving. The next advance will come in the mid-'80s, when a revised version of the current model appears.

Toward the end of the '80s, an all-new generation of Rolls-Royce models will appear. Because they will be much lighter weight, it is unlikely that they will be powered by the current 6.8-liter V-8. A six-cylinder, possibly turbocharged, is more likely.

Although current models are very heavy, it will be hard for Rolls-Royce to shed weight the way other auto makers have. Rolls engines, gearbox casings, back axle housings, doors, trunk lids and hood already are made of aluminum.

Weight reduction will be achieved, says Jack Read, project engineer responsible for the Turbo, by "more detailed calculation at the design stage."

Auto sales bombed out before Falkland war

The Falkland Islands conflict in the South Atlantic cannot have done much to generate auto sales in Argentina, already at their lowest level in recent times.

In the first quarter of 1982 registrations plunged by almost 63 percent to 23,216. On an annual basis that would result in fewer than 100,000 units, compared with 175,526 last year and a record 249,150 in 1980.

The recession, collapse of the local currency and rampant inflation have taken their toll.

A government decision to eliminate tariff barriers between 1976 and 1980 also led to a thinning out of local industry and growth for imports.

Citroen and General Motors pulled out of manufacture in the country, and Chrysler sold out to Volkswagen. More recently (1981), Peugeot abandoned the joint manufacturing deal with Fiat that had been formed only a year earlier.

The result is just four domestic auto manufacturers in Argentina—Ford, Fiat (which still assembles some Peugeots), Renault and Volkswagen. Despite the small market, they have had to concede about 20 percent of sales to imports.

Political considerations aside, Argentina's immediate automotive future does not hold much hope, and European makers are quick to point to performances of their Argentine and Brazilian subsidiaries for much of their current financial problems.

First-quarter new car registrations in Argentina were:

	1982	1981
Fiat	5,513	11,010
Ford	7,050	17,484
Renault	6,944	16,212
Volkswagen	2,059	16,277
Imports	1,650	11,119
Total	23,216	62,102

Japanese car sales slip in W. Germany

Has West Germany done what most nations around the world have failed to do—stem the increase in Japanese registrations without blatant resort to tight quotas?

First-quarter 1982 returns from Germany's *Kraftfahrt Bundesamtes* indicate Japan's market share was sliced by nearly 2.5 percent compared with last year. At the same time the Japanese lost their leading importer status in West Germany to the French.

West German motor industry officials say it is too early to be sure the Japanees tide has turned, pointing out that preliminary figures for April show a rise for Japanese makes.

In the first three months of this year, combined Japanese registrations were 49,105, a market share of 8 percent and a fall in volume from the same period last year of 28.6 percent.

Total registrations in West Germany last January - March were down 7.3 percent from last year.

Registrations of French cars fell by 9.9 percent (to 51,385 and 8.4 percent market share). The Italians managed an 8.4 percent volume improvement to 31,769 (5.2 percent market share).

Imports in West Germany took 24.1 percent of the market, four points lower than the opening quarter of 1981.

Registrations Overseas

WEST GERMANY

	3 mos., 1982	3 mos., 1981
CARS		
Alfa Romeo	2,960	3,327
American Motors	61	164
BL Cars	1,078	1,509
BMW	34,544	34,019
Daihatsu	1,502	2,443
Datsun	9,310	11,352
Fiat Auto	28,561	25,471
Ford	76,131	99,065
General Motors	116,579	107,568
Honda	7,923	10,133
Lada	1,763	1,467
Mazda	9,013	13,322
Mercedes-Benz	61,754	66,262
Mitsubishi	8,353	13,721
Nuova Innocenti	199	497
Peugeot SA	26,973	27,652
Citroen	11,851	11,699
Peugeot	6,430	7,647
Talbot	8,692	8,306
Porsche	2,600	2,690
Renault	24,450	29,598
Saab	792	712
Skoda	416	500
Subaru	1,098	445
Suzuki	2,417	1,963
Toyota	9,489	15,441
VAG	181,690	187,551
Audi	34,720	43,739
Volkswagen	146,970	143,812
Volvo	2,904	3,720
Others	324	833
Total	612,821	661,425

JAPAN

	4 mos., 1982	4 mos., 1981
Cars		
Daihatsu	19,985	21,178
Fuji	18,863	15,856
Honda	55,887	38,951
Isuzu	14,182	15,096
Mitsubishi	63,604	67,311
Nissan	223,934	211,256
Suzuki	15,048	16,116
Toyo Kogyo	56,139	50,058
Toyota	292,907	265,537
Imports	8,402	10,133
Total	768,951	711,492
Trucks, buses		
Daihatsu	58,229	55,043
Fuji	45,886	34,054
Hino	11,191	11,495
Honda	29,140	30,496
Isuzu	31,229	32,727
Mitsubishi	71,214	72,552
Nissan	80,694	96,430
Nissan Diesel	5,559	6,474
Suzuki	91,135	81,036
Toyo Kogyo	35,582	42,210
Toyota	93,814	108,044
Total	553,673	570,606
Total vehicles	1,322,624	1,282,098

UNITED KINGDOM

	3 mos., 1982	3 mos., 1981
Cars		
Alfa Romeo	3,267	2,072
BL Cars	93,468	112,234
BMW	8,891	6,496
Colt	2,374	4,866
Daihatsu	1,785	805
Datsun	30,346	36,167
Fiat Auto	19,361	21,110
Ford	174,216	171,242
FSO	955	615
General Motors	65,610	47,972
Honda	4,529	5,921
Hyundai	742	.....
Jeep	2	29
Lada	5,430	4,515
Lotus	153	87
Mazda	4,269	6,730
Mercedes-Benz	5,033	4,181
Panther	13	15
Peugeot SA	35,690	44,751
Reliant	51	163
Renault	25,312	27,354
Rolls-Royce	353	557
Saab	3,554	3,590
Skoda	2,438	2,212
Subaru	880	1,031
Suzuki	1,040	843
Toyota	8,306	6,931
VAG	31,707	27,582
Volvo	18,902	15,068
Zastava	684	.....
Others	1,433	1,405
Total	550,796	556,544

FRANCE

	2 mos., 1982	2 mos., 1981
Cars		
Alfa Romeo	4,093	3,095
BL Cars	3,244	3,274
BMW	4,554	3,407
Datsun	2,059	2,720
Fiat Auto	13,839	10,868
Ford	17,535	15,440
General Motors	6,762	4,392
Honda	800	300
Lada	2,946	1,585
Mazda	1,878	673
Mercedes-Benz	2,822	2,358
Mitsubishi	654	630
Peugeot SA	93,879	88,618
Citroen	41,182	37,620
Peugeot	35,667	36,953
Talbot	17,030	14,045
Polski	211	184
Porsche	217	189
Renault	120,192	109,154
Saab	9	38
Skoda	591	488
Toyota	1,412	2,212
VAG	17,763	18,174
Volvo	1,532	1,273
Zastava	154	193
Others	11	22
Total	297,185	269,310

Production Overseas

HOLLAND

	3 mos., 1982	3 mos., 1981
Cars		
Volvo Car	77,922	80,779
Trucks, buses		
Accles & Pollock	51	.....
Bova	148	115
Daf	11,084	15,022
Den Oudsten	16	2
Ford	6,219	10,507
FTF	18	31
Ginaf	56	87
Gova	17	28
Leyland	52	77
Ram	.....	4
Scania	5,439	5,862
Spijkstaal	137	170
Terberg	275	197

Alliance is part of a grand plan

By Richard Feast
European Editor

Pierre Tiberghien, recently appointed joint director general of the Renault car division, is philosophical about the French firm's 1981 loss of $112.5 million.

"It boils down to one thing," he declares. "We lost 240,000 vehicles compared with the previous year, and 11 percent of production in a big company makes a lot of difference.

"Some years we make profits. Some years we have light losses. Some years we just break even. But we are constant in our investments.

"Investment, in the past year, represented seven percent of our total turnover. Good year, or bad, it's the same, so that our muscle will still be the same, regardless of the good and bad."

Production totaled 1,811,626, after hitting two million for the first time in 1980. Renault's figures indicate 84 percent of its 1981 production was in France —a situation which will change considerably next year with the start of Alliance (R9) output in the U. S. this year.

Of total production, Renault 5 accounted for 37.9 percent (587,000), and the R18 22.1 percent (342,000).

From introduction in August, nearly 74,000 R9s were made in 1981 or 4.7 percent of production.

The 9 recently went into production at Palencia, Spain, with volume prospects of up to 70,000 a year.

Production of the Alliance—pronounced *Alley-arnce* by the French—begins this month in the U. S.

Tiberghein reveals that Alliance will differ from the 9 in bumper size, trim and in having a fuel injection engine. He also notes a difference in spare wheel location — underneath the trunk on the outside in Europe, and inside the trunk in the U. S. It also will be inside the trunk for models sold in Canada, Mexico and Venezuela.

Tiberghien stresses the 9 will not cause the demise of the R14, a two-box hatchback of similar proportions: "Sales of the R14 may have dropped on account of introduction of the R9, but this middle-class segment is very big — the only one in Europe that has increased.

"We had only a two-box model to offer. We now have achieved our goal with a three-box style. We want to stick with this advantage."

A colleague cites a precedent. "We had the R4 that for 21 years was rather successful. We planned, at a certain time, a Renault 6 to follow the R4. But the R4 outlived the R6. We are spoiled. We can't imagine a car can be obsolete in nine or 10 years."

• The move into manufacturing in North America is another step in a process of moving outside France which began for Renault in the early 1950s when it licensed Hino, of Japan, to build a Renault car, and took a minority interest in a Spanish maker.

While the Japanese deal has long ended, Spain has blossomed, to the extent that it is now fully part of the Renault group and the leading manufacturer in Spain.

In the late '50s and early '60s Renault moved into Argentina, Brazil (later sold to Ford in 1967), Chile and Mexico.

Renault recognizes its absence in Brazil. "It's more a gap in the possibility of doing anything there. Certainly it will be important for Renault. We know it's necessary to be in Brazil," says Tiberghien. "It would cost a lot of money."

Business prospects in South America are not good at present. In Argentina, where Renault recently overtook Ford as market leader, it has suspended production at the Cordoba factory because of the recession's impact on new car sales.

A senior Renault executive notes, "One of the strengths of Ford and General Motors in South America is based, in great part, on their truck business. It's another type of operation we would love to develop in the future."

Renault also reveals that when viewing possible bases for assembly in Asia it looked at Taiwan (where the 9 will be assembled) and Korea.

Says Tiberghien: "We tried to have an agreement with (Korea's) Hyundai but did not succeed. They wanted a replacement for the Pony, and we discussed the possibility of them producing the R9. But, because of political and economic crisis, they stopped conversations with us." The contract with Hyundai apparently went to Mitsubishi.

• Tiberghein, a technical man by background, was a director of research and design at Renault before moving into a senior management role. He is taking a special interest in the vehicle Renault is designing in a government-sponsored project to produce a car capable of running 100 kilometers on three liters of fuel.

That is the equivalent of 78.4-MPG (U. S.) and is based on a one-third mix for the ECE urban/56/75-MPH test cycle. The delivery date is 1985 for the car, known as the Vesta. (Peugeot is working on a model known as the Economy.) The work is financed 50/50 by the auto makers and the government. Renault's vehicle features a small diesel engine — probably turbocharged, if Renault's recent record is an indicator.

Output drops, Renault sees red in 1981

PARIS. — Renault Group has reported a net loss of $112.5 million for 1981 compared with net income of $106.4 million in 1980. Total revenues for the 1981 rose 10 percent to $14.6 billion.

Renault said the loss for 1981, which is called "one of the most difficult years for the world auto industry," was the result of decreased volume, increased competition in world markets and a sharp rise in financing costs.

The company said 1981 production of passenger cars and light commercial vehicles declined 11.8 percent to 1,811,626 from the record total of 2,053,000 in 1980.

Renault also said its net loss for 1981 reflected its share of the $137 million net loss posted by American Motors, in which Renault has a 46.4 percent equity interest.

In 1981, total revenues from the automobile division rose 7.9 percent to $10.3 billion. French home market sales accounted for 49.4 percent of the total while export sales accounted for 50.6 percent.

Renault said its RVI industrial vehicle unit incurred a trading loss of $17.6 million and a net loss of $51.3 million, due to extraordinary expenses, despite an 11.8 percent increase in sales to $2.1 billion.

The French auto maker said its financial subsidiaries realized a net profit of $39.1 million compared with $36.3 million in 1980. Total revenues for the finance units were $1.4 billion last year compared with $1.1 billion in 1980.

Renault said that despite the negative results for 1981, it expects to maintain a "record level" of investment. The company said its 1981 capital expenditures totaled $1.3 billion and should total $1.5 billion this year.

Rover moves in new directions

Launch of the High Capacity pickup and County station wagon is the third stage of Land Rover's 200-million-pound ($360 million) investment program by BL Ltd.

Later this year the British company's Range Rover will be offered for the first time with an automatic transmission option.

Subsequently there will be another model to fill the gap between the utilitarian Land Rover and more luxurious Range Rover. Details are secret, but insiders say it will be built around a Land Rover with the coil springs Range Rover.

Towards the end of 1983 the company will start production at Acocks Green of a V-8 diesel Perkins is developing as part of a $20 million project.

Earlier stages in the Land Rover product development program included a V-8 gasoline Land Rover in 1979 and four-door Range Rover in 1981.

The automatic to be introduced this year reportedly is a Chrysler unit with a lock for first gear — vital for off-road work.

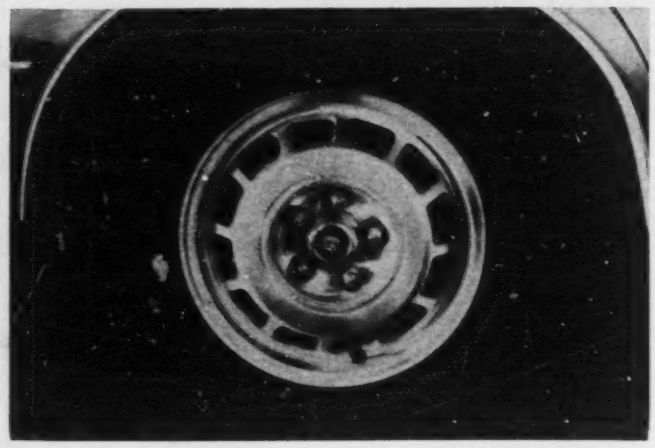
Last year the off-road division of BL made 10,441 Range Rovers — up from 9,684 the previous year — and 41,060 Land Rovers (51,378 in 1980).

Those figures reflect a worldwide downturn in demand for vehicles. More importantly, says the company, its output per worker has improved, with a manpower reduction of more than 20 percent to 10,800.

At present Land Rover works a single shift plus Saturday mornings. Increased demand could raise the prospect of double-shift operation — a radical step until it is known for certain that demand could be sustained.

Fully committed engineering resources mean that the earliest Land Rover could contemplate an entry in the U.S. market — the largest in the world — would be 1984. Canada, however, could provide an earlier stepping stone.

Less bounce in rubber market



Radial tires and smaller cars are helping to slow the growth of world rubber demand.

Market and product changes in the automotive business are affecting the worldwide rubber industry.

Forecasts by the International Institute of Synthetic Rubber Producers Inc. (IISRP), however, indicate moderate increases in demand for that material in both North America and Western Europe throughout this decade.

That's the gist of a long range industry forecast for synthetic rubber consumption says M. J. Rhoad, managing director of the IISRP, whose estimates are compiled by statistical committees in North America and Europe.

Projected is a 2.8 percent average annual growth rate for synthetic rubber in the U.S. and Canada from 1981 to 1990. Total rubber consumption (synthetic plus natural) matches this growth rate, with synthetic rubber continuing to hold approximately a 75 percent share.

During this decade the percentage of total rubber going into tires and tire products will decrease from 63.3 to 62.4 percent in North America, it's predicted. Longer wearing radial tires, along with smaller tires for smaller cars, contribute to the projected slower growth rate in tire rubber demand.

Steady recovery of both the U.S. and Canadian economies after poor showings in 1981 fourth quarter and 1982 first quarter is expected to result in a gain in rubber consumption of 4.9 percent in 1982 over 1981. After 1982, moderate growth is projected to 1990 for both tire and non-tire segments of the industry.

In its 10-year forecast for rubber consumption in Western Europe, the IISRP notes that since its last study, the recession in Europe "has deepened both in terms of effect on the market and time span." The longer term forecast consequently has been reduced from previous 1.8 percent annual growth rate for total rubber consumption to 1.4 percent for the period 1980-1990.

An additional factor in the European forecast for particular polymers is the changing pattern of use in the automotive industry, expected to be effective by the middle of the decade.

The IISRP is an international industry association headquartered in Houston.

Total New Rubber Consumption Forecast For Western Europe

(Thousand Metric Tons)

	1980 Actual	1981 Estimate	1982	1985	1990
SBR-Solid	660	603	628	680	751
SBR-Latex	125	123	127	140	150
Polybutadiene	235	225	230	250	285
Polyisoprene	83	75	75	85	100
Ethylene-Propylene	118	118	122	145	150
Polychloroprene	89	86	86	87	88
Butyl	125	116	119	130	135
Nitrile-Solid	60	55	58	63	68
Nitrile-Latex	14	13	13	15	17
Other Synthetic	35	35	40	48	60
Total Synthetic	1,544	1,449	1,498	1,643	1,804
Natural Rubber	875	825	825	900	980
Total New Rubber	2,419	2,274	2,323	2,543	2,784
Synthetic Percent	63.8	63.7	64.5	64.6	64.8

Total New Rubber Consumption Forecast For U.S.A. and Canada

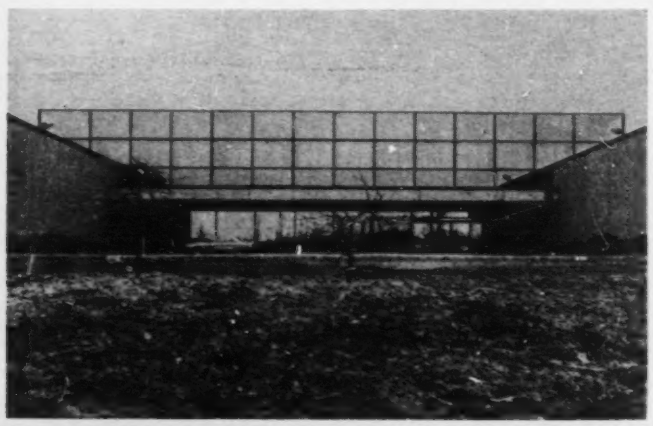
(Thousand Metric Tons)

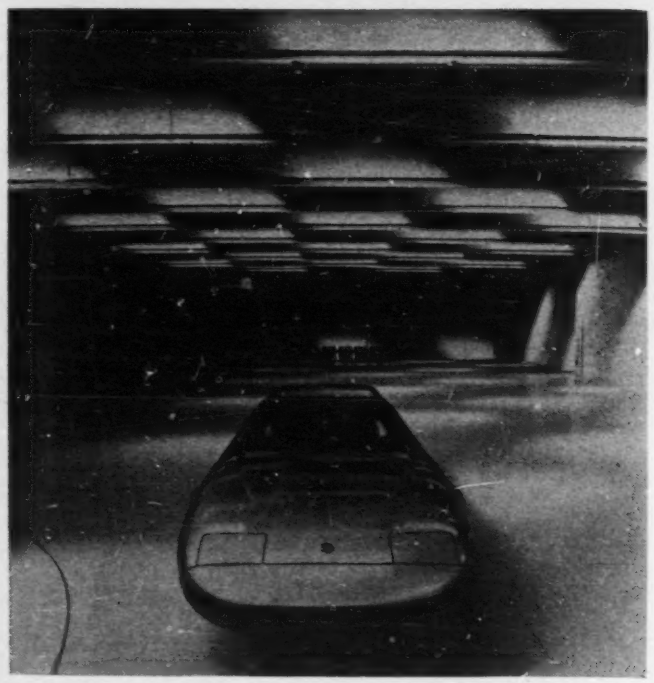
Type	1980 Actual	1981 Estimate	1982	1985	1990
SBR-Solid	990	1,032	1,081	1,164	1,250
SBR-Latex	123	123	128	140	156
Polybutadiene	356	386	406	444	498
Polyisoprene	66	59	63	74	89
Ethylene-Propylene	124	140	149	179	221
Polychloroprene	107	106	110	124	138
Butyl	144	144	150	162	178
Nitrile-Solid	59	62	67	75	82
Nitrile-Latex	7	9	9	10	11
Other Synthetic	52	54	58	68	85
TOTAL SYNTHETIC	2,028	2,115	2,221	2,440	2,708
Natural Rubber	667	714	748	832	925
TOTAL NEW RUBBER	2,695	2,829	2,969	3,272	3,633
Synthetic Percent	75.3	74.8	74.8	74.6	74.5

Rubber Consumption - U.S.A. and Canada

(Thousand Metric Tons)

	Actual 1980	Estimate 1981	1982	1985	1990
U.S.A.					
Natural	586	630	660	734	813
Synthetic	1,854	1,935	2,029	2,226	2,465
TOTAL	2,440	2,565	2,689	2,960	3,278
CANADA					
Natural	81	84	88	98	112
Synthetic	174	180	192	214	243
TOTAL	255	264	280	312	355
GRAND TOTAL	2,695	2,829	2,969	3,272	3,633





Space at Pininfarina (Industrie) SpA's research and study center was more than doubled early this year with opening of a new premises at Cambiano on the outskirts of Turin. The Italian producer of special and deluxe bodies retains its wind tunnel operation at Grugliasco, about a 20-minute drive away. The Cambiano building (top photo) is pictured before landscaping took place. The special Jaguar (bottom photo) will be housed in the facility's museum. Pininfarina was founded in 1930.

More plastic in Europe's cars

Western European automobile manufacturers are forecast to build their consumption of plastics from some 600,000 metric tons at present to nearly 915,000 tons in 1985 and just under 1.5 million tons by 1990.

Total value of the market will increase—in constant 1981 dollars—from $1.2 billion at present to some $3 billion by 1990, according to a study by Frost & Sullivan Inc.

The driving force behind this growth is the expanding role of plastics in automotive manufacturing. The average weight of plastics in European cars is expected to rise from 60 kilograms (132 pounds) in 1980 to 75 kg (165 pounds) by 1985 and 100 kg (220 pounds) by 1990.

At the same time, the automotive industry is expected to recover from its current depression, with production seen increasing from 10.4 million vehicles in 1981 to 12.5 million in 1985 and 14.8 million in 1990.

Growth of plastics in the smaller commercial vehicle market will be somewhat slighter over the decade, with consumption projected to rise from some 53,000 metric tons at present to 79,000 tons in 1985 and 111,000 tons by 1990.

While the commercial sector will remain a considerably smaller market for plastics than automotive, some developments are under way to increase demand. For example, consumption of plastic trim is on the rise as truck cabs become less spartan. Additionally, complete all-plastics cabs have been developed in the last 10 years, prodded by lower tooling costs for metals—particularly in large trucks with short production runs.

• The principal competition for plastics in automotive applications will come from steel and aluminum sheet, and aluminum and zinc castings, F&S says: "In the case of sheet form components, i.e., large body panels, non-structural items are governed chiefly by total cost considerations. For mass production of these components, plastics are more expensive than steels on raw materials cost and take longer to process.

"Aluminum alloys fall between most plastics and steels on both costs. In the case of doors, which have a side intrusion legislation requirement, metals have the added advantage of better energy absorbtion on sudden impact. Hence, the prospects for plastics coatings over large body panels are not good."

On the other hand, plastics are expected to continue to take over from metal castings and pressings in such "three-dimensional" parts as inlet manifolds and headlamp components.

Also, the move to improved aerodynamic styling on cars and trucks, to spur fuel savings, is making spoilers and wind deflectors important new markets for plastics, the report adds. F&S speculates the next major development in aerodynamics styling could be complete underbody shells, which could boost consumption of plastics in cars by about 25 kg (55 pounds).

Current applications of plastics in automobiles principally are divided between such established uses as seating and interior trim and the newer metal replacements. As demonstrated by the variety of bumper systems found on European cars, the competition between different plastics materials is intense.

Under - the - hood applications have been another significant growth area for plastics in recent years. For example, nylon has displaced pressed copper alloys in radiators and tanks, while a variety of plastics have replaced steels in heater boxes, air filter housings and ducts.

Analyzing the market by materials, F&S says polypropylene, nylon and polyurethane are expected to be the dominant materials and should enjoy the greatest growth during the decade. Thermosetting polyester, acetal, polycarbonate, modified polyphenylene oxide and polyethelene also are forecast to significantly increase their market shares.

Of the national markets, West Germany and France will maintain their dominant positions in the automotive industry and, with it, the largest markets for automotive plastics, F&S says.

IVECO adds water-cooled light 'Z' diesel

BLUE BELL, Pa.—A water-cooled light diesel has been added by IVECO Trucks of North America, Inc., to its line of light-duty "European-class" Z-Series vehicles.

The new model, the Z-110, is powered by an in-line, six-cylinder, 110-HP IVECO diesel which is teamed with a five-speed manual transmission. The vehicle has a GVW rating of 9,995 pounds.

The water-cooled diesel joins the Z-100, an air-cooled, five-cylinder, 108-HP Deutz diesel model introduced late in 1980. Both models are produced in Brescia, Italy, using components from IVECO plants throughout Europe.

Like the Z-100, the Z-110 is aimed at the emerging Class 2-through-5 markets in the U. S., according to James R. Bostic, IVECO/North America president.

Applications include leasing, for-hire transportation, agriculture, utilities, air-cargo delivery and construction and wholesale/retail trades such as contractors, automotive parts suppliers, florists and bakeries.

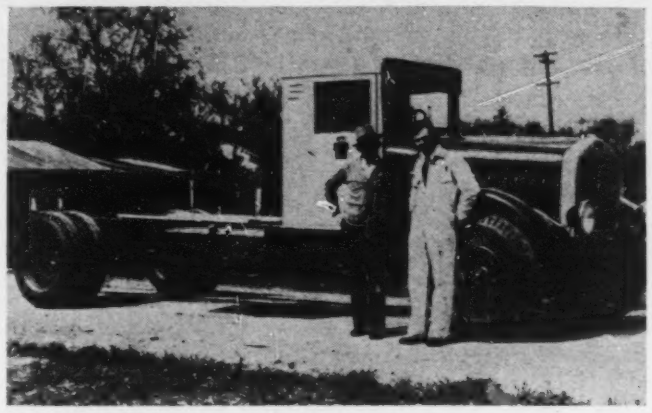
• In these applications, Bostic said, the Z-110 is expected to provide similar economy—up to 18 MPG—as the Z-100, with actual mileage varying by user.

Rated at 110 HP at 3,000 RPM, the Z-110's 333.5-cubic-inch engine develops a maximum 214 foot pounds of torque at 1,800 RPM, and has a 17-to-1 compression ratio, 4.06-inch bore and 4.33-inch stroke. It is equipped with a Robert Bosch direct fuel-injection pump.

"The engine, unlike many light-duty diesels, is fully rebuildable," said Bostic. "The crank is regrindable and the valve seats and inserts can be replaced. Dry-sleeve liners are standard.

"The engine carries a 100,000-

Continued on Page 32, Col. 3



Cummins' first diesel installation

Cummins Engine Co. installed its first truck diesel in this vehicle in 1932. The truck was owned by a California firm, Purity Food Stores. With the truck are Clyde Tatman, left, Purity driver who drove the vehicle from Columbus, Ind. (Cummins headquarters) to California, and Jay Chambers, Cummins service manager.

Diesel longest in use is sought by Cummins

COLUMBUS, Ind.—The longest-running Cummins engine still in active service is the target of a search by Cummins Engine Co. to commemorate the 50th anniversary of diesel trucking in America.

In 1932, Cummins and a California food-store operator cooperated in what the engine manufacturer calls the nation's first commercial installation of a diesel truck engine.

At that time, Cummins worked with the transport division of California's Purity Food Stores to install a six-cylinder diesel producing 125 HP. A few months later, Savage Transportation of San Francisco (now P.I.E.) purchased four Cummins-powered trucks.

From then until World War II halted civilian production in 1941, Cummins concentrated on truck diesels, with sales rising from 133 units in 1933 to more than 4,700 engines in 1941.

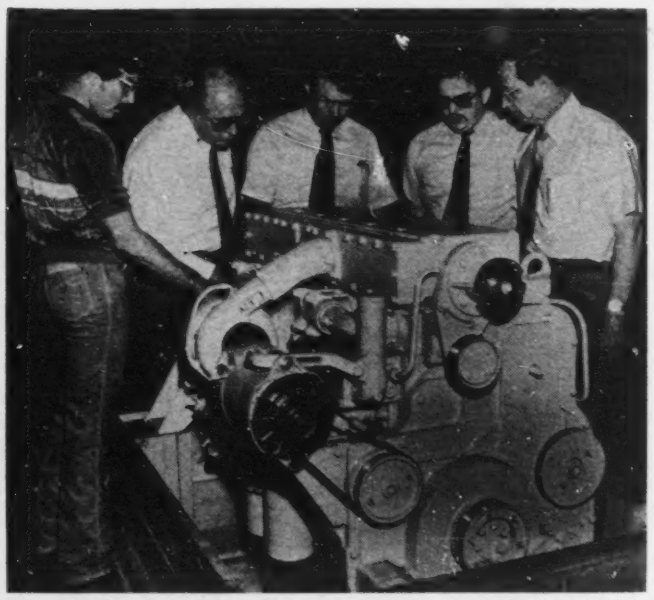
"We hope we can find some of those early engines still running," said Roger Howsman, Cummins vice president for North American field sales and service.

• Eligible entries in the hunt for the longest-running engine, according to Cummins, must still be used in daily or periodic commercial transport and carry verifiable information about the engine's age and serial number.

No museum or antique trucks are eligible, the company said, and all engines entered must have been sold originally for use in an on-highway licensed truck or tractor.

First prize in the search is a

Continued on Page 26, Col. 1



Inspecting new Cummins diesel

Inspecting a new Cummins L-10 diesel engine at International Harvester's Louisville foundry are, from left, Joe Booker, president, UAW Local 817; William Salzmann, foundry manager; Jim Gardner, raw materials director, Cummins Engine Co.; J. Thomas Ley, foundry sales manager, IH Manufacturing Group, and R. W. Dunham, the group's manufacturing operations vice president.

IH will produce engine blocks for Cummins

CHICAGO.—International Harvester will provide engine-block castings for Cummins Engine Co.'s NH line and the new L-10 heavy-duty diesel engines, according to J. Thomas Ley, foundry sales manager, IH Manufacturing Group.

The blocks will be produced at the IH foundry in Louisville, where thin-walled, high-technology diesel-engine block and head casting has long been a mainstay, he said.

"Our Manufacturing Group is emphasizing a buildup in OEM sales and this agreement with Cummins is one of the results," Ley said. "It is indicative of our capability as a service-oriented supplier of iron castings."

The Cummins NH line block displaces 14 liters, or 855 cubic inches, and accommodates in-line six-cylinder designs ranging from 300 to 475 HP. The engines are applied primarily in heavy trucks and a variety of construction, agricultural, marine and industrial power applications in worldwide markets.

The compact, lightweight L-10 represents Cummins' latest advancements in diesel design and technology and displaces 10 liters, or 611 cubic inches. Harvester is a major source for blocks for the new engine.

Ley estimated that production of Louisville foundry blocks for the L-10 and NH line engines will result in multimillion-dollar annual sales.

truck industry news

Light trucks continue big gains

Registrations in April highest since July, '80

April registrations of new trucks of all types in the U. S. were the highest for any month since July, 1980, and the April total was the greatest in two years.

During the month, according to R. L. Polk & Co. statistics, there were 218,651 new-truck

Table on Page 33.

registrations, an increase of 17.6 percent over last year's 185,927. The best previous month—July, 1980—saw 222,249 tallies.

The current April total was about 2,000 units short of the 220,595 vehicles registered in the same month in 1980. The all-time April high was achieved in 1978, when 319,622 trucks were tallied.

The four-month total also was the highest in two years. Through April, the count was 752,839, up 9.6 percent from the year-earlier 686,657, but down 14.6 percent from the 881,327 units registered in the same period in 1980.

Through April, light trucks were the only market segment to show a gain over last year. Mediums continue to lose ground, but the heavies rebounded slightly as a result of a surge in Group 7 tallies in April.

There were 696,949 light-truck registrations over the four-month span, with significant gains in all three weight classifications. The total through April was 12.5 percent higher than last year's 619,493.

Group 1 tallies in the January-April period climbed to 388,429, up 13.5 percent over the year-earlier 342,355 units. Registrations of the non-captive imports totaled 96,798 units, 5.9 percent higher than the year-ago 91,381.

Through April, the Group 2 count was up 10.9 percent, from 272,874 units in 1981 to 302,519. There were 1,936 import tallies, 53.9 percent higher than last year's 1,258 units.

In Group 3, the four-month total was 6,001 units, an increase of 40.7 percent over the 4,264 tallied in 1981.

Through April, medium-truck

Continued on Page 34, Col. 4

GMC's '82 share boosted 8 points by Group 7 surge

A surge in Group 7 GMC registrations in April resulted in a sharp increase in the four-month heavy-truck penetration by the General Motors truck builder.

During the month, 3,324 Group 7 GMC trucks were registered, more than triple the 950 units tallied in the same month a year ago. It helped boost the GMC Groups 7 and 8 total for the five months to 9,135 units.

Through April, GMC heavies accounted for 21.02 percent of the industry total, a gain of 8.01

Continued on Page 32, Col. 3

U. S. TRUCK REGISTRATIONS

FOUR MONTHS, 1982 VS. 1981★

	4 mos., 1982	Percent Share of '82 market	4 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	250,246	33.24	211,907	30.86	+ 2.38
Ford	215,522	28.63	220,085	32.05	− 3.42
Dodge	70,871	9.41	52,174	7.60	+ 1.81
GMC	67,621	8.98	50,235	7.32	+ 1.66
Jeep	17,371	2.31	15,681	2.28	+ 0.03
International	13,870	1.84	20,077	2.92	− 1.08
Mack	5,211	0.69	6,035	0.88	− 0.19
Plymouth*	3,891	0.52	5,879	0.86	− 0.34
Freightliner	2,363	0.31	2,701	0.39	− 0.08
Kenworth	2,356	0.31	3,385	0.49	− 0.18
Peterbilt	1,904	0.25	1,799	0.26	− 0.01
Mercedes	1,026	0.14	1,258	0.18	− 0.04
White	658	0.09	970	0.14	− 0.05
Western Star	262	0.04	246	0.04	.....
Autocar	219	0.03	423	0.06	− 0.03
Volvo	140	0.02	372	0.06	− 0.04
Misc.**	99,308	13.19	93,430	13.61	− 0.42
TOTALS	752,839	100.00	686,657	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; District of Columbia, April, 1981.

* Plymouth trucks are Trail Duster, Voyager and Arrow.

**Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

FOUR MONTHS, 1982 VS. 1981★

	4 mos., 1982	Percent Share of '82 market	4 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	9,451	21.75	10,759	21.42	+ 0.33
International	9,203	21.18	13,083	26.04	− 4.86
GMC	9,135	21.02	6,534	13.01	+ 8.01
Mack	4,463	10.27	5,674	11.29	− 1.02
Chevrolet	2,442	5.62	3,330	6.63	− 1.01
Freightliner	2,363	5.44	2,701	5.38	+ 0.06
Kenworth	2,356	5.42	3,385	6.74	− 1.32
Peterbilt	1,904	4.38	1,799	3.58	+ 0.80
White	658	1.51	970	1.93	− 0.42
Mercedes	293	0.68	310	0.62	+ 0.06
Western Star	262	0.60	246	0.49	+ 0.11
Autocar	219	0.50	423	0.84	− 0.34
Volvo	140	0.32	360	0.71	− 0.39
Misc.	567	1.31	663	1.32	− 0.01
TOTALS	43,456	100.00	50,237	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981; District of Columbia, April, 1981.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

THREE MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**53**	**53**
	April, '81	.....	.....	.....	.....	.....	.....	.....	123	123
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**219**	**219**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	423	423
BROCKWAY	**April, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	April, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**April, '82**	**36,929**	**27,846**	**1,846**	.....	**38**	**352**	**615**	**61**	**67,687**
	April, '81	31,994	22,340	948	.....	95	838	846	97	57,158
	Year to Date '82	**137,623**	**103,037**	**5,599**	.....	**144**	**1,401**	**2,231**	**211**	**250,246**
	Year to Date '81	113,914	87,240	4,060	.....	297	3,066	2,969	361	211,907
(Memo Units) #	**April, '82**	**23,653**	**9,545**	.....	.....	.....	.....	.....	.....	**33,198**
	April, '81	13,783	6,665	.....	.....	.....	.....	.....	.....	20,448
	Year to Date '82	**83,129**	**32,122**	.....	.....	.....	.....	.....	.....	**115,251**
	Year to Date '81	46,195	24,533	.....	.....	.....	.....	.....	.....	70,728
DODGE	**April, '82**	**13,039**	**7,552**	.....	.....	.....	.....	.....	.....	**20,591**
	April, '81	7,811	6,064	76	.....	.....	.....	.....	.....	13,951
	Year to Date '82	**47,029**	**23,825**	**17**	.....	.....	.....	.....	.....	**70,871**
	Year to Date '81	30,596	21,387	190	1	.....	.....	.....	.....	52,174
(Memo Units) #	**April, '82**	**8,421**	**5,182**	.....	.....	.....	.....	.....	.....	**13,603**
	April, '81	4,714	3,477	8	.....	.....	.....	.....	.....	8,199
	Year to Date '82	**30,536**	**16,110**	.....	.....	.....	.....	.....	.....	**46,646**
	Year to Date '81	19,172	12,045	20	.....	.....	.....	.....	.....	31,237
FORD	**April, '82**	**23,563**	**41,341**	.....	.....	.....	**984**	**1,861**	**726**	**68,475**
	April, '81	19,718	33,891	.....	.....	.....	1,037	2,163	746	57,555
	Year to Date '82	**68,188**	**134,551**	.....	.....	.....	**3,332**	**6,756**	**2,695**	**215,522**
	Year to Date '81	74,457	130,649	.....	.....	.....	4,220	8,057	2,702	220,085
(Memo Units) #	**April, '82**	**12,423**	**14,838**	.....	.....	.....	.....	.....	.....	**27,261**
	April, '81	7,906	10,879	.....	.....	.....	.....	.....	.....	18,785
	Year to Date '82	**30,771**	**46,518**	.....	.....	.....	.....	.....	.....	**77,289**
	Year to Date '81	29,616	40,491	.....	.....	.....	.....	.....	.....	70,107
FREIGHTLINER	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**565**	**565**
	April, '81	.....	.....	.....	.....	.....	.....	.....	864	864
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,363**	**2,363**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,701	2,701
GMC	**April, '82**	**7,872**	**8,662**	**23**	.....	**120**	**309**	**3,324**	**675**	**20,985**
	April, '81	5,164	6,503	8	.....	37	473	950	936	14,071
	Year to Date '82	**20,743**	**29,656**	**385**	.....	**241**	**1,161**	**6,429**	**2,706**	**67,621**
	Year to Date '81	18,513	23,032	12	.....	180	1,964	3,405	3,129	50,235
(Memo Units) #	**April, '82**	**4,291**	**2,602**	.....	.....	.....	.....	.....	.....	**6,893**
	April, '81	807	1,890	.....	.....	.....	.....	.....	.....	2,697
	Year to Date '82	**13,427**	**8,233**	.....	.....	.....	.....	.....	.....	**21,660**
	Year to Date '81	2,808	5,771	.....	.....	.....	.....	.....	.....	8,579
INTERNATIONAL	**April, '82**	.....	.....	.....	.....	.....	**1,327**	**1,069**	**1,401**	**3,797**
	April, '81	.....	224	.....	.....	.....	1,185	1,807	1,970	5,186
	Year to Date '82	.....	.....	.....	.....	.....	**4,667**	**3,901**	**5,302**	**13,870**
	Year to Date '81	.....	1,242	.....	.....	.....	5,752	6,631	6,452	20,077
(Memo Units) #	**April, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	April, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**April, '82**	**2,525**	**2,066**	.....	.....	.....	.....	.....	.....	**4,591**
	April, '81	2,643	1,552	.....	.....	.....	.....	.....	.....	4,195
	Year to Date '82	**9,245**	**8,126**	.....	.....	.....	.....	.....	.....	**17,371**
	Year to Date '81	9,051	6,630	.....	.....	.....	.....	.....	.....	15,681
(Memo Units) #	**April, '82**	**2,525**	**1,465**	.....	.....	.....	.....	.....	.....	**3,990**
	April, '81	2,643	1,143	.....	.....	.....	.....	.....	.....	3,786
	Year to Date '82	**9,245**	**6,004**	.....	.....	.....	.....	.....	.....	**15,249**
	Year to Date '81	9,051	4,908	.....	.....	.....	.....	.....	.....	13,959
KENWORTH	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**590**	**590**
	April, '81	.....	.....	.....	.....	.....	.....	.....	1,088	1,088
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,356**	**2,356**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,385	3,385
MACK	**April, '82**	.....	.....	.....	.....	.....	**192**	**52**	**1,099**	**1,343**
	April, '81	.....	.....	.....	.....	.....	120	26	1,638	1,784
	Year to Date '82	.....	.....	.....	.....	.....	**748**	**207**	**4,256**	**5,211**
	Year to Date '81	.....	.....	.....	.....	.....	361	44	5,630	6,035
MERCEDES-BENZ	**April, '82**	.....	.....	.....	.....	.....	**202**	**87**	.....	**289**
	April, '81	.....	.....	.....	.....	.....	.....	.....	.....	370
	Year to Date '82	.....	.....	.....	.....	.....	**733**	**293**	.....	**1,026**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	1,258
PETERBILT	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**494**	**494**
	April, '81	.....	.....	.....	.....	.....	.....	.....	464	464
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,904**	**1,904**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,799	1,799
PLYMOUTH	**April, '82**	**598**	**384**	.....	.....	.....	.....	.....	.....	**982**
	April, '81	1,001	378	.....	.....	.....	.....	.....	.....	1,379
	Year to Date '82	**2,503**	**1,388**	.....	.....	.....	.....	.....	.....	**3,891**
	Year to Date '81	4,443	1,436	.....	.....	.....	.....	.....	.....	5,879
VOLVO	**April, '82**	.....	.....	.....	.....	.....	.....	**44**	**6**	**50**
	April, '81	.....	.....	.....	.....	.....	3	52	49	104
	Year to Date '82	.....	.....	.....	.....	.....	.....	**108**	**32**	**140**
	Year to Date '81	.....	.....	.....	.....	1	11	206	154	372
WESTERN STAR	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**51**	**51**
	April, '81	.....	.....	.....	.....	.....	.....	.....	55	55
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**262**	**262**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	246	246
WHITE	**April, '82**	.....	.....	.....	.....	.....	.....	.....	**145**	**145**
	April, '81	.....	.....	.....	.....	.....	.....	.....	183	183
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**658**	**658**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	970	970
MISCELLANEOUS*	**April, '82**	**27,280**	**560**	.....	.....	**1**	.....	**7**	**115**	**27,963**
	April, '81	26,624	492	1	1	.....	314	136	190	27,758
	Year to Date '82	**96,798**	**1,936**	.....	**4**	**3**	.....	**44**	**523**	**99,308**
	Year to Date '81	91,381	1,258	2	3	3	1,068	467	462	94,644
TOTALS	**April, '82**	**111,806**	**88,411**	**1,869**	.....	**159**	**3,366**	**7,059**	**5,981**	**218,651**
	April, '81	94,955	71,444	1,033	1	132	3,970	5,980	8,412	185,927
	Year to Date '82	**388,429**	**302,515**	**6,001**	**4**	**388**	**12,042**	**19,969**	**23,487**	**752,839**
	Year to Date '81	342,355	272,874	4,264	4	481	16,442	21,779	28,458	686,657

★—No registrations for Oklahoma, 1982 and 1981; District of Columbia, April, 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

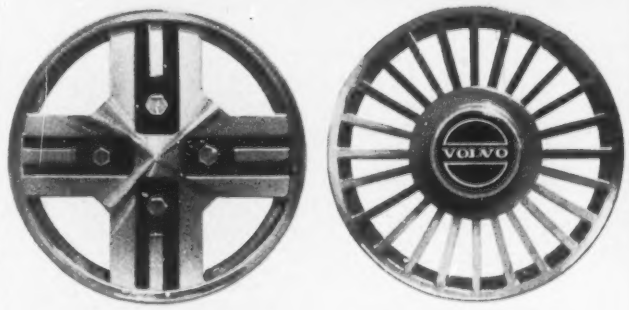
—Compiled from R. L. Polk & Co. data.

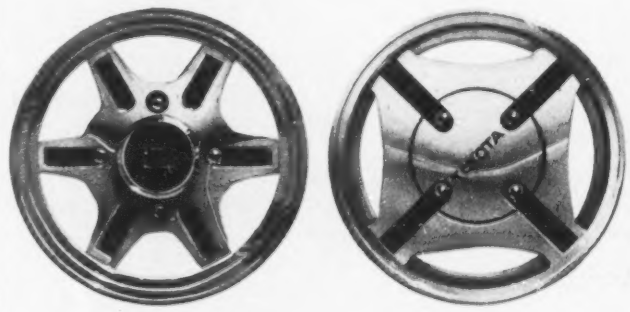
DATSUN "200 SX" CONVERTIBLES
"When Driving Is Fun"

"AMERICAN CUSTOM COACHWORKS, LTD."
has created and built these sporty convertibles for Datsun dealers. They have proven to be a very profitable and highly successful saleable answer to the Mercedes SL Roadster—the finest quality convertible for '82 Datsun dealer sales. These "showroom traffic builders" are superbly engineered and styled. Base units can be drop shipped to American Custom Coachworks, Ltd. plants or there are some open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 or (213) 278-0643
FOR MORE INFORMATION
★QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-16

ATTENTION G. M. DEALERS!





WE'VE GOT YOUR IMPORT WHEELS COVERED.

If you need floorplan financing for a second line, you don't have to look any further. We're a division of International Telephone and Telegraph backed by nearly $3.5 billion in assets.

Our rates are generally comparable and often better than bank rates. And our network of local offices, dedicated to floorplan financing, means quick efficient service.

So if you've run into some reluctance from your present floorplan source, or if your banker can't meet your current needs, call John Dobson toll free.

We'll do what it takes to get your import wheels rolling again.

TOLL FREE:
800-325-9590
(In Missouri call collect 314-725-2525)

ITT Diversified Credit Corporation
8251 Maryland Ave. • St. Louis, MO 63105

With consignment selling

Car Exchange taps private-party market

Continued from Page 26

of America employe, said that dealers participating in the program would have facilities available to do such work and, as a consequence, service for consignment vehicles would become another profit center.

When a car is sold through the Car Exchange, the seller must pay a daily storage fee of about $2 a day, plus an 8 percent commission on the sale price, as well as a service fee of $175.

The Car Exchange advertises locally in the San Diego area on television and in print ads. If the seller wants his or her car specifically mentioned in the standing Car Exchange ad, the seller shares the advertising cost with Car Exchange. That charge, according to Pieri, typically is about $20 to $30 for a weekend run.

In its first year, the Car Exchange posted $1 million in gross sales, according to Pieri. This year it is rapidly approaching the $2 million mark, and Pieri estimates that at any given month the firm has at least $1 million in inventory or approximately 200 cars on the lot.

Pieri said there are many advantages for both the buyer and seller. The buyer can come to one location and look over a number of cars in many different price ranges. The seller does not have to go through the hassle of advertising and showing the car to prospective buyers.

In addition, the car is on display seven days a week and the Car Exchange has salesmen on hand to show the cars.

Pieri and Riggs said they plan to offer the franchises to dealers for $25,000 each, plus a royalty based on each location's sales. Any national advertising will be funded from the royalties, and Pieri said they plan to offer commercials to the local dealers that will allow them to plug in their names and locations.

Their target is to have at least one dealer in each of the 208 major television markets in the U. S. By the end of their first year, they hope to have at least 125 dealers.

"Our program lets the dealer tap into a new segment of the market," Riggs said. "It gives him an inventory for which he pays nothing and at the same time he receives a fee for storing that inventory, plus commission."

factories list auction dates

American Motors

June 22—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

June 23—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.

June 29—Ohio Auto Auction, Columbus, O.

Ford Motor Co.

June 23—Clanton's Auto Auction, Darlington, S. C.

June 23—Clanton's Auto Auction, Fremont, Calif.

Chrysler Corp.

June 22—Aptco Auto Auction, Taylor, Mich.; NuCarPrep System, Santa Fe Springs, Calif.

June 30—Sand Mountain Auto Auction, Boaz, Ariz.

Used car sales
Auction Averages

June to date	$4,702
Month ago	$4,791
Year ago	$4,280

Quarterly profits up 50 pct. for Subaru America

PENNSAUKEN, N. J.—Subaru of America, Inc., said its second-quarter net income for the period ended April 30, 1982, rose 49.8 percent to $9.531 million ($1.58 a share) from $6.364 million the previous year, despite a drop in total revenue.

Net sales for the period declined 3.8 percent to $234.7 million from $243.8 million.

The company said "a number of factors" led to the improved profitability. Subaru cited an increased contribution from its distributors, "optimum utilization" of accumulated working capital and growth from increased sales of Subaru replacement parts and accessories.

The strong second-quarter results brought net income for the first six months of the company's fiscal year to $20.3 million ($3.35 a share), up 65 percent from $12.3 million ($2.04 a share) the year earlier. Net sales in the half rose 8 percent to $503.9 million from $466.7 million.

Model breakdown
Auction Averages

	JUNE TO DATE	MAY	APRIL
1982	$9,648	$9,102	$8,891
1981	6,905	6,995	6,979
1980	5,383	5,439	5,472
1979	4,659	4,807	4,638
1978	3,638	3,874	3,764
1977	2,917	2,986	2,917
1976	2,000	2,146	2,183
1975	1,389	1,539	1,491
Overall Average	$4,702	$4,799	$4,719

Stocking up on LTDs

Peter B. Griffin, left, vice president of Griffin Ford, Greenwich, Conn., presents keys to one of 18 new Ford/LTD police cruisers to Greenwich Police Chief Thomas G. Keegan.

Truck registrations in April highest since July, 1980

Continued from Page 22

registrations were down 26.5 percent, from 16,927 vehicles last year to 12,434. Heavies were off 13.5 percent to 43,456 units, compared with 50,237 a year ago.

Registrations declined in four of the five big-truck weight classifications in the January-April period.

The Group 4 count was unchanged from last year, with four tallies each year. Group 5 was down 19.3 percent, from 481 units in 1981 to 388, while Group 6 slipped 26.8 percent to 12,042 tallies, as against 16,442 in 1981.

• Through April, there were 19,969 Group 7 registrations, a decline of 8.3 percent from the year-earlier 21,779. In April, however, there were 7,059 Group 7 tallies, up 18 percent from last year's 5,980. It was the best month for these trucks since April, 1980, when 8,299 units were registered.

In Group 8, there were 23,487 registrations in the four-month span, a decline of 17.5 percent from last year's 28,458.

No. 1 Chevrolet accounted for 33.24 percent of total industry registrations through April with 250,246 tallies. A year ago, Chevrolet was in second place with 211,907, good for 30.86 percent of the total.

Runnerup Ford's share of the four-month count was down 3.42 percentage points from a year ago. In 1981, Ford's 220,085 tallies accounted for 32.05 percent of the total. This year, its count dropped to 215,522 units, or 28.63 percent of the total.

Lakeland sale aids Florida independents

LAKELAND, Fla.—More than 3,000 cars were sold at the third annual Florida Independent Automobile Dealers Assn.-Lakeland Auto Auction dealers' sale.

FIADA President Oscar Houchins reported that the special membership promotion brought the association a net profit of about $17,000 and 44 new members.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
• Our 30th Year
• Buy and Sell with Complete confidence
• New Expanded Facilities
• Guaranteed Titles
• Auction Checks
• Cab fare paid from Airport
• Truck fleet for Quick Pick-up and Delivery
Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

TEXAS

TEXAS
Amarillo Auto Auction, Inc.
Worth knowing for 36 years. Full service fleet and lease. Selling for most major companies. Member NAAA, WAAA. D & B rated.
3208 E. 10TH AVE., AMARILLO, TEXAS 79104
806-372-2206

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

— Use Automotive News Want Ads for Quick Action —

Week's total up 16 pct., but it trails last year's 160,000

Auto production climbs to 134,400

By Patricia Hoffman
Staff Writer

Operations at all but one General Motors facility helped boost last week's domestic auto production from the previous week's total, but output was far below that of the comparable 1981 period.

The return of four assembly points and overtime schedules at three facilities brought last week's estimated car production to 134,400 units, a 16.18 percent gain from 115,680 the previous week, but the total was 16.05 percent below the 160,103 units built the same week last year.

Breakdown for the week by company is: GM, 61.45 percent; Ford Motor, 23.67 percent; Chrysler, 11.53 percent; Volkswagen of America, 2.23 percent; American Motors, 1.04 percent and Checker Motors, 0.08 percent.

Production resumed last week at Chrysler's Belvidere, Jefferson and Newark facilities, following one-week shutdowns to control overstocked inventory.

Also back last week was GM's Framingham point. Leeds was the only GM plant that did not work last week.

Saturday overtime was scheduled June 19 at GM's Doraville and Ford's Kansas City plants.

Chrysler's St. Louis plant worked a daily nine-hour shift last week.

Year-to-date, the auto makers have built 2,454,888 cars, down 26.86 percent from 3,356,232 in the comparable 1981 period.

Yanase signs pact to import GM cars, trucks into Japan

DETROIT. — General Motors and Yanase & Co., Ltd., have signed an agreement under which Yanase will import and distribute GM North American-source vehicles to dealers in Japan.

Yanase is Japan's largest imported-car dealer organization. In 1981, it sold 58.1 percent of the imported autos retailed in that country.

The firm imports Volkswagen, Mercedes-Benz and Audi vehicles in addition to GM lines. It is headed by Jiro Yanase, 65, a second-generation auto importer. His father started importing American cars into Japan in the early 1900s.

Last year, GM sold about 5,000 North American cars and trucks in Japan, and Yanase accounted for "a little more than half of them," GM said.

The GM vehicles were imported by 23 Japanese dealerships, nine of which are owned by Yanase.

Last week's agreement was announced by John F. Beck, president of General Motors Overseas Distribution Corp., and Jiro Yanase.

They said, "The new arrangement will enable GM products to compete more effectively in the Japanese market by centralizing the import distribution functions in a local distributor."

Previously, GM vehicles were imported into Japan by individual dealers.

Beck and Yanase said existing GM dealers will be given the opportunity to continue to retail GM vehicles in association with Yanase.

GM said that since the new setup relieves dealers from performing the import distribution function, they will be free to concentrate on marketing vehicles.

The Yanase importing organization is involved with much more than automobiles. Jiro Yanase imports high fashion into Japan from Paris, Rome, Milan and London and retails these items through his own fashion boutiques throughout the country.

He also imports Hatteras Yachts, Johnson Outboards, OMC stern drives and Seagull boats from the U. S.; Continental tires, Mercedes-Benz diesel engines and Unimogs from West Germany and Aktiv six-passenger snowmobiles from Sweden.

He is involved in automobile credit, financing, franchise restaurants, television production and phonograph record production.

Early this year, AUTOMOTIVE NEWS asked Yanase whether there is a disadvantage in marketing cars with the steering wheel on the left side in a country that has everyone driving on the left side of the road.

His answer pointed up his practical approach. He said that since most American and Mercedes-Benz cars are chauffeur-driven, it is much easier for the driver to exit and open the door in busy Tokyo traffic since he doesn't have to run around the car.

Olson heads Bison Motor

GREAT FALLS, Mont.—Dick Olson, son of one of the founders of the 45-year-old Bison Motor Co. (Ford) here, has acquired additional interest in Bison Motor Co. and Bison Leasing, and has been elected president and general manager. Former president Bob Solberg has retired.

Truck production tops 50,000, up 16 pct. for week

The return of two U. S. truck assembly points helped boost last week's production from the previous week's total, and output was well ahead of the year-ago period.

Last week, the makers scheduled 50,540 trucks, up 16.87 percent from 43,245 the previous week and up 20.32 percent from 42,006 in 1981.

Year-to-date production totaled 964,000 units, up 10.27 percent from 874,255 in the comparable 1981 period.

Production resumed last week at Ford Motor's Louisville facility and Chrysler Corp.'s Belvidere plant following one-week shutdowns to control inventory.

Three General Motors' plants worked last Saturday (June 19). They were Janesville, Lordstown and St. Louis. The St. Louis point also worked a daily nine-hour shift.

Chrysler's Warren plant operated a daily nine-hour shift last week. It was the 16th consecutive week of overtime at the facility.

Week's assembly of Canadian cars shows slight gain

Canadian auto production last week rose 1.77 percent from the previous week's total, but output fell 7.07 percent below that of the comparable 1981 period.

The auto makers scheduled 21,838 units last week, up from 21,459 the previous week, but down from 23,499 units in the same period last year.

Year-to-date, the manufacturers have built 444,905 cars, a 2.78 percent gain from 432,853 in the comparable 1981 period.

Truck production last week was targeted at 12,717 units, down 6.27 percent from 13,568 the previous week, and down 2.44 percent from 13,035 in the same week last year.

So far this year, the makers have assembled 264,009 trucks, down 4.70 percent from 277,034 at this time in 1981.

Ford Motor's Oakville car facility operated on daily overtime schedules last week for the second consecutive week. The plant is working eight additional hours per week on each of its two shifts.

Chrysler Corp.'s Windsor car and truck plants will be idle starting July 16 for model changeover. Production of the 1983 cars and trucks is slated to begin Aug. 2.

The second shift is scheduled to resume July 19 at American Motors' Brampton car plant. Output will be upped from 122 units a day on one shift to 244 units a day on two shifts.

U. S. CAR PRODUCTION

	Week Ended June 19, 1982	Week Ended June 26, 1981	Week Ended June 12, 1982	June to Date	Jan. 1 to June 20, 1981	Jan. 1 to June 19, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	4,200*	54,054*	28,899
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,500	17,641	2,935	31,464	405,826	284,426
Plymouth Total	6,000	9,378	431	11,522	209,097	117,588
Horizon	2,000	3,477	.....	4,007	78,509	35,486
Reliant	4,000	5,901	431	7,515	121,001	82,102
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,100	.....	1,508	7,023	22,098	55,222
LeBaron	3,100	.....	1,508	7,023	17,236	55,222
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,400	8,263	996	12,919	174,631	111,616
Omni	2,600	3,615	.....	4,389	62,668	33,579
Aries	3,000	4,648	290	6,069	95,637	61,597
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	706	2,461	.....	16,440
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	31,808	33,017	31,845	92,083	716,345	561,639
Ford Division	19,737	21,390	21,027	59,594	489,041	359,372
Escort	6,742	8,333	7,133	20,511	183,659	149,170
Fairmont	3,909	5,293	3,913	11,125	104,440	61,714
Must./Must. II	3,516	4,830	3,992	10,764	82,416	65,377
Granada	4,258	2,934	4,600	12,427	43,392	58,578
Thunderbird	1,132	.....	1,193	4,179	34,248	20,589
Ford	.....	.....	.....	.....	40,886	.....
EXP	180	.....	196	588	.....	3,944
L-M Division	12,071	11,627	10,818	32,489	227,304	202,267
Mercury Total	9,991	9,942	8,731	26,323	192,643	154,177
Lynx	2,650	3,067	2,295	6,593	63,654	44,500
Capri	1,343	2,080	793	2,784	28,776	15,660
Zephyr	1,679	2,007	1,615	4,627	31,949	20,662
Cougar	1,958	1,474	1,727	5,104	22,172	27,855
XR-7	459	.....	440	1,657	14,811	6,713
Mercury	1,840	1,314	1,805	5,409	31,281	37,918
LN7	62	.....	56	149	.....	869
Lincoln Total	2,060	1,685	2,087	6,166	34,661	48,090
Continental ('82)	415	.....	418	1,233	.....	10,147
Lincoln	1,019	842	1,022	3,022	16,887	21,544
Mark VI	646	843	647	1,911	17,774	16,399
GENERAL MOTORS	82,592	103,286	76,230	227,744	2,089,834	1,531,869
Buick Division	17,707	18,079	17,220	51,715	463,963	359,103
Skylark	3,218	5,140	3,244	9,174	126,800	64,640
Skyhawk J	.....	.....	.....	2,665	.....	42,759
Century	3,622	1,828	3,199	9,754	82,883	61,236
Regal	5,277	5,755	5,187	14,766	141,468	93,297
Buick	4,535	4,069	4,392	12,207	83,160	78,894
Riviera	1,055	1,287	1,198	3,149	29,652	18,277
Cadillac Division	5,529	7,067	5,639	15,590	138,014	118,103
Cimarron	124	819	69	230	3,437	1,631
Seville	330	477	362	970	13,819	11,679
Eldorado	1,385	1,558	1,582	4,156	33,197	30,446
Cadillac	3,690	4,213	3,626	10,234	87,561	74,347
Chevrolet Division	27,195	41,828	24,119	72,480	755,497	477,930
Chevette	5,900	8,472	5,622	16,016	162,029	105,439
Cavalier	1,530	3,229	1,365	4,011	21,568	40,734
Celebrity	1,850	.....	177	3,424	.....	31,965
Camaro	5,255	4,758	4,777	14,321	72,027	106,579
Citation	4,990	8,935	4,803	14,163	183,643	83,133
Malibu	3,470	7,055	3,579	9,942	139,545	53,870
Monte Carlo	2,455	4,071	2,176	6,200	74,446	30,716
Chevrolet	1,145	4,807	1,012	2,711	87,982	11,429
Corvette	600	501	608	1,692	14,257	14,065
Oldsmobile Division	16,962	20,146	16,490	47,439	480,229	361,228
Omega	1,720	3,314	1,839	5,233	75,844	40,349
Firenza	.....	.....	.....	758	.....	29,331
Cutlass	4,800	9,931	4,713	13,357	241,001	89,038
Cutlass/Ciera	3,081	.....	2,641	8,296	.....	58,675
Oldsmobile	6,531	5,880	6,343	17,298	138,506	126,796
Toronado	830	1,021	954	2,497	24,878	17,039
Pontiac Division	15,199	16,166	12,762	40,520	252,131	215,505
Acadian†	325	450	326	1,015	11,747	6,504
J2000	1,705	3,115	1,751	4,643	18,885	17,430
T1000	1,560	2,606	1,551	4,293	34,549	15,275
Firebird	3,483	2,777	3,513	9,819	34,556	62,894
Phoenix	1,795	2,603	1,912	5,525	59,246	22,749
Grand Prix	2,143	2,631	1,852	5,811	53,043	37,752
Bonneville ('82)	2,143	.....	1,857	5,817	.....	37,709
A6000	2,045	.....	.....	3,597	.....	15,192
LeMans	.....	1,628	.....	.....	32,544	.....
Pontiac	.....	356	.....	.....	7,561	.....
VOLKSWAGEN	3,000*	3,689	3,170*	6,170*	88,955	46,192*
CHECKER	100*	70*	100*	300*	1,218*	1,863*
Total Cars, U. S.	134,400	160,103	115,680	361,961	3,356,232	2,454,888

TRUCK PRODUCTION IN U. S.†

	Week Ended June 19, 1982	Week Ended June 26, 1981	Week Ended June 12, 1982	June to Date	Jan. 1 to June 20, 1981	Jan. 1 to June 19, 1982
CHEVROLET	17,380	14,034	15,959	46,974	282,758	328,190
DODGE	3,400	2,515	2,408	8,612	46,844	63,117
FORD	20,046	15,477	14,163	50,762	319,043	345,923
GMC	5,019	4,216	6,022	16,788	94,229	121,768
INTERNATIONAL	1,195	1,673	1,194	3,587	35,533*	25,250
VOLKSWAGEN	450*	904	449*	899*	21,775	7,961*
JEEP	2,000*	1,697*	2,000*	6,000*	42,198*	42,711*
AM GENERAL	50*	90*	50*	150*	2,075*	1,080*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	29,800*	28,000*
Total Trucks, U. S.	50,540	42,006	43,245	136,772	874,255	964,000

CANADIAN TRUCK PRODUCTION

	Week Ended June 19, 1982	Week Ended June 26, 1981	Week Ended June 12, 1982	June to Date	Jan. 1 to June 20, 1981	Jan. 1 to June 19, 1982
CHRYSLER CORP.	2,160	2,468	2,664	6,493	38,746	50,294
FORD MOTOR	3,942	3,417	4,124	11,126	83,308	70,429
GENERAL MOTORS	6,352	6,900	6,516	18,038	149,013	137,331
INTERNATIONAL	263	250	264	738	5,967	5,955
Total Trucks, Canada	12,717	13,035	13,568	36,395	277,034	264,009
N. American Trucks	63,257	55,041	56,813	173,167	1,151,289	1,228,009

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 19, 1982	Week Ended June 26, 1981	Week Ended June 12, 1982	June to Date	Jan. 1 to June 20, 1981	Jan. 1 to June 19, 1982
AMERICAN MOTORS	600	711	607	1,595	15,835	13,128
CHRYSLER CORP.	3,440	2,233	3,504	9,769	17,708	81,538
FORD MOTOR	9,173	7,500	9,111	25,486	114,139	159,464
GENERAL MOTORS	8,400	12,830	8,012	22,927	279,994	185,588
VOLVO	225	225	225	630	5,177	5,187
Total Cars, Canada	21,838	23,499	21,459	60,407	432,853	444,905
N. American Cars	156,238	183,602	137,139	422,368	3,789,085	2,899,793
N. American Trucks	63,257	55,041	56,813	173,167	1,151,289	1,228,009
North American Cars and Trucks	219,495	238,643	193,952	595,535	4,940,374	4,127,802

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 6/28/82

Automotive News

June 28, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

DeLorean plant could reopen in September

By Edward Lapham
Financial Editor

The Northern Ireland DeLorean sports-car factory could reopen as soon as September, rehire about 1,000 workers and begin output of '83-model cars.

John Z. DeLorean late last week said he had signed a letter of intent to "take over" the Dunmurry operation from control of the receivers, if the receivers are unable to put together a consortium of British buyers by July 31.

DeLorean told AUTOMOTIVE NEWS that the U. S. company is committed to take over the factory "by providing $25 million in export guarantees and $10 million in cash."

DeLorean said the capital was raised in the U. S. through a variety of financial institutions and existing dealers, and that as part of the financial restructuring his ownership of the U. S.-based DeLorean Motor Co. would be diminished.

"It's clear the majority interest will be in the hands of the new investor group," DeLorean told AUTOMOTIVE NEWS.

He said the Northern Ireland company also expects to have a commitment soon on the sale of a UK tax-loss credit. Such a transaction could net another $5 million to $8 million.

The Northern Ireland company, originally DeLorean Motor Cars, Ltd., but reconstituted as DMCL (1982), has been in voluntary receivership since Feb. 19. The factory ceased production entirely last month fol-

Continued on Page 8, Col.1

Swiss movement

Electric Carville improved

The Swiss electric Carville is equipped in its latest version with a four-speed gearbox from Citroen. The motor is located between the rear wheels, as is the battery box. Top speed is 50 MPH and range is up to 60 miles. The Carville is a luxury electric, priced at about $17,500 U. S. in Switzerland.

breaking news

GM bringing work back inside

DETROIT.—General Motors is planning to bring some outsourced work back into its network soon, according to Owen Bieber, UAW vice president and director of the GM department. While he would not name the plant involved, Bieber said announcement could be made within two weeks. It would be the first work brought back to GM under the current agreement with the UAW.

Sporty Century, Skyhawk models due in '83

DETROIT.—Buick will add sporty T Type models to its front-drive Skyhawk and Century lines for 1983. Century T Type coupe and sedan models will have a standard 3.0-liter V-6 engine, touring suspension and blacked-out exterior trim. Standard powertrain in the Skyhawk T Type (coupe only) will be the Brazilian-made 1.8-liter overhead-cam engine and new five-speed manual transmission. Buick will also give the T Type name to its Regal and Skylark sport coupes for '83.

Lessors trying out new finance ideas to boost business

By Edward Lapham
Financial Editor

It was only a matter of time. The push to find creative, attractive financing alternatives in diverse areas like housing and retail auto sales has spilled over into auto leasing.

Just as the General Motors Acceptance Corp. 12.5 percent retail lease finance rate program (AUTOMOTIVE NEWS, June 21) has stirred new interest in a sleepy lease market, some new programs by independent financial institutions and lease companies could have the same effect.

The GMAC program, which lowers the retail lease finance rate to 12.5 percent for July, isolates the dealer from title concerns because GMAC is the titled lessor and allows small-volume lease dealers to take their profit "up front." It should make GM dealers very competitive in retail leases through the end of the current model year.

At the same time, some of the new programs being offered by independents could help to permanently expand the entire lease market.

One of the most creative leasing finance ideas was developed not to help prospective customer with limited financing alternatives, but rather to appeal to a segment of well-heeled prospects.

Generally known as "lease investment financing," the concept is rather simple. A lessee makes a security deposit, or investment, in a financial institution and the "interest payments" are used to make the lease payments.

The only catch is that the security deposit must be large enough to generate sufficient "interest" to meet the payment schedule. The deposit is often more than twice the selling price of the vehicle being leased.

One of the first lease investment financing programs, and the most successful to date, was started by Dry Dock Savings Bank, of New York. The idea for the program is generally attributed to Robert Steel, Dry Dock president.

The Dry Dock program began March 23. The savings bank first approached Location Auto Leasing Co., a wholly owned and autonomous subsidiary of Genway Corp., based on Long Island.

With the lease company in place, Dry Dock then began advertising. The response was overwhelming. LAL President Mike Smith told AUTOMOTIVE NEWS he received 10,000 responses to the advertising and his company has given 600 customer quotes. Neither Smith nor Dry Dock Vice President John Mullady would say how many actual leases have been sold, however, for "competitive reasons."

"It's been a terrific program," Smith said. "The lease rates are

Continued on Page 38, Col. 1

No announcement planned on power loss; EPA waiver sought

GM replacing failing catalysts in '81, '82 cars

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — General Motors has a problem with as many as 735,000 of its 1981 and early 1982 models — a problem that could cost it as much as $150 million to correct — but it is not telling anyone except the EPA and some of its dealers about it.

According to information provided to the EPA, 1981 and early-1982 GM cars equipped with 3.8-liter, 4.4-liter and 5.0/5.7- liter engines, can experience sudden losses of power and, in extreme cases, stop altogether because of a breakdown of the catalytic converter.

The engines are used in 1981 A, B and F-body cars and 1982 B, F and G-body cars.

Pellets in the upper bed of its dual-bed converter are disintegrating and clogging the lower bed, GM said.

"We don't know why, but the end result is a sudden loss of power and even complete engine stop," it added.

Through December, 1981, GM had replaced approximately 28,000 of the faulty converters under emission - control - system warranties, but GM noted the rate of replacement is picking up with as many as 11,000 projected for January of this year — the last month for which figures are available.

The replacements are costing GM about $200 per unit.

Under the requirements of the Clean Air Act, GM would normally need to replace the failing converters for up to five years or 50,000 miles. In GM's case that could be an expensive proposition, given that the converters are failing at an average of 17,700 miles.

To avoid that expense, GM is replacing the dual-bed catalysts with single-bed, three-way-catalysts, and that is why it is talking to the EPA.

The replacement three-way catalysts fix the plugging problem, but they do not provide the same level of emission control. The cars will not meet the 1981 carbon monoxide standard using the three-way catalyst.

To get around that problem and the need to replace the catalyst twice, GM wants a waiver from the 1981 CO standard of 3.4 grams per mile to the higher 7-gpm level permitted under waiver provisions of the Clean Air Act that expire with the 1983 model year.

EPA previously granted the company such a waiver for 1982 versions of the cars in question, but for different reasons.

On the face of it, GM's request seems reasonable enough, particularly since EPA has already granted it a waiver for 1982 versions of the cars. But there is some question as to whether the Clean Air Act allows "retroactive waivers." Indeed, the Center for Auto Safety and its director, Clarence Ditlow, believe the act does not. CAS has indicated it will sue the agency if it grants the waiver GM wants.

"The act never contemplated rewarding someone for failing to comply with its requirements," Ditlow said.

California is concerned, too, particularly about GM car owners not being told of the problem. (GM said in correspondence to the EPA that it plans no general announcement of the catalyst-plugging problem and that it will handle any complaints through its normal emission - control - system warranty claims procedures.)

The state is afraid car owners might eliminate the catalyst altogether to solve the problem. As a consequence, California said it would prefer to negotiate a separate agreement with GM.

Meanwhile, replacement of the failing dual-bed converter with a single-bed three-way catalyst is boosting fuel economy in the cars in question by approximately 0.6 MGP and also lowering oxides of nitrogen emissions approximately 0.2 to 0.3 gpm.

GM said that is not a bad tradeoff for a slight increase in CO emissions.

A final decision on GM's request is expected sometime in July unless EPA cannot get over the legal hurdle of whether retroactive waivers are permitted.

Meanwhile, owners of 1981 GM A, B and F-body cars and early-1982 B, F and G-body cars should keep in mind that a sudden loss of power in the car could well be the result of the catalyst plugging and that replacement of the catalyst is covered under GM's emission-control-system warranty.

NEWSPAPER

AN DC200142CNGLIAO OEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

UAW's Bieber discusses negotiations, industry outlook

GM assembly-plant changes eyed

By Marjorie Sorge
Labor Editor

Fisher Body Division of General Motors almost sabotaged local negotiations in its stamping plants when it took a Sears-Roebuck approach to bargaining, according to Owen Bieber, UAW vice president and director of the GM department.

He said Fisher Body put too much on the table and wanted too many concessions for the talks to be successful.

But, he said, top Fisher Body and UAW officials met earlier this month and were able to iron out the problems, changing the approach. He said this proves that management and the union can work together cooperatively for "positive results."

In an AUTOMOTIVE NEWS interview, Bieber also said GM will build the front-wheel-drive Cadillac Eldorado, and Seville, Oldsmobile Toronado and Buick Riviera in its new Hamtramck assembly plant that is scheduled to open in 1985.

However, that will take all the work away from the Linden (N. J.) facility which currently builds all GM's FWD luxury cars.

Consequently, GM is scheduled to introduce a new line of FWD G-cars into the Linden plant when its current production is shifted to Hamtramck. Current G-cars are the intermediate-size Chevrolet Malibu Classic and Monte Carlo, Pontiac Bonneville and Grand Prix, Oldsmobile Cutlass and Cutlass Supreme and Buick Regal.

Work from GM's present Detroit Cadillac facility will be shifted to the new Orion Township (Mich.) plant in 1983. That would leave the Detroit workers without jobs for two years since they are scheduled to be transfered to the Hamtramck facility in 1985.

However, Bieber said, GM is planning to put a rear-wheel-drive intermediate car into the Detroit plant, keeping the facility open until the new Hamtramck plant is completed. Hamtramck replaces the Detroit Cadillac plant and its companion Fisher Body facility. It was originally scheduled to open in 1983, but has been delayed twice. No plans have been announced by GM for the old Cadillac plant.

GM will spend $4 billion for a five-year capital expenditure plan which began in 1980. Like all the U. S. makers, GM has been in a cash crunch and has delayed the opening of all three of its new assembly plants.

• GM's new 29-month agreement with the UAW is estimated to save the company between $2.5 billion and $3 billion over its lifetime. GM had hoped to pick up additional concessions during local talks by modifying costly work rules.

But Bieber said the announcements of improved executive bonuses and an agreement with the Japanese auto company, Isuzu, have angered the rank and file, hindering local negotiations. Under pressure from the union, GM has said it will not implement the new bonus guidelines during the length of the current UAW agreement, but local officials are still angry.

"It's true that with the market the way it is, it wouldn't have generated anything under the new or old (bonus) system, but that's not the point," Bieber said.

"The point is that the auto industry is in trouble . . . if you ask the workers to make adjustments, which we did, then it certainly isn't fair for the executives to turn around the next day and say they are going to cut themselves a bigger piece of the pie. That has a very bad effect on not only the UAW leaders, but on the rank and file members of our union."

Bieber also said he believes

Continued on Page 6, Col. 4

Job one for Alliance

American Motors Chairman Paul Tippett, left, and President Jose J. Dedeurwaerder shake hands across the first Renault Alliance off the final assembly line at AMC's Kenosha plant. The Alliance goes on sale in September.

Lowest total on record for the period

Mid-June sales collapse to 117,795

By Jenny L. King
Staff Writer

Mid-June domestic new-car sales set all the wrong kind of records. The total was lowest since AUTOMOTIVE NEWS began charting 10-day figures in 1953. Sales declines were double-digit percentages compared with a year ago, and that 1981 total was the lowest since 1961.

The Big Three all dropped to their softest levels since the early January period. American Motors' estimated sales were the worst this year and only Volkswagen of America had several poorer showings in '82.

Sales of new U. S.-built cars numbered 117,795, down 31.58 percent from 172,170 a year earlier. There were eight selling days this year compared with nine in 1981, so on a daily-rate basis, sales were off 23.03 percent. The daily rate was 14,724, compared with 19,130, and was lowest since Jan. 11-20 when the average was 14,433.

General Motors tumbled 33.71 percent during the period, to 68,498 from 103,331 last year (down 25.43 percent daily rate). The company seemed to be suffering the effects of its current no-rebates, no-interest-break marketing. Its 12.8 percent interest rate program expired at the end of May. Sales were off 6.58 percent in early June, followed by the mid-June collapse.

• Ford Motor Co. sales of 30,781 units were down 26.09 percent from 41,644 in 1981 (down 16.84 percent daily rate). Chrysler Corp. dropped 23.30 percent, to 14,734 from 19,210 (down 13.70 percent daily rate).

Estimated sales of AMC passenger cars were 1,600, down 63.64 percent from 4,400 a year ago (down 59.08 percent daily rate), and VWoA slipped 39.14 percent, to 2,182 from 3,585 (down 31.41 percent daily rate).

Of the mid-month domestic market, GM earned 58.15 percent, down from 60.02 percent. Ford climbed to 26.13 percent from 24.19 percent. Chrysler sales accounted for 12.51 percent, up from 11.16 percent. AMC had an estimated 1.36 percent, down from 2.55 percent, and VWoA earned 1.85 percent, down from 2.08 percent.

On a year-to-year basis, only two U. S. makes had sales increases during the period: Chrysler was up 148.31 percent, to 4,030 from 1,623, and Lincoln was up 13.35 percent, to 1,528 from 1,348. Cadillac was up on a daily-rate basis by a fraction, but its sales dipped to 5,001 from 5,624.

On a year-to-year scale, Plymouth was down 46.61 percent; Imperial was down 56.36 percent; Dodge was down 29.10 percent; Ford was down 25.16 percent, and Mercury was down 33.82 percent.

Buick was off 38.08 percent; Cadillac was down 11.01 percent; Chevrolet was down 38.14 percent; Oldsmobile was down 31.52 percent, and Pontiac was down 32.99 percent.

Year-to-date sales through June 20 totaled 2,774,837, down 11.58 percent from 3,138,259 last year.

DOMESTIC SALES

	June 11-20, 1982	June 11-20, 1981
AMERICAN MTRS.	1,600†	4,400†
Chrysler	4,030	1,623
Imperial	48	110
Plymouth	5,291	9,910
Dodge	5,365	7,567
CHRYSLER CORP.	14,734	19,210
Ford	22,335	29,843
Mercury	6,918	10,453
Lincoln	1,528	1,348
FORD MOTOR CO.	30,781	41,644
Buick	7,493	12,101
Cadillac	5,001	5,624
Chevrolet	22,567	36,479
Oldsmobile	24,046	35,112
Pontiac	9,391	14,015
GENERAL MTRS.	68,498	103,331
VOLKSWAGEN	2,182	3,585
INDUSTRY TOTAL	117,795	172,170

† Estimated

Cal Worthington Ford settles false ad suit

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES.—Cal Worthington, a Long Beach Ford dealer who has become almost a cult figure here through his television commercials, agreed last week to pay $50,000 to settle a false advertising suit brought four years ago by California.

Worthington, who in his commercials parades around an array of animals ranging from elephants to lizards and identifies them as his dog "Spot," admitted no wrongdoing in signing the judgment that cost him $25,000 in civil penalties and $25,000 in court costs.

Maintaining his innocence, Worthington said the settlement was "a form of extortion," and that state attorneys told him it was either $50,000 to settle the suit or $200,000 to battle the charges.

"You do the economic thing and pay up," Worthington said.

According to Deputy Attorney General Sanford Feldman, the suit accused Worthington of falsely advertising that his dealership sold Fords at prices below those of other Ford dealers, gave better tradein allowances and had better financing rates and lower payments than other dealers.

• The suit alleged that "in fact, (Worthington Ford) has a higher gross profit from the sale of new Fords than almost all other Southern California Ford dealers."

In addition, the suit said Worthington Ford inflated the price of new cars by posting a "dealer delivered price" or "Worthington price" in excess of the vehicle's manufacturer's suggested retail price.

Feldman said consumers were led to believe that the higher price resulted from the addition of equipment or services performed by Worthington Ford.

The suit contended "the alleged increased value does not represent the value of additional equipment added by Worthington Ford on the unreimbursed value of services performed by Worthingtcn Ford, but instead represents an inflated basis from which fictitious discounts can be offered to prospective buyers."

Other charges against Worthington Ford included:

1. Not all automobiles advertised were available for purchase.

2. Dealership personnel engaged in "bait and switch" tactics by disparging advertised cars or reluctantly showing those vehicles to prospective purchasers.

3. Advertised vehicles were not "beautiful, clean and sharp" as advertised, but rather were "in generally poor condition and have exceptionally high mileage."

4. The dealer's "free 10-day trial exchange" constituted an unfair business practice by placing "purchasers who attempt to take advantage of said exchange offer in an unfair bargaining position with respect to negoti-

Continued on Page 6, Col. 3

Honda trying to halt FTC paint investigation

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — American Honda, already burned by the Federal Trade Commission in a consent settlement that required it to replace the rusting fenders on 1975 through 1978 Honda Civic and Accord models, is trying to keep the commission from rubbing salt in the wound.

According to FTC records, Honda is trying to quash a commission investigation into alleged paint bubbling and peeling problems in 1975 through 1981 Honda cars. Such alleged peeling and bubbling is occurring in areas other than the fenders, complaints on file at the commission indicate, with the most prevalent area being the doors.

While an investigation is no indication of fault, the commission has in the past held that firms can be held liable for defects they could reasonably be expected to know about.

In the case of the rusting fender problem, Honda agreed to replace the fenders and/or reimburse owners who had already had the work done.

Honda sold approximately 700,000 Civic and Accord models during the 1975-1978 model years, but not all of them are expected to have the rusting fender problem. It is most prevalent in the so-called "salt-belt states," although Honda said it would fix the fenders wherever the cars might be.

Honda's attempts to kill the present investigation have thus far been rejected by the commission. That is obviously troublesome to the firm which has prided itself on building a quality product.

Another problem occurred in 1980 when the firm announced a free repair program to take care of a defective cylinder head gasket that was allowing cooling fluid to enter the combustion chamber. In some instances, this involved an engine rebuild.

Honda began that program as the FTC had it under investigation for alleged "secret warranty coverage" of the problem.

• Meanwhile, the FTC also has on file a number of complaints of Honda engines breaking down because of alleged defective connecting rod bolts which separate and cause the engine to seize.

It is also now beginning to get reports of braking problems on 1979-1980-1981 Civics and Accords. These are described as a slight to moderate shimmy of the front wheels under braking.

According to dealer sources, the alleged problem is attributable to rotor "run out" or a peculiarity of the Honda rotor which requires that it be "turn-

Continued on Page 6, Col. 1

Neoclassic builder finds success with conservative business approach

Zimmer's flashy cars swimming in almost-dry market

By Kathleen Hamilton
News Editor

POMPANO BEACH, Fla. — There's real financial and sales trouble afoot among the small companies that manufacture neoclassics — the cars reminiscent of the 1930s, with their flared fenders, trumpet horns, etched glass and lots of chrome.

One startling exception is Zimmer Motor Cars Corp. here, builder of one of the flashiest neoclassics of them all.

The reason the $59,500 Zimmer Golden Spirit seems to be succeeding where its competition is stalling are many.

Where other specialty-car firms are often headed by a stylist-turned-businessman, Zimmer headquarters here is staffed by both auto and business experts.

The company — listed on the American Stock Exchange — is solidly capitalized.

If others in south Florida's specialty-car business came to Florida for the low wages paid in the fiberglass industry, Zimmer didn't. This was the headquarters of the parent firm, Zimmer Homes Corp., builder of mobile homes and RVs.

The auto types drafted from Detroit and England are paid above scale, get such fringes as a company motor home to share for family vacations—but of course are subject to layoffs without a S.U.B. fund when the production schedule needs to be trimmed.

Zimmer's strong dealer network is buttressed by wholesale financing from Finance America, a Bank of America subsidiary.

• Robert P. Zimmer, 31-year-old son of the parent company's founder, heads the car operation. And quite an operation it is: With production now running at a rate of about 300 cars a year, Zimmer has surpassed the yearly output of the better-known California neoclassic, Clenet, and the industry founder, Excalibur.

The Zimmer Golden Spirit starts life as a Mustang. In the factory here, it undergoes a metamorphosis that takes 680 work hours. First, all but the Mustang rollcage is cut away with hand tools. The wheelbase is extended 39 inches.

Hand-laid fiberglass panels—formed out-of-doors, in the Florida sunshine — are mated to steel. Inner fenders, made by the chopper-gun method of fiberglassing, give a finished look to show off the wire wheels.

The Golden Spirit body gets 14 coats of lacquer — each sanded — during a two-week-long painting process. Even the gold pinstriping is done by hand.

Sunshine for Golden Spirit

Newest addition for the Zimmer Golden Spirit is a T-roof—the same one installed by Cars & Concepts in the Mustang, on which the Golden Spirit is based. The T-roof option adds $1,600 to the Zimmer's base price of $59,500.

The Golden Spirit — a $376, 24-karat-plated eagle — is mounted atop a chrome grille and competes for attention with four oversized headlights, a spotlight, four air horns, a massive stainless steel bumper and chrome side pipes. And that's just the front view.

• Inside, there's the mandatory leather and burl walnut plus a gold-plated Nardi steering wheel, crystal vases with silk flowers and two supremely functional luxuries: Electrically operated leather Recaro seats and a top-of-the-line Blaupunkt radio.

The latest improvement to the Zimmer is incorporation of the Mustang T-roof into Zimmer production. But that factory T-roof actually is installed in the Mustang by another customizing firm, Cars & Concepts.

The Mustang's brakes are modified to accommodate the 3,600-pound Zimmer. Tire size is increased. Front disks and rear drums have a 4-wheel lock-up feature. The MacPherson-

Continued on Page 37, Col. 1

Division chief Fuller explains shift in market strategy

VW reorganizes, begins drive to be more German again

By John Russell
New York Staff Writer

ENGLEWOOD CLIFFS, N. J. — Faced with consistently declining sales, Volkswagen of America has shifted its gears and is beginning a drive to re-establish itself in the marketplace. It's a drive that marks a break with policy the past few years since the company began manufacturing in the U. S.

When the company began manufacturing its Rabbit at its Westmoreland, Pa. plant, it identified itself with the domestic market. It wanted to be domestic. But now, it is moving back toward stressing its German heritage.

The beginning of this shift in strategy started with reorganization of the company nearly two months ago, when Volkswagen Division was formed.

James R. Fuller was appointed to head the division, coming from his post as vice president in charge of the Porsche-Audi Division, a job he held for over two years. There he was charged with pulling that division back together and creating a strong identity for the product lines. Now, he is charged with the same task.

In an interview with AUTOMOTIVE NEWS, Fuller said bluntly that VW Division, as part of an overall strategy now being developed, is going back to its roots. "We're a German company that happens to build cars in the United States," he said flatly.

A new thrust, at least for the summer, has also emerged and is breaking in major media now. The company will put most of its emphasis on its imported cars — the Jetta, the Scirocco and the Quantum. Fuller said this move was to capitalize on the stronger segment of the market, the upscale rather than the economy car, where there appears to be some movement.

He said this is a tactical move to take advantage of the market, but it "will also reaffirm the German character of our company." He added that in the market, when "you say German there's a whole list of attributes," including quality, handling and performance.

While the division will continue to promote the Rabbit and the price reduction put in place two months ago, a goal of the current campaign is to show that "our U. S. cars" have the same personality as cars built in Germany.

Fuller said the image shift has the total support of both Volkswagen of America and the German parent company.

In the emerging framework, this image identification is playing a key role. Fuller said over the past six weeks "we have redefined our marketing priorities" and stressed that the division has to "build up a sense of what Volkswagen stands for."

• A divisional position is emerging for Volkswagen which will be more brand-oriented than model-oriented. It will be held together under an umbrella presenting the Volkswagen image and a new image is also emerging — one of performance rather than fuel economy, but performance in terms of all around performance, a European definition of performance.

There is another attribute to this shift to performance and all around handling of the cars, according to Fuller, in that this can be demonstrated.

He noted that a company really can't demonstrate styling, since the consumer either likes it or does not. On price, it is either too high or not. And fuel economy today is a given. But performance can be demonstrated by dealer sales people and in advertising.

For the dealers, the division has launched a training effort for sales staffs showing them what the Rabbit can do against its competition. These are called Rabbit Rallies and is a similar technique that was used at Porsche with the Porsche Caravan.

In its television commercials, Fuller had laid down an apparent dictum: The commercials will not be static. This is coming to the forefront with two new commercials for the Jetta and the Scirocco. Both show handling under various conditions and stress the German heritage of the cars.

The European approach may be further reinforced on the dealer level. For the past six weeks Fuller has been on the road, involved in a series of dealer meetings, explaining where the division is going and what they can expect. But, dealers are no longer "dealer principals" in the division mentality; they are "dealer partners."

Fuller said that was a "more European approach" but said if there was another balance sheet that could measure the most valuable elements of Volkswagen, it would be its dealers and its heritage. "We're doing nothing more than stressing those points."

Much of the current effort to stress the import cars in the lineup is paving the way for the 1983 introduction.

Fuller said when the '83 model launch occurs, the division will put more stress on the Rabbit. And, he added there will be a new Rabbit "to talk about."

He would not go into any detail on the new model Rabbit. However, indications are strong it will be the GTi. It has long been rumored that Volkswagen would introduce this performance version Rabbit to the U. S. market. It is now available in Europe.

Volkswagen has a six-product lineup ranging in price from the Rabbit at $5,990 to nearly $13,000 for the Quantum sedan. Included are pickups and the Vanagon.

Quantum is in effect being fully introduced. While the introduction of the car was held last fall, it was incomplete because of lack of availability. The Quantum Coupe and Wagon were introduced, but not the sedan. Now, the sedans, which Fuller termed the "bread-and-butter car" of this luxury sedan market are here and the push on Quantum started within the last 60 days.

Scirocco, Fuller claimed is "crying" for redefinition. It is not a coupe, he said, but a sports car.

And the move by the division is to define the car as such, particularly in its new television commercial.

Jetta will also be getting a

Continued on Page 38, Col. 4

Cars & Concepts to acquire Hurst

BRIGHTON, Mich. — C & C, Inc., parent company of Cars & Concepts, special-vehicle firm, and Allegheny International, Pittsburgh, have reached an agreement in principle under which Cars & Concepts, Inc., will acquire the assets of Hurst Performance, Inc., a subsidiary of Sunbeam Corp.

Richard R. Chrysler, chairman of C & C, said Hurst will continue to operate from its present location in Warminster, Pa., and with its present management.

He said the acquisition will add an important dimension to C & C's aftermarket business, and strengthen existing specialty vehicle product lines.

Congratulations from the top

James L. Burke, center, newly elected chairman of the Ford National Dealer Council, is congratulated by Donald E. Petersen, left, Ford Motor Co. president, and Philip Caldwell, company chairman. Burke heads Jim Burke Ford, Bakersfield, Calif.

index

Advertising news	21
Auction reports	28, 35
Classified advertising	31
Editorial page	12
Personnel	4
Production by makes	42
Registrations, cars	4, 34
Truck highlights	20

57th year — No. 4921

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Leaders express anger at meeting not sanctioned by UAW

No concessions, say GMAD locals

By Marjorie Sorge
Labor Editor

DEARBORN. — Leaders of UAW locals in the General Motors Assembly Division say they will not make any concessions at the local level.

Representatives of UAW subcouncil 7A and 7B, which represents, 50,000 workers at GM nationwide, held a meeting at the Hyatt Regency Hotel here to "describe their efforts to combat systematic management attacks on local agreements and practices." The meeting was not sanctioned by the International UAW, but was attended by about 75 officials representing 15 UAW locals.

A UAW spokesman said the union has no comment on the meeting but said the sanctioned subcouncil meeting will begin today in Denver. Owen Bieber, UAW vice president and head of the GM department, will attent the meeting.

"Sentiment is strong nationwide," said Ed Parker, bargaining chairman of Local 595, Linden, N. J. "We've given enough at the national level. At the local level, we're standing firm."

While the disgruntled leaders would not say they would go on strike at the local level to stop concessions, Parker did say they "could picket Solidarity House (UAW Headquarters in Detroit), not GM."

It was estimated that the UAW-GM national agreement would save GM between $2.5 billion and $3 billion over its 29-month life. GM had hoped to make local changes that would also cut costs.

According to a GM spokesman, the only GM assembly plants that have signed new local agreements are Shrevesport, La.; Buick, Flint, and Tarrytown, N. Y.

The workers are angry that GM is making changes in relief time and has combined several job classifications.

Subcouncil leaders are also afraid of the outsourcing agreement in the national contract. They say it could lead to a bidding war between locals which are faced with either providing GM cost-saving proposals or possible plant closing.

The outsourcing agreement requires that GM give the UAW 60 days' notice on outsourcing which will result in the layoff of 10 percent of a plant's workers, or 100 employes. The union can then attempt to make changes in the plant which could cut costs and make the facility more competitive.

The leaders were also critical of the changes in the bonus plan for GM executives (the changes have not been implemented) and are angry about the company's deal with Isuzu to import 200,000 of the Japanese cars to the U. S.

"GM's only flag is the dollar," said Richard Debs, President, Local 1776 (Ypsilanti).

The local leaders charged that those two plans violate the intent of the national agreement.

They were also critical of the international union officials who were invited to attend the meeting but declined because it was not sanctioned.

TOP CARS

U.S. new-car registrations for four months, 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	385,557	Chevrolet	520,791—	1
2—	274,833	Ford	351,404—	2
3—	228,147	Oldsmobile	272,989—	3
4—	205,633	Buick	240,402—	4
5—	158,519	Toyota	200,624—	5
6—	143,603	Pontiac	178,842—	6
7—	128,102	Nissan	148,415—	7
8—	117,683	Honda	127,913—	8
9—	98,519	Mercury	114,706—10	
10—	81,228	Plymouth	119,883—	9
11—	80,212	Dodge	109,435—11	
12—	69,767	Cadillac	67,843—13	
13—	48,315	Volkswagen	76,158—12	
14—	46,158	Mazda	62,689—14	
15—	45,862	Chrysler	38,018—17	
16—	44,730	Subaru	45,003—16	
17—	30,775	AMC	48,265—15	
18—	23,479	Lincoln	20,783—18	
19—	22,358	Volvo	18,511—21	
20—	20,504	Mercedes	18,690—20	
21—	14,897	BMW	.....	
22—	14,344	Audi	.....	
	.....	Fiesta	21,336—19	
	.....	Colt	16,905—22	
	68,924	Other imports	91,830	
	733	Misc. Dom.	909	
	2,352,882	TOTAL	2,912,344	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1982, Automotive News

Seeing red in Martinsville, Va.

Forty Pontiac Washington zone dealers participated in a colorful drive away of new 1982 Trans Ams at the Grand National Race at the Martinsville (Va.) Speedway. During the parade laps, 40 identical red Trans Ams circled the track before 30,000 NASCAR race fans.

Carrigan named to manage GMAD Lakewood plant

WARREN. — Patricia M. Carrigan, 53, has been appointed manager of the GM Assembly Division plant in the Lakewood District of Atlanta.

Patricia M. Carrigan

Carrigan, who has been resident comptroller at the division's plant at Ypsilanti, Mich., succeeds Victor P. Sutt, who has retired after 43 years with General Motors.

She becomes the first woman plant manager of any General Motors domestic operation.

Carrigan joined GM in 1976 as executive administrator of employe relations at the division's central office at Warren.

The following year, she was named an executive in training at the Ypsilanti plant and in 1979 was promoted to general superintendent of production, a position she held until becoming resident comptroller in 1981.

She received her bachelor's degree in education from Michigan State University and her master's degree in educational psychology and her doctorate in clinical psychology from the University of Michigan.

Auto loan ceiling raised to 18 pct. in Pennsylvania

HARRISBURG, Pa. — Gov. Richard Thornburgh has signed legislation providing for automobile loan interest rates of 18 percent for new cars and used cars not more than two years old.

It replaces a previous formula that had held interest to about 15 percent and had caused the loss of many auto sales to out-of-state retailers.

The bill was pushed through the legislature by the Pennsylvania Automotive Assn. The 18 percent interest level is similar to earlier increases on other types of consumer credit.

An amendment to the bill sets up a procedure for giving buyers 21 days' notice of what steps must be taken to cure payment defaults before a car can be repossessed.

The PAA said the change in repossession procedures affects banks and finance companies more than it does dealers.

But April total is 10 pct. below last year's

Month's registrations highest of '82

By Jenny L. King
Staff Writer

Total new-car registrations in the U. S. in April were at their highest level so far this year but tumbled 10.59 percent compared with the same month of 1981, according to figures compiled by R. L. Polk & Co.

New-car registrations in April totaled 672,253, up 7.45 percent from 625,649 in March, and down 10.59 percent from 751,845 a year earlier. It was the lowest for the month since 1975 when only 581,304 new cars were tallied.

Domestic registrations during the fourth month numbered 485,992, up 7.97 percent from 450,119 in March, down 7.22 percent from 523,821 in April of 1981.

Imports accounted for 27.71 percent of the April total, with 186,261 units. That was down from 30.33 percent a year earlier, based on 228,024 registrations.

Registrations for the first four months of 1982 totaled 2,352,882, down 19.21 percent from 2,912,344 in 1981. Domestic year-to-date registrations numbered 1,668,348 through April 30, down

Continued on Page 34, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	APRIL					FOUR MONTHS				
	Regis. April, 1982	Percent Share of Market	Regis. April, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 4 mos., 1982	Percent Share of Market	Regis. 4 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	109,009	16.21	123,533	16.43	— 0.22	385,557	16.39	520,791	17.88	— 1.49
Ford	80,280	11.94	90,927	12.09	— 0.15	274,833	11.68	351,404	12.07	— 0.39
Oldsmobile	67,143	9.99	72,631	9.66	+ 0.33	228,147	9.70	272,989	9.37	+ 0.33
Buick	59,886	8.91	61,045	8.12	+ 0.79	205,633	8.74	240,402	8.26	+ 0.48
Pontiac	41,276	6.14	42,556	5.66	+ 0.48	143,603	6.10	178,842	6.14	— 0.04
Mercury	28,394	4.23	29,169	3.88	+ 0.35	98,519	4.19	114,706	3.94	+ 0.25
Dodge	24,947	3.71	28,486	3.78	— 0.07	80,212	3.41	109,435	3.76	— 0.35
Plymouth	24,512	3.65	31,040	4.13	— 0.48	81,228	3.45	119,863	4.12	— 0.67
Cadillac	19,584	2.91	17,782	2.37	+ 0.54	69,767	2.96	67,843	2.33	+ 0.63
Chrysler	16,059	2.39	8,626	1.15	+ 1.24	45,862	1.95	38,018	1.30	+ 0.65
AMC	7,767	1.15	12,064	1.60	— 0.45	30,775	1.31	48,265	1.66	— 0.35
Lincoln	6,935	1.03	5,623	0.75	+ 0.28	23,479	1.00	20,783	0.71	+ 0.29
GENERAL MOTORS	295,898	44.16	317,547	42.24	+ 1.92	1,032,707	43.89	1,280,867	43.98	— 0.09
FORD MOTOR CO.	115,609	17.20	125,719	16.72	+ 0.48	396,831	16.87	486,893	16.72	+ 0.15
CHRYSLER CORP.	65,518	9.75	68,152	9.06	+ 0.69	207,302	8.81	267,336	9.18	— 0.37
AMERICAN MOTORS	7,767	1.15	12,064	1.60	— 0.45	30,775	1.31	48,265	1.66	— 0.35
IMPORTS	186,261	27.71	228,024	30.33	— 2.62	684,534	29.09	828,074	28.43	+ 0.66
MISCELLANEOUS	200	0.03	339	0.05	— 0.02	733	0.03	909	0.03	.....
TOTAL	672,253		751,845			2,352,882		2,912,344		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

auto personnel

Lincoln-Mercury

Thomas F. O'Hare has been appointed Eastern regional sales manager for Lincoln-Mercury. He succeeds **B. J. Coughlan,** who now is L-M marketing manager.

Thomas F. O'Hare

Thomas D. Mignanelli succeeds O'Hare as New York district sales manager, and **Richard D. Poole** replaces Mignanelli as Boston district sales manager. Poole had been assistant sales manager in Boston.

O'Hare joined L-M in 1967 and held field sales posts in Boston, Philadelphia, New York and Chicago before becoming national business management manager for the division in 1977. He was named Boston district sales manager in 1978 and moved to New York in 1980.

Mignanelli joined Ford Motor Co. in 1969. He was with L-M from 1969 to 1975 and with Ford Division from 1975 to 1980 when he returned to L-M as Boston district sales manager.

Poole has been with L-M since 1968 and has been assistant district sales manager in Boston since 1980.

T. D. Mignanelli

Richard D. Poole

Bobbie S. Koehler has been appointed assistant district sales manager for Lincoln-Mercury's Washington office in Falls Church, Va. She succeeds **William R. Bruce Jr.,** who resigned.

Koehler formerly was general field manager in the division's Chicago district sales office. She joined Ford Motor Co. in 1972 in Ford Division's Pittsburgh district sales office and transferred to L-M in 1979.

Ford Motor Co.

Robert W. Hefty, director of International and Diversified Products Public Affairs for Ford Motor Co., will retire Aug. 1 after 30 years with the company. He will be 62 on Aug. 17.

Hefty was with United Press before joining Ford in 1952. He has held a wide range of public relations posts with the company, including public relations manager for Ford Division, corporate director of public information and director of the public relations office for Ford North American Automotive Operations. He was appointed to his present position in 1981.

Porsche-Audi deal sold

PHOENIX. — Lee Maas has purchased Camelback Porsche Audi from Robert Bazzoni, who owns a dealership in California and plans to return there. Maas is a Porsche-Audi dealer in Dallas.

classified want ads

CARS WANTED

WANTED
MERCEDES-BENZ
PORSCHES — SUBARUS
BEST PRICES PAID
Call: Joseph Cameron, 301-666-7777
VALLEY MOTORS, INC.

LIMOUSINES WANTED — Cadillac and Lincoln. With or without divider. Condition unimportant. Cash waiting. 313-548-8911.

TOYOTAS
WANTED — '82's
HIGHEST PRICES OVER INVOICE
Must Have RDR cards
Call DENIS DAGGER
SOUTH SHORE TOYOTA
AMITYVILLE, NEW YORK
516-798-8200

WANTED MERCEDES-BENZ: 450 SL, 450 SEL, 450 SLC. We'll pick up anywhere, cash waiting. Call 313-548-8911.

WANTED
TOYOTA
MERCEDES
VOLVOS, BMW's
HIGHEST PRICES PAID
OVER INVOICE
CALL: LEE HEFLIN
301-340-0900

CADILLAC, MERCEDES, CORVETTES, BMW's, 1977 to 1982 coupes, convertibles, Eldoradoes, limos, Sevilles. Frank Corrente, Frank Corrente's Cadillac Corner, 364 N. LaBrea, Hollywood, California. (213) 938-2623.

TOYOTAS WANTED
ALL MODELS
BEST VALUE PAID
Will trade for inventory balance
Call:
Chuck D., John M., or Ken W.
HOSELTON TOYOTA
716-381-8530

CARS WANTED

WANTED NEW OR USED
1979-1982
JEEP WAGONEER LTD.'S
V-8 OR 6 CYLINDER
HIGHEST PRICES PAID
ROBERT WHITMAN
PRIDE MOTORS, LTD.
ROUTE 6, MAHOPAC, NEW YORK 10541
914-528-7441

WANTED: NICE, USED Mercedes, Volvo, BMW, Porsche, Fiat, MG, etc. Terry Simpson, Bowling Green, Kentucky, 502-781-3591.

TOYOTAS
DESPERATELY NEED
Models 1624 and 1626
WILL PAY
OVER INVOICE WITH
RDR CARDS AND PICKUP
Contact Jack Griffith
THE GRIFFITH CO.
904-353-0611

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick-up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-862-9501.

$1,000.00 OVER
DELIVERED
For New '82
T/A RECARO'S
Also will pay over on Trans Ams & Firebirds
We Buy All
'81/'82 PONTIACS
New/Used/Demos
Call: Jim Morrissey
MORRISSEY PONTIAC
LONG ISLAND, N.Y. 516-364-0200

ROLLS-ROYCES
MERCEDES, JAGUARS
Any type exotics. Will pick up anywhere with cashiers check. Most of the cars you have been wholesaling eventually end up at my firm. I may as well pay you directly — world's top prices. We are the world's largest exotic motor car dealer. 29 years selling world wide.
CHARLES SCHMITT & CO.
Authorized Rolls-Royce Dealer
ST. LOUIS, MISSOURI
314-352-9100

CARS FOR SALE

ANNUAL FLEET REDUCTION SALE
WE HAVE 867 1981 MODEL CARS AVAILABLE NOW IN FLORIDA LOCATIONS
Models include:
REGALS/CUTLASS
CHEVETTE/CITATION
FAIRMONT WAGONS/ZEPHYR WAGONS
LeSABRE/CENTURY
K-CARS/OMNI
DATSUN/COUGARS
CADILLAC DeVILLES
FLEXIBLE PRICING POLICY
Economical Transportation Alternatives Available
Contact: PAUL POIDOMANI or JOE WILLIAMSON
Alamo Rent A Car
305-463-2604

On ways to deal with car manufacturers

Mullane offers tips to radio makers

CHICAGO.—In their relations with auto manufacturers, both auto dealers and suppliers have a certain common ground, according to Ed Mullane, president of the Ford Dealers Alliance.

He urged members of the Custom Automotive Sound Assn. to use many of the methods the alliance has adopted in its dealings with manufacturers.

Speaking at the annual meeting of the association here, Mullane reminded CASA members that open competition is the cornerstone of the U. S. economic system.

The moves by auto makers to include sound systems as standard equipment on new cars subverts the concept of an economy in which the consumer has freedom of choice, Mullane charged.

CASA has been involved in battles to stop this procedure by auto makers. It filed suit against General Motors and won concessions.

But Mullane explained in one of his rare appearances before non-auto-dealer groups that litigation is only one method, and perhaps the most extreme and costly method available to them.

He urged CASA to fund studies and publicize the results to prove their points.

"An independent study could show that if there is not freedom of choice, how severely the customer can be had. Other studies could show how your product is being technically excluded and suggest ways to overcome this," Mullane said.

Publicizing the results is another link in the chain, Mullane said.

• "All factories are gun shy of public criticism," he said. He added: "If honest negotiations fail, I have no problem going public with our problems."

Unfair practices also can be attacked on the legislative level, particularly on the state level where suppliers could muster support easier than on the federal level, he said.

Negotiations with the auto makers is the final approach, Mullane said. This should be the final approach, because unless the other three actions are taken, auto makers are less willing to negotiate, he said.

CASA was also in line for criticism from Mullane.

He noted auto dealers "will welcome any proposition that increases our chance to make a profit. But here is where I think you've failed us from a merchandising and marketing angle.

"You have to change dealer mentality," he said. "Show us the profit potential. Give us the quality of product and installation and follow-up to keep customers happy."

Used car sales
Auction Averages

June to date	$4,708
Month ago	$4,799
Year ago	$4,286

Model breakdown
Auction Averages

	JUNE	MAY	APRIL
1982	$9,648	$9,102	$8,891
1981	6,892	6,995	6,979
1980	5,367	5,439	5,472
1979	4,768	4,807	4,638
1978	3,637	3,874	3,764
1977	2,950	2,986	2,917
1976	2,041	2,146	2,183
1975	1,415	1,539	1,491
Overall Average	$4,708	$4,799	$4,710

Classified Want Ads

CARS WANTED

HONDAS WANTED
TOWN & COUNTRY HONDA
Call JAY or ED
703-494-5116

WANTED
ROLLS ROYCES, LIMOUSINES, MERCEDES, BMW's, CLENETS, FERRARIS, LAMBORGHINIS, PORSCHES
TOP PRICES PAID
THE NATION'S LARGEST EXOTIC CAR DEALER
Jay Ben Motor Cars
213-467-3030

Unbelievably Strong Prices Paid for Nice
MERCEDES, JAGS, BMW, ROLLS ROYCE, EXCALIBURS, CLENETS, PORSCHES, DeLOREANS
"ANYWHERE IN THE U.S.A."
MOTORCAR WAREHOUSE, INC.
713-464-3434 — HOUSTON, TEXAS

WANTED
PORSCHES & MAZDAS
944's, 911's, 928's
RX7's & 626's
With or without RDR card
TOWN NORTH
PORSCHE AUDI/MAZDA
RICHARDSON, TEXAS
214-231-6370

VOLVO DIESELS
And Any Other Model
How Many Do You Have?
Call:
Dick Leis
201-526-7700

NOTICE:

Because of the Independence Day Holiday, our deadline for the July 12 issue will be:

TUESDAY, JULY 6—NO LATER THAN 10 A.M.

WANT AD ORDER BLANK

CLASSIFIED RATES: 76c per word for each insertion. Minimum 15 words. Add $7.00 per insertion for use of confidential box service. POSITION WANTED: 47c per word. Add $6.00 per insertion for use of confidential box service. Position Wanted only. DISPLAY CLASSIFIED RATES: $59.00 per column inch for each insertion. Minimum one inch. Additional charge for plates to be made as a result of artwork, reverse, logos, etc. Frequency discount rates available on request. Closing deadline: MONDAY, 5 P.M. prior to publication date. ADVANCE PAYMENT REQUIRED: Use this space to type or print your classified advertising message. Indicate size desired if display.

Number of Insertions _____ Amount Enclosed $_____

Name _____

Company _____

Address _____

CLIP AND MAIL THIS FORM TO:

WANT AD DEPARTMENT
Automotive News
965 E. JEFFERSON AVENUE, DETROIT, MICHIGAN 48207
Phone orders also taken — Call MARIE HINGST, 313-567-0520

But April total is 10 pct. below last year's

Month's registrations highest of '82

Continued from Page 4

19.96 percent from 2,084,270. The import total was 684,534, down 17.33 percent from 828,074.

General Motors, Chrysler and Ford all increased their shares of the market this April compared with a year earlier. GM climbed 1.92 percentage points, to 44.16 percent from 42.24 percent. Ford was up 0.48 of a percentage point, to 17.20 percent from 16.72 percent, and Chrysler edged ahead 0.69 of a percentage point, to 9.75 percent from 9.06 percent.

Imports slipped to 27.71 percent from 30.33 percent, American Motors was off 0.45 of a percentage point, to 1.15 percent from 1.60 percent and miscellaneous domestics dropped to 0.03 percent from 0.05 percent.

• Excluding imports, April registrations were divided this way: GM, 61.09 percent; Ford, 23.79 percent; Chrysler, 13.48 percent; AMC, 1.60 percent, and miscellaneous, 0.04 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.62 percent; Ford, 24.00 percent; Chrysler, 13.01 percent; AMC, 2.30 percent and miscellaneous, 0.07 percent.

By size segments, U. S. subcompacts, intermediates, standard models and luxuries gained, while U. S. compacts were down as were imports.

Subcompacts jumped to 16.22 percent from 13.96 percent of the April total; intermediates stood at 21.74 percent, up from 20.96 percent; standards had 9.99 percent compared with 9.30 percent a year earlier, and luxury cars grew to 5.25 percent from 4.48 percent.

Compacts dipped to 19.09 percent from 20.97 percent in April of last year, and imports gave up 2.62 percentage points, to 27.71 percent from 30.33 percent.

Total units by market class for the month were: Subcompact, 109,017; compact, 128,357; intermediate, 146,159; standard, 67,150; luxury, 35,309, and import, 186,261.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

APRIL '82 VS. APRIL '81

	1982 April	1982 Year	1981 April	1981 Year
AMC Spirit	2,196	7,194	3,274	13,869
Concord	1,977	7,318	3,832	14,381
Concord SW	649	3,209	1,209	5,196
Eagle 4WD	472	2,140	526	2,627
Eagle 4WD SW	1,474	6,332	1,397	5,561
Eagle SX4 4WD	999	4,582	1,826	6,631
TOTAL AMC	7,767	30,775	12,064	48,265
Chrysler LeBaron '81			3,555	15,451
LeBaron '81 SW			731	3,043
LeBaron FWD	8,360	24,362		
LeBaron SW FWD	760	1,034		
Cordoba	1,413	4,848	2,497	11,285
Newport			523	2,767
New Yorker '81			793	3,598
New Yorker	5,227	14,607		
Imperial	299	1,011	527	1,874
Total	16,059	45,862	8,626	38,018
Plymouth Horizon FWD	7,704	28,970	13,378	51,161
Reliant FWD	10,418	33,979	11,415	47,574
Reliant SW FWD	4,728	13,386	4,740	17,323
Gran Fury '81			1,507	3,825
Gran Fury	1,662	4,893		
Total	24,512	81,228	31,040	119,883
Dodge Omni FWD	7,317	27,184	10,191	37,733
Aries FWD	7,878	25,127	9,498	37,597
Aries SW FWD	4,036	10,913	3,847	13,996
Dodge 400 FWD	2,590	7,498		
Diplomat	2,529	6,992	2,302	9,340
Diplomat SW	8	50	410	1,680
Mirada	689	2,448	1,378	5,290
St. Regis			860	2,799
Total	24,947	80,212	28,486	109,435
Total Chrysler Corp.	65,518	207,302	68,152	267,336
Ford Escort FWD	22,529	78,499	15,794	61,024
Escort SW FWD	7,243	25,612	11,135	42,277
EXP FWD	4,133	14,411	2,299	2,300
Pinto			986	7,453
Pinto SW			248	2,273
Fairmont	11,645	39,290	13,382	55,323
Fairmont SW	231	1,770	5,296	18,513
Granada	6,674	24,474	9,626	36,660
Granada SW	3,432	11,086		
LTD	4,514	13,385	4,685	17,492
LTD Crn. Victoria	3,376	11,866	3,148	11,977
Ford SW	1,656	5,608	1,554	6,101
Mustang	11,265	35,966	16,307	61,484
Thunderbird	3,582	12,866	6,267	28,327
Total	80,280	274,833	90,927	351,404
Lincoln Town Car	2,910	8,292	2,652	9,733
Mark VI	2,181	6,797	2,971	11,050
Continental	1,844	8,390		
Total	6,935	23,479	5,623	20,783
Mercury Lynx FWD	6,896	24,158	6,084	20,506
Lynx SW FWD	1,888	6,791	3,257	12,132
LN7 FWD	1,454	5,271	656	656
Bobcat			207	1,770
Bobcat SW			57	406
Zephyr	3,648	12,228	3,551	17,206
Zephyr SW	100	704	1,154	4,674
Cougar	3,047	11,084	3,617	14,153
Cougar SW	1,387	4,416		
Marquis	687	2,351	616	2,424
Marquis Brougham	1,595	5,183	906	3,753
Grand Marquis	2,809	9,256	1,620	7,022
Marquis SW	772	2,617	557	2,392
XR7	1,274	4,797	2,293	10,522
Capri	2,835	9,663	4,594	17,088
Total	28,394	98,519	29,169	114,706
Linc. Merc. Div. Total	35,329	121,998	34,792	135,489
TOTAL FORD MOTOR CO.	115,609	396,831	125,719	486,893

	1982 April	1982 Year	1981 April	1981 Year
Buick Skylark FWD	13,464	54,375	16,712	70,633
Skyhawk FWD	3,253	6,401		
Century '82 FWD	7,314	22,645		
Regal/Century	18,032	61,591	28,712	110,823
Regal/Century SW	1,270	3,858	1,533	5,094
Le Sabre	2,419	7,935	1,732	6,657
Le Sabre Limited	4,819	16,104	3,648	13,584
Electra	4,556	16,030	4,103	16,625
Buick SW	1,281	4,164	920	3,375
Riviera FWD	3,478	12,530	3,685	13,611
Total	59,886	205,633	61,045	240,402
Cadillac de Ville	8,473	29,040	8,461	30,323
Cimarron FWD	1,221	5,053		
Fleetwood & Chas.	3,190	11,852	3,178	12,412
Eldorado FWD	4,562	16,100	4,237	16,387
Seville FWD	2,138	7,722	1,906	8,721
Total	19,584	69,767	17,782	67,843
Chevrolet Chevette	21,235	79,568	31,141	149,105
Camaro	16,150	39,769	10,604	34,757
Monza			1,100	14,341
Cavalier FWD	9,042	31,589		
Cavalier SW FWD	2,558	8,704		
Citation FWD	16,043	75,704	25,369	115,255
Malibu	6,539	24,613	17,520	56,044
Malibu SW	3,386	10,931	5,718	18,496
Celebrity FWD	7,104	20,508		
Monte Carlo	8,715	30,633	13,284	59,198
Impala	4,736	16,109	5,113	18,994
Caprice	7,886	28,371	7,096	29,694
Chevrolet SW	3,370	12,143	3,590	14,180
Corvette	2,145	6,915	2,998	10,727
Total	109,009	385,557	123,533	520,791
Oldsmobile Omega FWD	6,413	27,271	9,442	36,918
Firenza FWD	2,366	4,821		
Cutlass Ciera FWD	8,855	27,340		
Cutlass Salon '81			15,869	54,277
Cutlass Sup/Calais '81			21,682	91,396
Cutlass Sup/Calais	22,733	80,623		
Cutlass SW	1,856	6,341	2,995	10,089
Delta 88	795	3,020	1,002	3,875
Delta Royale	12,589	38,667	10,448	35,860
98	6,991	24,948	6,656	24,257
Oldsmobile SW	1,677	5,630	1,504	5,356
Toronado FWD	2,868	9,486	3,033	10,961
Total	67,143	228,147	72,631	272,989
Pontiac T1000	4,421	19,496	2,336	2,379
Firebird	9,857	24,177	5,451	20,541
Sunbird			2,837	25,124
J2000 FWD	4,110	15,331		
J2000 SW FWD	670	2,396		
Phoenix FWD	4,075	19,986	7,532	33,314
LeMans/Bonn.	5,080	18,058	5,156	17,992
LeMans/Bonn. SW	1,219	4,245	2,181	6,928
6000 FWD	3,979	11,233		
Grand Prix	7,443	25,391	10,258	44,615
Catalina	48	358	573	2,504
Bonneville '81	176	1,389	3,093	12,765
Bonn. '81 Brougham	139	1,166	2,423	9,949
Pontiac SW	59	377	716	2,731
Total	41,276	143,603	42,556	178,842
TOTAL GM CORP.	296,898	1,032,707	317,547	1,280,867
(Checker)	176	643	307	775
Misc. Domestic	200	733	339	909
Domestic Station Wagon Total	45,710	152,317	54,749	201,816
Domestic Grand Total	485,992	1,668,348	523,821	2,084,270
Import Total	186,261	684,534	228,024	828,074
Grand Total All Registrations	672,253	2,352,882	751,845	2,912,344

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

One of the best

Donald D. Lannoye, right, president of Lannoye Motor Co., Port Angeles, Wash., receives Chrysler Corp.'s Award for Excellence, citing his accomplishments in all phases of retail dealership facilities and operation. Making the presentation is Gordon Winship, Portland zone sales manager.

Bill to restore 5-MPH bumper is introduced

WASHINGTON. — A bill to restore the 5-MPH bumper has been introduced by Charles E. Schumer, New York Democrat, who considers it to be a test of this Congress' will to protect the consumer.

Schumer noted the 1972 law which requires bumper protection improvement and the 1979 study which found the 5-MPH bumper more cost effective than the 2.5-MPH one — the opposite of the new NHTSA finding used by NHTSA head Raymond Peck when he announced the rollback last May, effective in early July.

Schumer added that Peck's recent decision — which may be tested in court, perhaps by State Farm, which recently won its case against rescission of the passive-restraint standard — "is neither cost effective nor acceptable to the average car buyer whose insurance premiums will skyrocket as 'fender benders' take their toll."

NHTSA removes design restriction on lamp retainer

WASHINGTON. — The safety standard dealing with lamps and reflective devices will no longer have dimensional requirements for retaining rings.

This final change grants a petition for a change in Dimension K, specified in an SAE standard. Thus NHTSA is removing a design restriction.

Toyota Motor Sales, USA, had told NHTSA that it developed a new retaining ring for a four-lamp rectangular headlamp mounting ring. The ring is lighter and easier to replace than the earlier ring, but in order for it to be acceptable under the standard, the size limitation had to be removed.

NHTSA, after being assured the design does not interfere with the use of a mechanical aimer, granted the petition, and in fact, went beyond it to delete all retaining-ring requirements.

Year-to-date total down 26 pct. from 1981

Week's car output slips to 132,448

By Patricia Hoffman
Staff Writer

As operations continued at a fairly stable pace, last week's domestic auto production was only slightly below that of the previous week, but output was down substantially from the comparable 1981 period.

Last week's production was targeted at 132,448 cars, down 3.06 percent from 136,630 the previous week, and down 19.27 percent from 164,073 units built in the same period last year.

For the year-to-date, the makers have assembled 2,586,766 units, a 26.52 percent decline from 3,520,557 units finished in the comparable 1981 period.

Breakdown for the week by company is: General Motors, 61.20 percent; Ford Motor, 23.34 percent; Chrysler Corp., 11.93 percent; Volkswagen of America, 2.39 percent; American Motors, 1.06 percent and Checker Motors, 0.08 percent.

GM's Leeds facility remained idle last week to adjust overstocked inventories. The plant, idle since June 7, is slated to return today (June 28).

GM's Fairfax plant worked last Saturday (June 26).

Daily overtime continued last week at Chrysler's St. Louis facility. The point operated a daily nine-hour shift.

Taxicab and car production is scheduled to end at Checker Motors' Kalamazoo plant on July 7.

GM has slated downtime for model changeover starting July 19 at its Detroit (Cadillac) and Linden (Eldorado, Seville, Toronado, Riviera) facilities. A start-up date for 1983 models has not been set.

Rhode Island panel to fight auto theft

PROVIDENCE. — Rhode Island Gov. J. Joseph Garrahy has appointed a special commission to deal with the escalating car theft problem in the state.

It is estimated that cars worth some $23 million were stolen last year and, for the most part, taken to out-of-state "chop shops." Few were recovered. State Police Supt. Walter E. Stone was named head of the investigative panel.

Millionth truck a month earlier than last year

U. S. truck production for the year-to-date hit the one-million mark last week (June 24) about one month earlier than that total was reached in 1981.

So far this year, the makers have produced 1,011,158 trucks, up 10.67 percent from 913,635 at this time last year. In 1981, the millionth truck wasn't assembled until July 21.

Last week's estimated production rose 2.39 percent from the previous week's total due to the return of American Motors' Toledo (Jeep) facility. Output was slated at 50,437 units, up from the prior week's 49,261, and up 26.35 percent from the 39,920 units built the same week last year.

Operations resumed last week at AMC's Toledo point following a two-week vacation shutdown.

Saturday overtime was reported last week at General Motors' St. Louis plant.

Operating on daily overtime schedules last week were Ford Motor's Kansas City, Lorain, Michigan and Twin Cities points.

GM-Toyota decision due in fall, Smith says

General Motors' negotiations with Toyota Motor Co. on building one of the Japanese company's small cars at an idle GM assembly plant — possibly in California — will reach the decision stage this fall, GM Chairman Roger B. Smith said last week.

Smith, while inaugurating GM's joint robotics venture with Fujitsu Fanuc, Ltd., of Japan, also said his company will design and build in the U. S. a replacement car for the aging Chevrolet Chevette (and T-1000).

That announcement apparently was in response to speculation by analysts that GM was easing its way out of the small-car business, a theory that seemed to be supported by GM's agreement with Isuzu Motors, Ltd., to purchase up to 200,000 front-drive subcompact cars per year to sell in the U. S., starting in 1984.

Smith indicated that negotiations with Toyota were running smoothly but said no decision would be forthcoming until the fall. GM and Toyota negotiators have toured a number of assembly plants but the most attractive sites are GM's idle South Gate and Fremont plants in California.

The proposed Toyota car is said to be the company's front-drive replacement for its Corolla line, one of the fastest-selling cars in the world.

Owen Bieber, UAW vice president and chairman of the union's GM council, said he expected a positive decision by GM and Toyota in September.

GM's robotics venture with Fujitsu Fanuc, Ltd., calls for GM to sell robots built both in the U. S. and Japan under the name GMFanuc Robotics Corp. Painter robots will be assembled at a location near Detroit. Headquarters will be in Troy, Mich., and will employ about 100 workers the first year.

Israeli firm offers speed-control device

TEL AVIV. — An electronic speed-control system is being offered by United Traders Co. for export from Israel and/or production abroad under license.

The SafeSpeed system allows a vehicle to travel at any speed up to a chosen one without interfering with normal driving procedures.

Canadian output down for week; 22,150 cars built

Canadian auto production last week fell 2 percent from the previous week's total, and 5.39 percent below the comparable 1981 week, but year-to-date output remained above that of last year.

Last week's car production was estimated at 22,150 units, down from 22,602 the previous week, and down from 23,412 in the comparable 1981 week.

So far this year, the makers have assembled 467,819 cars, a 2.64 percent gain from 455,796 finished in last year's year-to-date.

The truck makers targeted 12,307 units last week, down 5.61 percent from 13,039 the previous week, and down 6.03 percent from 13,097 units in the comparable 1981 week.

For the year-to-date, there have been 276,638 trucks completed, a 4.64 percent decline from 290,101 units built in the same 1981 period.

Ford Motor's St. Thomas car assembly point will halt production for one week starting today (June 28) to control inventory. Operations at the facility will remain down for a three-week vacation which begins July 5. The plant is scheduled to resume production July 26 for two weeks with downtime slated again for the week of Aug. 9.

Chrysler Corp. has scheduled vacation downtime at its Windsor car and truck facilities beginning July 16. Production of '83 models is slated to begin Aug. 2.

The second shift will return at American Motors' Brampton plant on July 19. Output will be upped from 122 cars a day on one shift to 244 a day on two shifts.

All car and truck facilities were reported working last week.

U. S. CAR PRODUCTION

	Week Ended June 26, 1982	Week Ended June 27, 1981	Week Ended June 19, 1982	June to Date	Jan. 1 to June 27, 1981	Jan. 1 to June 26, 1982
AMERICAN MOTORS	1,400*	2,400*	1,400*	2,800*	56,454*	27,499*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,800	20,942	15,635	47,399	426,167	300,361
Plymouth Total	5,800	11,593	5,959	17,281	220,275	123,347
Horizon	2,400	4,478	2,168	6,575	83,086	38,054
Reliant	3,400	7,115	3,791	10,706	127,602	85,293
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,600	.....	3,320	10,843	22,098	59,042
LeBaron	3,600	.....	3,320	10,843	17,236	59,042
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,400	9,349	6,356	19,275	183,794	117,972
Omni	2,200	3,466	2,507	6,406	65,783	35,686
Aries	3,400	5,883	2,990	9,459	101,685	65,987
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	859	3,320	.....	17,299
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	30,915	32,638	31,975	123,165	748,927	592,721
Ford Division	19,438	21,314	19,994	79,289	510,064	379,067
Escort	6,748	8,334	7,002	27,519	191,947	156,178
Fairmont	3,527	5,321	3,981	14,724	109,782	65,313
Must./Must. II	3,700	5,313	3,464	14,412	87,548	69,025
Granada	4,115	158	4,228	16,512	43,496	62,663
Thunderbird	1,157	2,188	1,121	5,325	36,405	21,735
Ford	.....	.....	.....	.....	40,886	.....
EXP	191	.....	198	797	.....	4,153
L-M Division	11,477	11,324	11,981	43,876	238,863	213,654
Mercury Total	9,439	9,690	9,903	35,674	202,560	163,528
Lynx	2,672	2,997	2,396	9,011	66,697	46,918
Capri	1,220	2,157	1,449	4,110	31,019	16,966
Zephyr	1,293	1,967	1,645	5,886	33,913	21,921
Cougar	1,906	198	2,027	7,079	22,459	29,830
XR-7	456	1,065	489	2,143	15,880	7,199
Mercury	1,840	1,306	1,840	7,249	32,592	39,758
LN7	52	.....	57	196	.....	916
Lincoln Total	2,038	1,634	2,078	8,202	36,303	50,126
Continental ('82)	406	.....	414	1,638	.....	10,552
Lincoln	1,000	809	1,017	4,020	17,710	22,542
Mark VI	632	825	647	2,544	18,593	17,032
GENERAL MOTORS	81,063	104,285	84,454	310,669	2,195,147	1,614,794
Buick Division	16,370	18,112	18,067	68,445	481,944	375,833
Skylark	3,215	5,530	3,370	12,541	132,248	68,007
Skyhawk J	.....	.....	.....	2,665	.....	42,159
Century	3,120	1,742	3,733	12,985	84,697	64,467
Regal	4,560	5,880	5,350	19,399	147,273	97,930
Buick	4,421	3,682	4,550	16,643	86,787	83,330
Riviera	1,054	1,278	1,064	4,212	30,939	19,340
Cadillac Division	5,531	7,303	5,573	21,165	145,081	123,678
Cimarron	215	1,034	128	449	4,256	1,850
Seville	330	472	339	1,309	14,296	12,018
Eldorado	1,386	1,542	1,395	5,552	34,755	31,842
Cadillac	3,600	4,255	3,711	13,855	91,774	77,968
Chevrolet Division	27,970	42,098	27,003	100,258	798,553	505,708
Chevette	6,010	8,373	5,744	21,870	171,424	111,293
Cavalier	1,925	3,077	1,633	6,039	24,853	42,762
Celebrity	1,855	.....	1,839	5,268	.....	33,809
Camaro	5,260	4,390	5,076	19,402	76,789	111,660
Citation	5,540	9,296	5,066	19,279	193,012	88,249
Malibu	3,480	7,154	3,513	13,465	146,319	57,393
Monte Carlo	2,425	4,055	2,371	8,541	78,439	33,057
Chevrolet	1,375	4,840	1,154	4,095	92,789	12,813
Corvette	600	913	607	2,299	14,928	14,672
Oldsmobile Division	16,743	20,132	18,467	65,687	500,117	379,476
Omega	1,720	3,453	1,643	6,876	79,158	41,992
Firenza	.....	.....	.....	758	.....	29,331
Cutlass	4,800	9,745	6,336	19,693	250,680	95,374
Cutlass/Ciera	2,616	.....	3,075	10,906	.....	61,285
Oldsmobile	6,777	5,920	6,573	24,117	144,380	133,615
Toronado	830	1,014	840	3,337	25,899	17,879
Pontiac Division	14,449	16,640	15,344	55,114	269,452	230,099
Acadian†	215	573	216	1,121	12,172	6,610
J2000	1,705	2,877	1,731	6,374	22,088	19,161
T1000	1,555	2,631	1,586	5,874	37,377	16,856
Firebird	3,483	2,562	3,200	13,019	37,329	66,094
Phoenix	1,795	2,764	1,840	7,365	62,073	24,589
Grand Prix	1,815	2,983	2,181	7,664	56,138	39,605
Bonneville ('82)	1,836	.....	2,163	7,873	.....	39,565
A6000	2,045	.....	2,427	6,024	.....	17,619
LeMans	.....	1,881	.....	.....	34,354	.....
Pontiac	.....	369	.....	.....	7,921	.....
VOLKSWAGEN	3,170	3,808	3,066	9,406	92,644	49,428
CHECKER	100*	.....	100*	400*	1,218*	1,963*
Total Cars, U. S.	132,448	164,073	136,630	493,839	3,520,557	2,586,766

TRUCK PRODUCTION IN U. S.†

	Week Ended June 26, 1982	Week Ended June 27, 1981	Week Ended June 19, 1982	June to Date	Jan. 1 to June 27, 1981	Jan. 1 to June 26, 1982
CHEVROLET	16,925	12,421	17,342	63,861	294,732	345,077
DODGE	3,000	2,883	3,485	11,697	49,759	66,202
FORD	20,276	14,638	20,120	71,112	333,570	366,273
GMC	5,581	4,199	5,638	22,988	98,429	127,968
INTERNATIONAL	1,155	1,654	1,193	4,741	37,206	26,404
VOLKSWAGEN	450	938	432	1,331	22,679	8,393
JEEP	2,000*	1,697*	.....	4,000*	43,895*	40,711*
AM GENERAL	50*	90*	50*	200*	2,165*	1,130*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	31,200*	29,000*
Total Trucks, U. S.	50,437	39,920	49,261	183,930	913,635	1,011,158

CANADIAN TRUCK PRODUCTION

	Week Ended June 26, 1982	Week Ended June 27, 1981	Week Ended June 19, 1982	June to Date	Jan. 1 to June 27, 1981	Jan. 1 to June 26, 1982
CHRYSLER CORP.	2,543	2,418	2,535	9,411	41,214	53,212
FORD MOTOR	3,880	3,774	3,763	14,827	86,737	74,130
GENERAL MOTORS	5,624	6,658	6,481	23,791	155,933	143,084
INTERNATIONAL	260	247	260	995	6,217	6,212
Total Trucks, Canada	12,307	13,097	13,039	49,024	290,101	276,638
N. American Trucks	62,744	53,017	62,300	232,954	1,203,736	1,287,796

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 26, 1982	Week Ended June 27, 1981	Week Ended June 19, 1982	June to Date	Jan. 1 to June 27, 1981	Jan. 1 to June 26, 1982
AMERICAN MOTORS	600	851	610	2,205	16,546	13,738
CHRYSLER CORP.	4,128	2,471	4,183	14,640	20,189	86,409
FORD MOTOR	9,157	7,599	9,268	34,738	121,735	168,716
GENERAL MOTORS	8,040	12,266	8,316	30,883	291,824	193,544
VOLVO	225	225	225	855	5,402	5,412
Total Cars, Canada	22,150	23,412	22,602	83,321	455,796	467,819
N. American Cars	154,598	187,485	159,232	577,160	3,976,363	3,054,585
N. American Trucks	62,744	53,017	62,300	232,954	1,203,736	1,287,796
North American Cars and Trucks	217,342	240,502	221,532	810,114	5,180,089	4,342,381

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 7/6/82

Automotive News

July 5, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Buyers paying $2,000 more per car, study finds

Quotas take toll on Japanese importers, dealers

By Kathleen Hamilton
News Editor

Although the recession has softened the blow, the export quotas imposed on Japanese makes have begun to take a heavy toll on dealers and importers and—to hear them tell it—on U. S. consumers, too.

The effects of the quotas have recently begun to glare out from the pages of otherwise gray statistics. Car sales for the first five months of 1982 plummeted for every major Japanese make, while inventories for most are at uncomfortably low levels.

Sales and stocks were particularly low in May; industrywide sales climbed, but Japanese sales teams had little left to sell —their pipelines hadn't refilled since March 31, when the first year of quotas came to a close and exports were cut in order to meet the deadline.

One year ago, dealers were still living off inventories stocked in the U. S. before the Japanese government imposed the so-called "voluntary" quota of 1.68 million units.

So the year-to-year sales drops experienced by the Japanese looked terrible in May (Toyota down 20 percent for the year, Datsun down 10 percent, Honda down 25 percent, Mazda down 9 percent, Subaru down 7 percent).

When June's tallies come in, the year-to-year gap is expected to lessen. Although the recession has depressed the market — thereby reducing the impact of quotas—it has eliminated some potential sales.

The recession seems to have stemmed projections, made during 1980 and 1981 debates on trade restrictions, that prices of both imports and domestics would rise as a result of such restrictions.

But Robert McElwaine, president of the American International Automobile Dealers Assn., stuck to his guns, citing a soon-to-be-released study by the Boston research firm Harbridge House, that will show all his dire predictions on quotas have indeed come true.

In March, 1980, he testified before a House subcommittee that restraints could cost $4 billion a year.

If the counting starts on the day the Japanese government announced the quotas—the same day General Motors led the domestics to major price hikes — consumers paid $4.5 billion more for their new cars during the first 12 months of quotas than they had in the 12 months before the quotas, McElwaine said in quoting the Harbridge

Continued on Page 34, Col. 1

Jeep XJ

AMC readies mini-4WDers for spring launch

American Motors' all-new Jeep XJ four-wheel-drive series will bow next spring starting with two-door and four-door (shown in unofficial photo) models sold under the Cherokee name. An upscale Wagoneer type will debut several months later. A pickup truck version is also in the works. AMC's new 2.5-liter four will be standard with the Chevrolet-built 2.8-liter V-6 engine as an option. A Renault-made four-cylinder turbodiesel may be added as a 1984 option. The current "senior" Jeeps will eventually be replaced by the XJ series.

Agency responds to court's order on passive restraints

NHTSA asks advice on belts or bags

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — NHTSA's response to a court order on the passive restraint remand is to ask whether the agency should: (1) Mount a campaign to collect usage rates on passive belts; (2) require the use of spool-out or non-detachable belts, or (3) mandate air bags.

This responds to a federal appellate court's request for a schedule to resolve questions — largely lack of sufficient evidence of projected use of passive belts to justify a rescission and consideration of options other than rescission.

The move is not a compromise or a retreat from the rescission of the standard announced last fall by NHTSA head Raymond A. Peck. It is not a proposed rulemaking. It is not a decision on whether to appeal en banc to the appellate court or to ask for certiorari at the U. S. Supreme Court.

Rather, it is a seeking of advice on options to which plaintiffs State Farm and the National Assn. of Independent Insurers may respond within 15 days, which then allows another 15 days for NHTSA's answering response. The circuit court then can approve, reject or amend.

Publication of any agreement presumably would then appear in the Federal Register as a proposed rulemaking with a 30-day comment period, and NHTSA would then have 45 days to make a decision—presumably ending its 12 years of controversy over mandated passive restraint for passenger cars.

NHTSA also filed in court a review of three ways that evidence can be gathered to determine usage rates of four types of passive belts: Two-point and three-point, detachable and non-detachable. It would involve at least 2,000 actual observations of usage.

Options include: (1) A large number of vehicles used over the road, with passive belts either bought or provided free, (2) rental cars at an isolated location, possibly an airport, or (3) a corporation or interested party fleet. All have advantages and disadvantages.

NEWSPAPER

AN JAN83
MD20814CNGLIAO OE 1N095 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BESDA MD 20814

Broad safety plan brewing at NHTSA; new focus expected

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich.—NHTSA is undergoing a self-appraisal. It has stepped back, looked hard at itself and is drawing up a broad and sweeping Safety Plan.

One result may be some dramatic shifting of emphasis away from car design to human elements in highway safety.

The agency has analyzed mountains of accident reports and said it now will focus its attention on where statistics indicate the action is.

Diane Steed, deputy administrator of NHTSA, sketched the proposed reevaluation at a regular quarterly meeting with industry technical representatives.

She labeled it "a major effort."

She said, "For the first time, the agency sat back and said, 'We really need a practical plan for going about our job. Where should we be devoting our research and our rulemaking energies in the future?'

"We had our Plans and Programs Division go back and take an in-depth look at the accident statistics—what's really going on out there in the real world according to the accident reports," Steed said.

NHTSA researchers spent about four months going over data from the Fatal Accident Reporting System (FARS), the National Accident Sampling System (NASS) and other accident statistical source material.

"They came up with what we view as the biggest problems on the road," Steed said.

Research workers, she said, have learned answers to such questions as: Where is the greatest harm done to the individual in the car? What's the cause?

"We've done that by looking at the accident statistics. We've done it across the board looking at where the problems lie," she said.

There are about 70 problem areas. In the first 15 priority recommendations drawn up by the NHTSA staff, eight deal with human factors and not vehicle design.

NHTSA has three avenues it can follow as it sets its rules. It

Continued on Page 34, Col. 4

breaking news

Chrysler cuts Colt/Champ to $4,995

DETROIT. — Chrysler Corp. has reduced the price of the base Dodge Colt/Plymouth Champ three-door hatchback to $4,995, a cut of $448, and also is offering a $400 consumer rebate. California dealers had asked for such a model to compete with the $4,949 Nissan Sentra. For '83, the Champ will be renamed Colt for ad efficiency.

Chrysler to make its own diesels

DETROIT.—Chrysler Corp. directors last week approved production of turbocharged six-cylinder diesel engines for 1985 models, and the company announced that an engineering program is under way to manufacture turbocharged four-cylinder diesel engines for 1986 models. These will be the first Chrysler-engineered-and-manufactured diesels. The six is a 3.7-liter (225-CID) units and the four is a 2.2-liter (135-

See BREAKING NEWS, Page 8, Col. 1

Shultz joins long line of auto officials to hold high government posts

Newly appointed Secretary of State is a director of GM

By John K. Teahen Jr.
Managing Editor

George P. Shultz, whom President Reagan has chosen to succeed Alexander Haig as Secretary of State, has a direct tie to the automotive industry. He's a director of General Motors.

Shultz is a relative newcomer to GM, having been elected to the board last July. But he has had an influential role. He has been a member of the Finance Committee, the most powerful entity in GM's vaunted committee system.

That's the group that decides how GM will spend its money. And even in bad years, GM has some $60 billion to spend.

When he isn't watching over GM's dollars, Shultz has served as president of Bechtel Group, Inc., San Francisco, an international engineering, construction and management services firm. He will, of course, relinquish both his GM board seat and his Bechtel job upon becoming a member of the cabinet.

This will not be Shultz's first go at government service. He was Secretary of Labor in 1969-70, director of the Office of Management and Budget from 1970 to 1972 and Secretary of the Treasury from 1972 to 1974.

Down through the years, a long line of automotive executives and outside directors have served the federal government in important positions.

High on that list is William S. Knudsen, who left the presidency of GM to direct the nation's war production effort in World War II.

Knudsen's successor as GM president was Charles E. Wilson, and Wilson, too, later became a government official. He was appointed Secretary of Defense in the Eisenhower Administration in 1953.

Roger M. Kyes accompanied Wilson to Washington as deputy Secretary of Defense. Kyes was general manager of GMC Truck & Coach Division. He returned to GM in 1954 to serve on the board and become an executive vice president.

John T. Connor, one of GM's outside directors, was named

Continued on Page 38, Col. 3

Measure will require refund on trouble-plagued autos

California OKs new-car lemon law

By Matt De Lorenzo
Los Angeles Reporter

SACRAMENTO. — Legislation that would require auto manufacturers to replace or refund money on trouble-plagued cars still under warranty has been passed by both houses of the California Legislature. Gov. Jerry Brown is expected to sign the so-called lemon law.

The amendment to California consumer protection laws requires manufacturers to replace or refund the cost of cars that have been taken back repeatedly during the first 12 months or 12,000 miles of ownership.

The replacement-or-refund provision applies to cars taken back four or more times for work on the same substantial defect or cars out of service 30 or more calendar days as a result of those repair attempts.

"I can't say we're delighted—it's more regulation," said Jay Gorman, executive vice president or the Motor Car Dealers of Southern California.

However, Gorman and Stephen F. Snow, executive vice president of the Northern California Motor Car Dealers Assn., did work closely with the bill's sponsor, Rep. Sally Turner, an El Monte Democrat, to make the language in the bill acceptable to the dealer position.

"We're satisfied that the bill is most beneficial to both consumers and dealers," Gorman said.

The association took a neutral stand on the bill during debate in the legislature.

• Patterned after a measure enacted recently in Connecticut, the new law defines a substantial defect as one that affects the use, value or safety of the car, such as a faulty engine or electrical system. Smaller items, such as defective moldings or power accessories, would not be covered.

Perhaps the most important provision is that the consumer must take his or her case to a third-party arbitration board before the car is determined a lemon.

The arbitration would be binding on the manufacturer;

Continued on Page 34, Col. 5

It's so long . . .

Ultra-Limo, Inc., LaPalma, Calif., got into the Guiness Book of World Records with its six-wheeled, 33-foot-long 1967 stretch Cadillac, equipped with hot tub, seating for eight and rear rumble seat. The company has since begun to stretch new Cadillacs. Minimum stretch is 60 inches. The six-wheel feature is optional.

Despite industry's doubts, many autos are surpassing EPA standards

Car makers doing better on emissions than they expected

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Five years ago, when Congress rewrote the landmark Clean Air Act of 1970, the U. S. auto industry argued mightily that tailpipe standards then under consideration were well beyond its reach.

Now, it seems that the industry grossly underestimated its engineers and the wonders of the learning curve.

Where Detroit once argued that it would be nigh onto impossible to build cars that could meet emission standards of 0.41 grams per mile HC, 3.4 gpm CO and 1.0 gpm NOx — much less the 0.41/3.4/0.41 standards that were contemplated in 1977 — there are now cars that are nearly, as one industry wag observed not so long ago, putting out cleaner air than they're taking in.

Leading the pack are some of the cars of the Volkswagen-Porsche-Audi group. By utilizing Bosch K-Jetronic fuel injection, three-way catalysts and an oxygen-sensor feedback system, Volkswagen of America is sellcars cars with tailpipe emission levels as remarkably low as 0.2 gpm HC/2.0 gpm CO/0.07 gpm NOx.

The clean Audi is a five-speed Audi 4000. The VW Rabbit is a four-speed that produced numbers of 0.12/1.6/0.09. A VW Scirocco managed 0.17/0.99/0.08 when fitted with a three-speed automatic. The best Porsche was a five-speed 924 that managed 0.11/1.6/0.24.

Other makes coming in with impressively low emissions were the Alfa Romeo GTV with 0.33/2.9/0.09; the Fiat X1/9 with 0.19/2.2/0.059, and the Renault 18i with 0.19/2.5/0.07.

A Volkswagen emissions specialist cautioned that the cars in question are light and that the systems were designed to allow for some degeneration during their 50,000-mile lifetime, so the numbers must be low. But he did allow that the numbers were "impressive."

Indeed, the emissions specialists at EPA's Ann Arbor (Mich.) testing facilities were so taken aback by the development that they rechecked the figures, sources at the agency said.

Normal engineering practice when dealing with emission control systems is to shoot for numbers slightly below the standards to compensate for any slippage that might occur between prototype and production vehicles and wear in the system over 50,000 miles. Thus, the target for today's NOx control standard of 1.0 gpm would be approximately 0.7 gpm.

VWoA and some of the others have gone impressively below this target. Many other makers have not done badly, either. Numbers in the 0.2 and 0.3 gpm NOx range were very common and have minimal deterioration factors to boot.

It's only fair to say that many of these are foreign car makers, but the domestics have their share of low emissions vehicles, too, even though many, if not most, are operating with waivers from the carbon monoxide standard in 1982. Such waivers allow them to meet a standard of 7 gpm CO instead of the statutory 3.4 standard.

• In the case of Chrysler Corp., it is producing cars with emissions as low as 0.17/1.9/0.56 (an Omni four-speed) and 0.19/1.3/0.81 (a Reliant three-speed automatic with the large four-cylinder engine).

The smaller Fords are coming in with numbers in the 0.30/2.0/0.6 range, and the smaller GM cars are coming in with numbers in the 0.20/2.2/0.65 range.

The domestic makers, unlike their foreign counterparts, use feedback or open-loop carburetor systems which do not give them the cylinder-by-cylinder

Continued on Page 38, Col. 5

Recounts corporation's history, explains current problems

PBS to air balanced TV special on Chrysler

By Edward Lapham
Financial Editor

DETROIT.—The Public Broadcasting System will air a one-hour documentary on Chrysler Corp. which deals with historical and contemporary material, using the auto maker's successful quest for $1.5 billion in loan guarantees as the backdrop.

The program, titled "Chrysler: Once Upon a Time . . . and Now," was produced by the Detroit PBS affiliate WTVS/56. It will be aired by PBS affiliates at varying times and dates. The Detroit showing is scheduled for 8 p.m., Thursday (July 8).

"Chrysler" has a good historical perspective and includes film footage of early Chrysler executives like K. T. Keller and Walter P. Chrysler.

It takes a hard look at some of the turning points in the company's history which led to the serious financial crisis of the late 1970s and ultimately to the company's trek to Washington in search of relief.

The program has good balance in dealing with shortcomings, apparent mismanagement and problems encountered by Chrysler executives since the beginning. It is woven together roughly in chronological order and successfully presents a "feel" for the company's situation.

Although the program shies away from finger-pointing, by implication "Chrysler" designates current Chairman Lee Iacocca a hero and former chairman Lynn Townsend and John Riccardo as active participants in the company's malaise.

"Chrysler" develops the company from the early days through the "arsenal of democracy" days through postwar styling decisions and the critical 1950 UAW strike to the more contemporary areas of worldwide empire building and internal financial policy.

It also candidly presents much of the vitriolic anti-Chrysler sentiment which surrounded the loan guarantee legislation, although it does not completely present the full depth and breadth of the warlike strategic campaigning waged by Chrysler and its allies in pursuit of the legislation.

One aspect which would have made for a more complete look would have been a wrap-up with a more concise prognostication about the company's future, rather than just the broad summation of free enterprise issues and imminent changes in the U. S. economic system involved in the situation.

Several Wall Street analysts, two reporters who have written books about Chrysler plus a Chrysler vice president and UAW President Douglas Fraser were interviewed. "Chrysler" also features comments by many other participants in the loan guarantee campaign.

It is generally a very good production, and one which dispassionately puts the Chrysler situation into easily-understood perspective.

index

Auction reports	24
Classified advertising	26
Editorial page	12
Obituaries	16
Production by makes	39
Registrations, car, truck	6
Truck highlights	18

57th year — No. 4922

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Lawsuit charges it's a safety hazard

Ninth class action filed against Cadillac V-8-6-4

By Marjorie Sorge

The ninth class-action lawsuit has been filed against General Motors, charging that its Cadillac V-8-6-4 engine is defective and a safety hazard.

The suit, filed in Third Circuit Court in Brookings, S. D., charges that the V-8-6-4-powered cars stall during normal operation, cutting out power brakes and steering. It also claims the engine surges unexpectedly, is imbalanced and experiences delays in response unanticipated downshifting and spark plug knock.

The suit was filed on behalf of Marvelyn E. Kessler by James E. Kessler, of Erickson & Kessler.

Eight other class-action lawsuits which make similar charges have been filed in New Jersey, Illinois, Texas, Ohio, Pennsylvania, New York, Maryland and California. There is also a product liability case in U. S. District Court in Dallas, which charges that GM is liable for a death which allegedly occurred when a V-8-6-4-powered car surged forward.

The V-8-6-4 was introduced by Cadillac in 1981 as a fuel-saving device. It runs on either eight, six or four cylinders, depending on the power needed. It was replaced in 1982 by a new V-8. Only the Cadillac limousines continue to have the V-8-6-4 as standard equipment in 1982.

The South Dakota suit charges that GM knew the engine was defective, dangerous and not able to be repaired before the car was marketed and advertised. It further alleges that GM misrepresented the operating characteristics of the V-8-6-4 engine and that the "intentional, deliberate and deceptive concealment of its defective design and defective operating characteristics violates the South Dakota Deceptive Trade Practices and Consumer Protection Act."

• A dealer service bulletin, issued by GM in mid-1981, advised dealers that some of the problems occurred in the V-8-6-4 engine and cannot be fixed. It said these actions are "normal" with the engine and told dealers not to attempt to repair them.

The South Dakota suit further charges GM with fraud and deceit; breach of implicit, implied, express and express limited warranties, and violation of the Magnuson-Moss Warranty Act. It also asks for a jury trial and seeks class-action certification.

It asks that members of the class be paid back the purchase price of their 1981 Cadillacs and that the sales be rescinded. The average cost of a 1981 V-8-6-4-equipped Cadillac was between $19,000 and $20,000.

Alternately, the suit asks that the members of the class be paid for the decrease in saleability of cars with the V-8-6-4, approximately $10,000. It also asks for punitive damages in an undisclosed amount and for attorney fees and court costs.

A Cadillac spokesman said GM has no comment on the lawsuit because of the pending litigation. But he said GM has increased the warranty on the V-8-6-4 and fully backs the engine.

The warranty on the V-8-6-4 was extended to five years and 50,000 miles a year ago after much criticism of the engine.

IMPORT REGISTRATION SHARES IN U. S.

	APRIL					FOUR MONTHS				
	Regis., April, 1982	Percent Share of Market	Regis., April, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 4 Mos., 1982	Percent Share of Market	Regis., 4 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	44,399	23.84	56,685	24.86	− 1.02	158,519	23.16	200,624	24.23	− 1.07
Nissan	36,221	19.45	43,403	19.03	+ 0.42	128,102	18.71	148,415	17.92	+ 0.79
Honda	29,476	15.83	33,515	14.70	+ 1.13	117,683	17.19	127,913	15.45	− 1.74
VW	13,194	7.08	20,355	8.93	− 1.85	48,315	7.06	76,158	9.20	− 2.14
Mazda	12,916	6.93	15,790	6.92	+ 0.01	46,158	6.74	62,689	7.57	− 0.83
Subaru	11,397	6.12	12,320	5.40	+ 0.72	44,730	6.53	45,003	5.43	+ 1.10
Volvo	6,573	3.53	5,916	2.60	+ 0.97	22,358	3.27	18,511	2.23	+ 1.04
Mercedes	5,722	3.07	5,321	2.33	+ 0.74	20,504	3.00	18,690	2.26	+ 0.74
BMW	4,123	2.21	.....	.....	.....	14,897	2.18	.....	.....	.....
Audi	3,733	2.00	3,796	1.66	+ 0.34	14,344	2.09	.....	.....	.....
Fiesta	.....	.....	5,375	2.36				21,336	2.58	.....
Colt	.....	.....	.....	.....				16,905	2.04	.....
Others	18,507	9.94	25,548	11.21	− 1.27	68,924	10.07	91,830	11.09	− 0.02
TOTAL	186,261		228,024			684,534		828,074		
Share of U. S. Total		27.71		30.33			29.09		28.43	

Registrations for the state of Florida temporarily delayed; not available for Oklahoma.

April total down 18 pct; market share also dips

Import registrations again trail '81

By Jenny L. King
Staff Writer

Registrations of new imported cars lost ground both in numbers and in market share in April compared with year-ago figures. It was the fourth consecutive month this year that totals have been down, but the first time that market share has been anything but a record penetration.

According to figures compiled by R. L. Polk & Co., new import registrations accounted for 27.71 percent of the April market, down from a record 30.33 percent a year ago. This April, 186,216 registrations were counted, down 18.32 percent from 228,024 in 1981. Total for the first four months was 684,534, down 17.33 percent from 828,074.

April registrations did, however, continue the pattern of steady growth from month to month in 1982. They were up 6.09 percent over 175,575, in March; up 13.71 percent over 163,804 in February, and up 17.22 percent over 158,894 in January. January, February and March registrations were market-penetration records, in spite of low numbers.

Toyota held on to its first-place position among U. S. imports, earning 23.84 percent of the April import market. That was down 1.02 percentage points from 24.86 percent a year ago. Nissan gained 0.42 of a percentage point, climbing to 19.45 percent from 19.03 percent.

Third-place Honda was up 1.13 percentage points, to 15.83 percent from 14.70 percent in 1981. Volkswagen slipped to 7.08 percent from 8.93 percent, Mazda claimed 6.69 percent compared with 6.92 percent a year earlier, and Subaru climbed to 6.12 percent from 5.40 percent.

Seventh-place Volvo was up to 3.53 percent from 2.60 percent, followed by Mercedes-Benz at 3.07 percent, up from 2.33 percent. BMW earned 2.21 percent, and Audi was up to 2.00 percent from 1.66 percent. Fiesta slipped from the top-ten chart, and joined all "other" imports which had the remaining 9.94 percent.

• Japanese-built cars registered 76.84 percent of April imports, up from 75.20 percent last year. Imports from Germany dropped to 14.96 percent from 17.10 percent, while Sweden's share climbed to 4.32 percent from 3.20 percent.

For the first four months, Japanese products claimed 77.49 percent of the total, up from 75.95 percent in 1981. German products claimed 14.90 percent, down from 17.32 percent, and Swedish automobiles jumped to 4.02 percent from 2.79 percent a year earlier.

Imported-car totals by country of origin in April, 1982, compared with the previous year were:

	April, 1982	April, 1981
Japan	143,141	171,464
West Germany	27,857	38,990
Sweden	8,054	7,323
France	4,445	4,171
Italy	1,725	3,820
Britain	801	2,255
Ireland	238	1

Registrations by country of origin for the first four months of 1982 with their year-ago comparisons were:

	4 mos., 1982	4 mos., 1981
Japan	530,447	628,954
West Germany	101,982	143,369
Sweden	27,515	23,126
France	15,057	14,746
Italy	5,797	11,765
Britain	2,556	6,113
Ireland	1,180	1

Registrations of imported trucks were down in April compared with the total for the month a year earlier. Truck imports numbered 35,503, down 21.19 percent from 45,046.

Truck figures for April, 1982, compared with April, 1981, were:

	April, 1982	April, 1981
Toyota	12,030	10,847
Nissan	8,269	10,461
Mazda	3,152	—
Dodge Ram 50	2,477	—
Chevrolet LUV	—	7,960
Ford Courier	—	6,055
Others	9,575	9,777

Truck imports for the first four months were down 13.32 percent, to 136,628 from 157,621. Totals were as follows:

	4 mos., 1982	4 mos., 1981
Toyota	42,728	37,933
Nissan	30,313	35,283
Ford Courier	12,183	23,119
Dodge Ram 50	12,035	—
Chevrolet LUV	—	25,048
Others	39,369	36,238

DEAC founder calls NADA a mighty force in politics

SAN DIEGO.—NADA is the fifth most influential political force in the U. S. today, William E. Hancock, chairman of the Automobile and Truck Dealers Election Committee (DEAC), told San Diego County Motor Car Dealers at their annual meeting.

The NADA influence is outranked only by (in order): The White House, the Supreme Court, television and Congress, he said.

He attributed the strong influence exerted by the dealer's organization to the fact that "we're in every community. We see more people than any other group and we know more people in politics than any other groups know."

He warned that dealers can't afford to coast along on their reputation.

"Dealers must wake up," he said. "The dealer body must be strong. We must get involved and see that every other dealer does his part."

He acknowledged that some dealers are unable to contribute because of the poor economy, but he urged all dealers who are able to contribute to DEAC to do so.

Hancock founded DEAC in 1975 when he was president of NADA. He explained that NADA carries on a successful lobbying campaign in Congress, and that dealers contribute to the NADA's election-action program through DEAC.

• He maintained that NADA won "70 percent of the challenges we supported in Congress," and helped defeat 16 bills that would have been costly to dealers had they been enacted into law.

They included proposed legislation concerning air bags, clean air and fuel economy, full warranty, class-action suits, a consumer protection agency, a new labor law and the used-car rule.

In picking a candidate to support, he urged dealers to select one who possesses three qualifications: Name, recognition, constituency and money.

"Money is the most important. Your contribution is your calling card," he said.

He disclosed the name of a California congressional candidate DEAC is supporting: Hal Phillips, a Burbank auto dealer, in the 26th District.

Hancock is a Buick-BMW dealer in Columbia, S. C., and is a past president and director of the South Carolina Automobile Dealers Assn. He formerly practiced law.

Dealer service business shows solid upturn in May

By Francis J. Gawronski
Service Editor

After a sluggish performance in April, service and parts business recorded by new-car dealerships rebounded in May to register its third best showing of the year, according to the Automotive News Service Index.

As measured by the Service Index, May shop business amounted to 108.5 percent of the volume for the same month in 1981. In April, service and parts business dipped to 104.9 percent of the year-earlier volume after recording an increase of 14.6 percent in March.

May marked the 15th consecutive month that the Service Index has shown a gain over the same month a year earlier.

All indicators except repair orders written showed good growth in May, with sales of all parts and P&A leading the way with an increase of 15.4 percent. Repair orders were down 7.1 percent from the year-ago figure.

Gross profit, the most vital indicator from the dealers' viewpoint, was up 13.5 percent over dealership profit for May, 1981, while shop parts sales, those used on customer-paid and warranty repairs, advanced 12.3 percent. Total labor sales (customer-paid and warranty) were up 6.5 percent in May.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first five-months of 1982, the dealers' shop business amounted to 108.6 percent of the volume for the corresponding period a year ago.

Sales of all parts and P&A was the leading indicator for the January-May period, up 17.3 percent, followed by shop parts sales, up 15.5 percent.

Gross profit was up 12.2 percent for the period, while labor sales increased 6.1 percent. Repair orders written were down 9.1 percent.

SERVICE INDEX
108.5*

	May, '82 vs. May, '81	5 mos., '82 vs. 5 mos., '81
Gross Profit on All Labor and P&A Sales	+13.5%	+12.2%
Repair Orders Written	− 7.1%	− 9.1%
Total Labor Sales (Customer & Warranty)	+ 6.5%	+ 6.1%
Shop Parts Sales (Customer & Warranty)	+12.3%	+15.5%
Sales of All Parts and P&A	+15.4%	+17.3%

*—Survey by Automotive News shows that dealers' service and parts business in May, 1982, was 108.5 percent of business in May, 1981. Service business in the five months of 1982 was 108.6 percent of business in the corresponding period in 1981.

factories list auction dates

American Motors

July 6—D-A Auto Auction, New Stanton, Pa.

July 7—Kansas City Auto Auction, Kansas City, Mo; Sand Mountain Auto Auction, Boaz, Ala.

July 8 — Ohio Auto Auction, Columbus, O.; Minneapolis North Star Auto Auction, Shakopee, Minn., and Fredericksburg Auto Auction, Fredericksburg, Va.

July 13—Aptco Auto Auction, Taylor, Mich.

July 14—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Dallas Auto Auction, Grand Prairie, Tex.

July 15—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.

July 16—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

July 20—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

July 21—Kansas City Auto Auction, Kansas City, Mo.; Sand Mountain Auto Auction, Boaz, Ala.

July 22 — Minneapolis North Star Auto Auction, Shakopee, Minn.; Fredericksburg Auto Auction, Fredericksburg, Va., and Evansville Auto Auction, Evansville, Ind.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Dallas Auto Auction, Grand Prairie, Tex.

July 29—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Minneapolis, Minn.

July 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Ford Motor Co.

July 14—Columbus Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Southern California Auto Auction, Fontana, Calif.

July 20—Arena Auto Auction, Chicago, Ill.; Harrisonburg Auto Auction, Harrisonburg, Va.

July 22—Nashville Auto Auction, Nashville, Tenn.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Concord Auto Auction, Acton, Mass.; Central States Auto Auction, Mason City, Ia., and Golden Gate Auto Auction, Fremont, Calif.

Used car sales
Auction Averages

July to date	$4,776
Month ago	$4,625
Year ago	$4,290

Model breakdown
Auction Averages

	JULY TO DATE	JUNE	MAY
1982	$8,046	$8,646	$8,102
1981	6,735	6,892	6,996
1980	5,282	5,367	5,439
1979	4,888	4,788	4,807
1978	3,879	3,837	3,874
1977	3,065	2,950	2,986
1976	2,081	2,041	2,146
1975	1,589	1,415	1,539
Overall Average	$4,776	$4,708	$4,790

Anglo American Auto buys Nashville

The first U. S. acquisition contract by newly formed Anglo American Auto Auctions Inc. is confirmed with a handshake in Nashville by David Wickins, right center, chairman of AAAA's parent company, British Car Auction Group, and seller Tom Beasley, left center, of Nashville Auto Auction Inc. Mike Richardson, left, executive vice president, Nashville Auto Auction, and Peter Warman, British Car Auction vice president for finance, join them. Initial purchase price of the U. S. auction was some $5 million.

Japan auto sales continue their yo-yo course

TOKYO. — Car sales in May were up again in Japan after a dismal April which, in turn, followed a buoyant March. Registrations of normal vehicles were up 5.3 percent at 286,899 units, while midget sales grew 10 percent to 98,770.

Sales of cars with engines of less than 2.0 liters were up 16 percent at 198,000 but, as usual, sales of larger cars dwindled—this time by 26 percent to only 5,000 units.

Toyota's Corolla reasserted itself as the best-selling car with 16,300 units, although the total was 4.5 percent below the same month last year. The Mazda GLC continued its good run with 13,700 sales (up 12 percent), while the Nissan Sentra continued to gain ground with 11,800 sales (up 53 percent).

Among cars in the 1.5-2.0-liter class, the Datsun Bluebird (810) was the best seller at just under 10,000 but, like the Corolla, it was below last year—in this case by 10 percent.

Significantly, though, in that class the new front-drive cars are not living up to expectations. Nissan's Stanza accounted for only 1,500 sales, Mitsubishi's Tredia for only 1,124 and the Toyota Camry/Vista for 3,437.

Clearly, the Japanese have not yet accepted the front-wheel-drive 1.6-1.8-liter sedan as a worthwhile alternative to the established rear-drive models.

used-car auction directory

Display Rates: $80.00 per column inch (minimum space, 1 inch as 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, July 13, 1982
10 A.M. 11 A.M.

CHRYSLER CORP.
SALE OF 200 UNITS
CHRYSLER PLYMOUTH
DODGE DEALERS ONLY

AMC FACTORY SALE
CENTRAL OFFICE UNITS
OVER 250 UNITS
ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Wilson
FLINT AUTO AUCTION
3711 WESTERN RD FLINT, MICHIGAN 48506 PHONE (313) 736-2700

TEXAS

TEXAS
Amarillo Auto Auction, Inc.
Worth knowing for 26 years. Full service fleet and lease. Selling for most major companies. Member NAAA. WAAA. D & B rated. Wednesday. 3206 E. 16TH AVE., AMARILLO, TEXAS 79104
806-372-2206

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Meadenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-9458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Resale Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION

Transport	Cleanup
Professional auctioneers	Storage
Large dealer consignment	Personal service
Fleet & lease cars	State vehicles

Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 2 ring selling. Computer, room facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1100 Nathan Lane, Minneapolis, Minn. 55441
612-546-2483

An Ad in the Classified Section of
AUTOMOTIVE NEWS
Will get you quick action, and satisfactory results.

4 Ford plants and VWoA are idle

Downtime trims week's car output

By Patricia Hoffman
Staff Writer

Domestic auto production last week dropped from the previous week's total as four Ford facilities and Volkswagen of America's Westmoreland point were down for inventory control.

The makers scheduled 122,125 cars last week, down 8.41 percent from 133,344 the previous week and down 16.17 percent from 145,685 the comparable 1981 week.

Breakdown for the week by company is: General Motors, 70.46 percent; Ford Motor, 15.78 percent; Chrysler Corp., 12.53 percent; American Motors, 1.15 percent and Checker Motors, 0.08 percent.

VWoA's Westmoreland facility began a two-week shutdown last week (June 28) to control overstocked inventory. The plant will resume operations for three weeks beginning July 12 and then will be idle again for six weeks for model changeover. Production of 1983 models is scheduled to begin Sept. 13.

Ford's Lorain, Metuchen, San Jose and Wayne facilities were all idle last week for inventory control.

GM's Leed's plant resumed operations last week following a three-week shutdown to control inventory.

Daily overtime continued last week at Chrysler's St. Louis point and at Ford's Dearborn, Kansas City, St. Louis and Wixom facilities.

Taxicab production is scheduled to end at Checker Motors' Kalamazoo point this Friday (July 9).

All car facilities will be idle today (July 5) in observance of Independence Day holiday.

So far this year, the auto manufacturers have assembled 2,709,787 units, a 26.09 percent decline from 3,666,371 units completed at this time last year.

Truck production declines 9 pct.; 3 plants down

Downtime at three plants pulled last week's domestic truck production down 9.04 percent from the previous week's total, but output was up 26.06 percent from that of the comparable 1981 week.

The makers scheduled 46,766 trucks last week, compared with 51,412 the previous week and 37,098 a year ago. The 1981 week included the July 4 holiday.

Year-to-date, the truck manufacturers have assembled 1,058,899 units, up 11.43 percent from 950,247 built through July 4 last year.

Volkswagen of America's Westmoreland facility went down last week for model changeover. Production of 1983 models will begin Sept. 13.

A three-week shutdown to adjust inventory began last week at International Harvester's Ft. Wayne and Springfield facilities.

General Motors' Pontiac point operated one-hour of overtime last Monday (June 28). Normal eight-hour operations resumed on Tuesday.

Also at GM, the Detroit, Moraine and Shreveport facilities worked five days of daily overtime last week.

Overtime was also scheduled last week at Ford Motor's Lorain, Michigan and San Jose facilities and at Chrysler Corp.'s Warren point.

All U. S. truck facilities will be idle today (July 5) in observance of Independence Day.

Canadian holiday cuts production of cars, trucks

Holiday downtime last Friday (July 2) dragged last week's Canadian auto production down 37.13 percent from the previous week's total, but output for the year-to-date remained above that of the comparable 1981 period.

The auto makers scheduled 14,004 units during four days of production last week, down from 22,274 units finished during five days the previous week and down 27.13 percent from 19,218 in the comparable week last year.

So far this year, the car manufacturers have finished 481,947 units, a 1.38 percent gain from 475,395 units built in last year's comparable period.

Last week's truck production, also for four days, was estimated at 8,149 units, down 34.64 percent from 12,468 the previous week. Output dropped 17.36 percent from 9,861 units built the same week last year.

Year-to-date, the truck makers have completed 284,948 units, down 5.17 percent from 300,472 built in the same 1981 period.

Ford Motor's St. Thomas car facility began a four-week vacation shutdown last week. The plant is scheduled to resume the week of July 26, but will be idled again starting Aug. 9.

Also at Ford, the Oakville car and truck facilities will be idled for vacation starting today (July 5). Car production at Oakville is scheduled to resume July 26, and the Oakville truck plant is slated to return July 19.

American Motors' Brampton facility will be idle two weeks starting today.

Volvo profits rise for year; car division leads the way

GOTHENBERG, Sweden. — Volvo profits topped 1.39 billion Swedish kronor in 1981 ($232 million U. S.), up 35 percent from 1.00 billion kronor ($168 million) in 1980, a profit largely attributable to the company's improved car business, according to Volvo's annual report.

Volvo not only sells cars and trucks, but is also involved in airplane, marine and industrial engines; oil drilling and trading; energy; food production; batteries; construction equipment, and steel processing.

Volvo Car Corp. increased its sales volume and market share last year. For the second consecutive year, the U. S. was Volvo's biggest export market. Volvo executives expect more of the same in 1982.

Volvo Car Corp. made a profit of 525 million kronor (about $87 million) on sales of 298,700 cars last year. During 1980, the company lost 195 million kronor ($32 million) on sales of 270,300 cars. That's a 720 million kronor (nearly $120 million) turnaround in one year.

Volvo's other strong car markets last year were Canada, Great Britain, France and Italy. Exports accounted for 83 percent of all Volvo passenger car sales.

Volvo's truck group did well in export markets outside of Europe. Volvo truck sales climbed to a record 28,300 units last year. During 1980, Volvo sold 26,300 trucks.

The 1981 truck record does not include 1,500 heavy trucks built in the U. S. during the last four months of the year by the Volvo White Truck Corp.

Volvo Energy AB lost money last year, but profits on all trading through Volvo's recently acquired Beijerinvest trading company increased last year.

Total profits of the combined Volvo and Beijerinvest activities were 1.42 billion kronor ($238 million U. S.) last year.

Market research group elects Ryder president

TOLEDO.—Paul R. Ryder, of Echlin Mfg. Co. has been elected president of the Automotive Market Research Council.

Other 1982-83 officers are Joseph C. McCourt, Union Carbide Corp., vice president; Robert P. Fohl, U. S. Steel Corp., secretary, and Hugh W. Sloan Jr., Budd Canada, Inc., treasurer.

U. S. CAR PRODUCTION

	Week Ended July 3, 1982	Week Ended July 4, 1981	Week Ended June 26, 1982	June Est.	Jan. 1 to July 4, 1981	Jan. 1 to July 3, 1982
AMERICAN MOTORS	1,400*	3,200*	1,400*	3,640*	58,854*	28,899
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,300	17,003	16,065	56,844	414,509	315,926
Plymouth Total	5,600	9,109	5,738	20,699	230,718	129,085
Horizon	2,200	3,332	2,403	7,898	86,914	40,257
Reliant	3,600	5,777	3,335	12,801	134,217	88,828
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,449	.....
Chrysler Total	3,200	.....	3,597	12,760	22,098	62,239
LeBaron	3,200	.....	3,597	12,760	17,236	62,239
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,300	7,894	8,730	23,385	191,693	124,602
Omni	2,400	3,213	2,241	7,977	68,599	38,127
Aries	3,100	4,681	3,563	11,482	106,768	68,250
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	926	3,926	.....	18,225
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	19,274	31,384	30,979	134,793	780,336	612,059
Ford Division	11,270	21,992	19,413	86,026	532,384	390,312
Escort	.....	7,295	6,543	27,314	199,347	155,973
Fairmont	3,508	4,659	3,786	17,087	114,555	69,080
Must./Must. II	3,666	5,530	3,690	16,602	92,990	72,681
Granada	4,096	2,759	4,067	18,922	46,436	66,711
Thunderbird	.....	1,749	1,131	5,299	38,170	21,709
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	196	802	.....	4,158
L-M Division	8,004	9,392	11,566	48,767	247,954	221,747
Mercury Total	6,009	9,392	9,534	39,374	211,657	169,632
Lynx	.....	2,849	2,877	9,216	69,393	47,123
Capri	1,193	1,739	1,223	4,829	32,948	18,182
Zephyr	1,056	1,475	1,064	6,291	35,109	22,748
Cougar	1,920	1,415	1,978	8,302	23,833	31,822
XR-7	.....	864	502	2,189	16,729	7,245
Mercury	1,840	1,050	1,840	8,353	33,645	41,598
LN7	.....	.....	50	194	.....	914
Lincoln Total	1,995	.....	2,032	9,393	36,297	52,115
Continental ('82)	400	.....	406	1,878	.....	10,952
Lincoln	979	.....	996	4,603	17,699	23,517
Mark VI	616	.....	630	2,912	18,598	17,646
GENERAL MOTORS	86,051	91,111	81,742	362,979	2,265,752	1,701,524
Buick Division	19,631	16,962	16,920	80,774	496,877	396,014
Skylark	3,996	5,469	3,484	15,208	138,045	72,272
Skyhawk J	2,275	.....	.....	4,030	.....	45,034
Century	3,425	1,277	3,188	15,108	85,852	67,960
Regal	4,776	5,446	4,680	22,385	152,358	102,826
Buick	4,107	3,433	4,508	19,194	90,408	87,524
Riviera	1,052	1,337	1,060	4,849	32,214	20,398
Cadillac Division	5,850	7,304	5,716	24,860	152,384	129,713
Cimarron	309	990	186	605	5,290	2,130
Seville	328	493	332	1,508	14,768	12,348
Eldorado	1,388	1,615	1,393	6,392	36,297	33,237
Cadillac	3,825	4,206	3,805	16,355	96,029	81,998
Chevrolet Division	27,755	35,712	27,992	116,933	832,429	533,485
Chevette	5,930	7,618	5,810	25,228	178,868	117,023
Cavalier	2,320	3,474	1,792	7,298	28,654	44,949
Celebrity	1,855	.....	1,871	6,397	.....	35,680
Camaro	5,205	4,202	5,501	22,766	81,011	117,106
Citation	5,010	7,492	5,056	22,301	196,369	93,275
Malibu	3,430	3,817	3,464	15,507	150,069	60,807
Monte Carlo	2,040	3,508	2,441	9,781	81,858	35,113
Chevrolet	1,365	4,843	1,450	4,969	97,629	14,253
Corvette	600	758	607	2,666	15,971	15,279
Oldsmobile Division	18,392	17,722	16,805	76,784	517,750	397,930
Omega	2,312	3,364	1,672	8,215	82,505	44,258
Firenza	2,065	.....	.....	1,997	.....	31,396
Cutlass	4,920	7,489	4,872	22,717	258,145	100,366
Cutlass/Ciera	2,220	.....	2,610	12,232	.....	63,499
Oldsmobile	6,043	5,806	6,820	27,786	150,184	139,701
Toronado	832	1,063	831	3,837	26,916	18,712
Pontiac Division	14,423	13,411	14,309	63,628	284,312	244,382
Acadian†	190	385	190	1,211	12,870	6,775
J2000	1,742	2,474	1,754	7,468	24,995	20,952
T1000	1,528	2,265	1,541	6,777	39,520	18,370
Firebird	3,434	2,448	3,258	14,854	39,819	69,303
Phoenix	1,774	2,181	1,801	8,435	64,164	26,369
Grand Prix	1,815	1,909	1,854	8,792	58,610	41,459
Bonneville ('82)	1,897	.....	1,864	8,839	.....	41,490
A6000	2,043	.....	2,047	7,252	.....	19,664
LeMans	.....	1,383	.....	.....	36,042	.....
Pontiac	.....	366	.....	.....	8,292	.....
VOLKSWAGEN	.....	2,987	3,058	9,294	95,700	49,316
CHECKER	100*	.....	100*	460*	1,218*	2,063*
Total Cars, U. S.	122,125	145,685	133,344	568,010	3,666,371	2,709,787

TRUCK PRODUCTION IN U. S.†

	Week Ended July 3, 1982	Week Ended July 4, 1981	Week Ended June 26, 1982	June Est.	Jan. 1 to July 4, 1981	Jan. 1 to July 3, 1982
CHEVROLET	15,400	11,160	17,967	74,163	306,221	361,539
DODGE	3,000	2,249	3,086	13,583	52,142	69,288
FORD	18,777	13,545	20,332	82,434	347,206	385,108
GMC	5,743	4,045	5,632	26,485	102,280	133,762
INTERNATIONAL	796	1,352*	1,165	5,229	38,522	27,210
VOLKSWAGEN	.....	757	160	1,041	23,429	8,103
JEEP	2,000*	2,500*	2,000*	5,200*	45,592*	42,711*
AM GENERAL	50*	90*	50*	230*	2,255*	1,180*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,600*	32,600*	30,000*
Total Trucks, U. S.	46,766	37,098	51,412	212,965	950,247	1,058,899

CANADIAN TRUCK PRODUCTION

	Week Ended July 3, 1982	Week Ended July 4, 1981	Week Ended June 26, 1982	June Est.	Jan. 1 to July 4, 1981	Jan. 1 to July 3, 1982
CHRYSLER CORP.	2,111	1,843	2,542	10,876	42,885	55,322
FORD MOTOR	2,948	2,644	4,067	16,783	89,747	77,265
GENERAL MOTORS	2,880	5,387	5,596	25,491	161,376	145,936
INTERNATIONAL	210	187	263	1,124	6,464	6,425
Total Trucks, Canada	8,149	9,861	12,468	54,074	300,472	284,948
N. American Trucks	54,915	46,959	63,880	267,039	1,250,719	1,343,847

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 3, 1982	Week Ended July 4, 1981	Week Ended June 26, 1982	June Est.	Jan. 1 to July 4, 1981	Jan. 1 to July 3, 1982
AMERICAN MOTORS	488	699	610	2,507	17,127	14,236
CHRYSLER CORP.	3,440	1,959	4,222	16,798	22,308	89,943
FORD MOTOR	3,176	5,965	8,949	35,438	127,938	171,684
GENERAL MOTORS	6,720	10,415	8,313	35,188	302,440	200,537
VOLVO	180	180	180	918	5,582	5,547
Total Cars, Canada	14,004	19,218	22,274	91,847	475,395	481,947
N. American Cars	136,129	164,903	155,618	659,857	4,141,766	3,191,734
N. American Trucks	54,915	46,959	63,880	267,039	1,250,719	1,343,847
North American Cars and Trucks	191,044	211,862	219,498	926,896	5,392,485	4,535,581

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 7/12/82

Automotive News.

July 12, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Two turbos, two tops

Design study for Maserati

Italian coachbuilder Embo S.p.A.'s first prototype of a convertible for the new Maserati Biturbo was displayed at the Turin Auto Show. Maserati has since ordered up a second prototype—with only two seats and a longer rear deck—which is expected to be offered first in Europe, then in the U. S. in late 1983. Embo will convert the cars for Maserati.

Domestic sales hit skids; June total worst since '58

By Jenny L. King
Staff Writer

New-car sales in June veered abruptly from an earlier pattern of slow domestic-car growth and sharp imported-car decline.

The major U. S. firms reported their second-worst month this year, the lowest June since 1958 and the worst first half of a calendar year since 1961.

June sales of imported cars were down 3.15 percent from the year-ago level but carved out a record hunk of the total market and their second-best-ever penetration on a monthly basis, 30.61 percent. It was their smallest monthly sales decline this year.

Without the aid of consumer bait such as lower interest rates and generous rebates, the five major domestic auto makers sold 451,430 new cars in June, down 12.82 percent from 517,815 the preceding year and second only to January's 368,138 as the poorest month of 1982.

The June total was less than half the record for the month of 949,849, set four short years ago, in 1978. The last previous lower total was 384,519 in 1958.

Import sale in June numbered 199,093, down 3.15 percent from last year's record total of 205,562, but they captured a record share of the smaller '82 June market: 30.61 percent compared with 28.41 percent in 1981.

Domestic first-half sales did what optimists and fans of the U. S. industry hoped they wouldn't — they dropped from the weak 1981 level to an even softer position. Sales for the first six months totaled 2,934,824, down 11.29 percent from 3,308,432. It was the lowest first half since 1961 when the figure was 2,751,460.

Import sales for the six-month period were down 13.56 percent, to 1,101,165 from 1,273,863. They accounted for 27.28 percent of the market, down slightly from 27.80 percent in 1981.

The industry total was 650,523 in June, down 10.07 percent from 723,377 a year earlier. Combined total for the first six months was 4,035,989, down 11.92 percent from 4,582,295.

• There was no good word from the domestic industry in June; some news just wasn't as bad as other news. Ford Motor Co. and Chrysler Corp. reported sales declines of less than 5 percent, while General Motors was down 16.67 percent, American Motors was down 20.14 percent and Volkswagen of America crept along 32.46 percent below its 1981 level.

GM sales numbered 259,056 for the month, down 16.67 percent from 310,886 last year. Ford was down 4.90 percent, to 120,947 from 127,173. Chrysler was down 4.47 percent, to 55,842

Continued on Page 4, Col. 1

Where auto market was in first half

	Total Sales	Pct. of Total
SUBCOMPACT	678,660	16.81
COMPACT	745,013	18.46
INTERMEDIATE	870,403	21.57
STANDARD	426,092	10.56
LUXURY	214,636	5.32
IMPORT	1,101,165	27.28
TOTAL	4,035,989	100.00

Shay Motors granted Chapter 7 liquidation

By Edward Lapham
Financial Editor

GRAND RAPIDS, Mich. — Shay Motors Corp. is in liquidation.

A U. S. Bankruptcy Court judge last week granted an application by the Battle Creek-based quickie replicar maker to convert its status under the U. S. Bankruptcy Code from reorganization under Chapter 11 to liquidation under Chapter 7. The company filed for Chapter 11 status on March 29. The company built Model A and '55 Thunderbird replicas.

The application was made in open court just prior to scheduled hearings on creditors committee petitions to appoint a trustee and reduce executive salaries and objections to certain members of the creditors committee by debtor-in-possession Shay Motors.

The application for conversion caught all parties by surprise, including Judge David E. Nims Jr., who granted the application and appointed Lloyd Kellum, of Battle Creek, as interim trustee.

The creditors committee was prepared to press its petition and had subpenaed former Shay Motors Vice President/Treasurer John E. Kyees to testify about company management procedures and practices.

Prior to the formal application, Shay Motors President

Continued on Page 8, Col. 1

breaking news

Domestic new-car inventory jumps to 78½ days

DETROIT. — The domestic auto makers had 1,364,214 U. S.-built new cars in inventory July 1, a 78½-day supply at the current depressed selling rate. A month earlier, the domestic new-car stockpile totaled 1,212,727 units, a much healthier 52-day supply. Detroit can take some solace, however, in the fact that the July 1 inventory was not quite as burdensome as it was a year ago, when 1,644,871 units in stock represented an 83½-day supply.

Chrysler sets '83 fleet price protection at 2 pct.

DETROIT. — Chrysler Corp. late last week sent price-protection letters to its dealers setting base '83 fleet price increases at 2 percent. Small-car prices are likely to remain unchanged. The letter indicated Chrysler will retain current fleet incentive programs to insure an aggressive launch for '83-model fleet sales.

Maker's delays focus attention on wide range of Japanese-European issues

Is Nissan having second thoughts on UK assembly plant?

By Richard Feast
European Editor

LONDON. — Reports from Japan in the last few days have done nothing to counter the growing feeling in Europe that Nissan will renege on its proposal to build a major car manufacturing plant in the United Kingdom.

Officially, the project is "still on," according to Nissan's UK adviser, Lord Marsh.

But Nissan's protracted delay in making a decision has had the inevitable effect of suggesting that the company is looking for a way out—especially after some remarks attributed to President Takashi Ishihara in the Japanese daily, Asahi Shimbum.

"There is strong opinion within our company that the project is very risky. We cannot push a project for which we cannot obtain company consensus," he is reported as saying.

The remarks were immediately interpreted in Europe as a softening-up process before Nissan officially made its announcement that the project had been taken off the front burner.

For diplomacy's sake, it would be going into the freezer. In reality, it would be destined for the trash can.

Lord Marsh, a former Labor Party transport minister, described all this as pure speculation.

He believed that Nissan would invest in the UK "in some form or another."

Nissan is now expected to make its decision by the end of this month. But it is a cry that has been heard many times.

• In January, 1980, a decision was expected within six months. At that time the factory being discussed was expected to be on stream in the mid-'80s. It was to have a capacity of 200,000 units annually, employ around 5,000 people directly and, at $500 million, amount to the largest foreign investment ever made in the UK.

While those figures seemed like good news in the first flush of enthusiasm over the project, doubts began to creep in.

They centered on local content. The proposal was for 60 percent local content at first, rising to 80 percent. This would be by value rather than weight.

One of the sticking points in Anglo-Japanese discussions was components. Nissan expressed doubts about the quality and availability of European products and clearly wanted to source much from Japan.

The components industry lobby insisted on use of European parts—and this led to further delays.

Ford, for instance, estimated that in order to compete with a Nissan assembly operation in the UK it would need to source its components from Japan, too, with a consequent loss of some 30,000 jobs in the component sector in the UK.

At the same time BL was already in trouble with exports of its Triumph Acclaim, assembled in the UK from Honda components. According to BL the local content is 60 or 70 percent.

Italian authorities are not convinced and have held up deliveries of Acclaim exports to the country, which limits Japanese new-car sales to around 2,200 annually.

The development did not go unnoticed by Nissan, which believes a manufacturing base in one Common Market country should provide free access to the markets of other member states.

• Neither were French authorities very enthusiastic about the original Nissan announcement. France limits Japan's share of the new-car market to 3 percent. The industry minister at the time accused Britain of a lack of community solidarity in trying to entice a Japanese manufacturer into an area where there was already excess capacity.

It is anti-Japanese feelings such as these which have con-

Continued on Page 6, Col. 5

NEWSPAPER

AN
DC20014CNGLIAO OEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Jeep line also was in jeopardy, Majerus says

UAW pact called savior of AMC-Renault link

By Marjorie Sorge
Labor Editor

The American Motors-UAW agreement saved the AMC-Renault marriage and the Jeep line, according to UAW Secretary-Treasurer Raymond Majerus, director of the union's AMC department.

And, Majerus said, it's a more lucrative contract for the workers than the new pacts at General Motors and Ford.

That contract provides an employe investment plan worth between $110 million and $115 million earmarked for AMC's $900 million new product program. But, Majerus said, without the agreement AMC's major investor, Renault, would not have put any additional capital into the company and would have become "just a stockholder" telling AMC to "make its best deal somewhere else."

Renault owns 46.4 percent of AMC and has invested about $350 million in the company to jointly produce vehicles. The first of those cars, the Alliance, will go on sale in September.

"That's the impact of this whole contract," Majerus said. "Renault got the confidence (in the workers) it wanted. They made an investment and it was in jeopardy. Now it has been saved and their product will go on the market. Once the car is on the market, the emphasis is not on the workers or on the plant. It is on how well the vehicles are designed and engineered and how well they are built. That's up to them (AMC-Renault)."

While the AMC-Renault marriage is no longer on the rocks, some analysts feel that Renault will continue the present relationship for only two or three years. They say once the dealer network is in place and the Renault-designed cars are in production, Renault will exercise its option to buy up to 59 percent of AMC's outstanding stock, thereby taking over the company.

• The new AMC-UAW agreement does give AMC working capital for most of the contract's lifetime. The contract is rear-ended so workers get a big jump in pay toward the end of the pact. It is estimated that when the agreement ends in 1985, AMC workers will be making more an hour than those at Ford and GM.

Even so, getting the contract ratified was no easy job. While workers at the Kenosha and Milwaukee plants ratified the pact in the first vote, those in the Toledo Jeep plant rejected it and a second vote there was required. The contract required ratification from all three locals.

Majerus said workers in Toledo came to realize that their jobs were in jeopardy even though the Jeep operation had been supporting AMC for quite awhile. Without the Renault capital, the new Jeep XJ, a downsized version of the current CJ model, was in danger of cancellation as were other future products.

"You can't market only one line and sell only one line, so Jeep has to be compatible with the cars built in Kenosha," he said. "They build parts for Jeep in Kenosha." In other words, Jeep couldn't make it on its own.

When the ratification first

Continued on Page 56, Col. 1

Cooling off hot cars

Convertible Concepts, Ltd., Blaine, Wash., says it turns a Firebird (foreground) or Camaro into a Spyder Convertible for $6,500 in three to five days at its four U. S. facilities. Designed by Richard Straman, Costa Mesa, Calif., the conversion provides access to the trunk through the rear seat and a small trunk lid. Production is expected to run about 500 this model year.

Tenn. firm gets Nissan computer pact

By Roger Rowand
Engineering Editor

An Oak Ridge (Tenn.) firm has been picked to design and install a computerized production control and monitoring system for the $500 million Nissan pickup truck plant being built in Smyrna, Tenn.

The system, known as NEMAC (Nissan Energy Management, Maintenance / Monitoring and Communications/Control), will be used for energy management, control and monitoring of manufacturing processes, fire alarm, maintenance monitoring, maintenance dispatching and preventive maintenance, Nissan said.

ORFMA, the computer supplier, will use a distributed computer network called OPTONET, a product of Phoenix Digital Corp. The OPTONET network will transmit signals by fiber optics cable to robots, programmable controllers, computers and other equipment at the Nissan operation.

"When Nissan selected Tennessee as the site for its first U. S. manufacturing venture, the company made a commitment to hire Tennessee residents as employes and to do business with Tennessee companies whenever possible," said Marvin T. Runyon, president, Nissan Motor Mfg. Corp.

The computer company is named Facility and Manufacturing Automation, Inc., but is called ORFMA. Incorporated this year, it is a spin-off of Foster-Miller & Associates, of Massachusetts. The firm's nickname, ORFMA, is a federalese acronym for Oak Ridge Foster & Miller Associates.

It is owned chiefly by an Oak Ridge - based high - technology conglomerate, The Nucleus. That company's activities are concentrated in government classified programs and in designing and making controls for the petrochemical industry.

Oak Ridge is the site of a highly advanced manufacturing complex.

Product line in Mexico under consideration, UAW official says

AMC, Renault look south of border

By Marjorie Sorge
Labor Editor

American Motors and Renault are eying the Mexican market for future products, according to Raymond Majerus, UAW secretary-treasurer and director of the union's AMC department.

Majerus told AUTOMOTIVE NEWS, the makers would be interested in expanding beyond AMC's three assembly plants—Toledo; Kenosha, Wis., and Brampton, Ont.

Renault already has an engine plant in Mexico. That would qualify the pair to sell cars in Mexico.

It is also possible that Renault could make another agreement with a U. S. company and expand its operations in the U. S., he said.

The Canadian market already is open to Renault because of its joint venture with AMC. Under the Auto Pact, Renault can ship cars to Canada — built either in France or in the U. S. — tariff-free because AMC builds cars in Canada.

Workers at Brampton, however, refused to go along with the new U. S. UAW-AMC contract which provides an employe investment program. Under the contract, AMC pledged to put all new product programs into existing facilities at Kenosha, Milwaukee and Toledo.

Brampton is working double shifts to build the AMC Concord, Eagle and Spirit and is producing large fleet orders for those cars. Workers don't negotiate a new agreement until 1983.

It is unlikely that AMC will close the Canadian plant, since companies must build in Canada to sell there tariff-free.

"The Canadian market is a very lucrative, desirable market, and in order to protect that market for Renault and also for AMC, we've got to build cars up there," Majerus said.

That same problem will exist in Mexico if Renault and AMC begin selling cars there.

To accompany worldwide markets and the world-car concept, the UAW has planned a world union. Is it possible it is thinking about a North American union, which includes not only Canada, but Mexico?

"Victor Reuther spent a great deal of time in Mexico when he was on our payroll," Majerus said. But International Metalworkers Federation (IMF) and World Auto Council are very involved in Mexico, and there is a Mexican union. There has been no discussion about the UAW working in Mexico like we do in Canada — but that's not outside the realm of possibility. It certainly is something that needs to be thought about.

"If we ever get back to a 10-million-car sales year . . ."

Four firms are foreign, highly visible and losing money

Argentine makers feel heat of Falklands war

By Megan O'Reilly
Crain News Service

BUENOS AIRES.—The Falklands crisis and ensuing nationalistic fever have placed Argentina's four auto makers, all foreign and losing money, in an uncomfortable and highly visible position. The four are Ford, Volkswagen, Renault and Sevel, which produces Fiat and Peugeot cars.

But once the fervor dies down and postwar reconstruction of Argentina's battered political and economic system gets under way, auto makers are optimistic that the market will be reactivated, pulling them out of the worst sales slump in 12 years.

While auto executives are reluctant to say that the war did the country some good, they admit that a return to protectionism is likely after a disastrous six-year experiment with open-market policies.

They say import restrictions and lower interest rates would enable them to return to full production capacity, now averaging under 40 percent, and increase sales, down sharply from 1980, the industry's peak year when 281,793 cars were sold.

Ford, the market leader, was producing 9,000 cars a month last year. That figure is now split between all four auto makers.

Louis Melnik, director of public relations and advertising at Volkswagen, said the sag in sales was a symptom of a major shift in wealth which saw the middle class lose its purchasing power during the past six years of military rule, leaving only the rich to buy cars.

During the war, anti-foreign sentiment was running high. Ford became the victim of a bizarre campaign by the country's largest labor organization which issued a damaging statement that was widely reprinted in the nation's press.

It demanded that the government explain why "the Industry and Mining Secretariat authorized Ford Motor Argentina on May 5, 1982, to import from England 70 percent of car components for cars built here while Argentine workers are unemployed and our sons are dying on the Malvinas (Falklands)."

Ford was furious and canceled its advertising for one month in the papers which carried the story. A company spokesman dismissed the charges as a sham.

The 70 percent import figure angered Ford since Argentina's local - content requirements are 88 percent for cars, 82 percent for light trucks and 75 percent for medium and heavy trucks. In other words, imported content cannot exceed 12 percent, 18 percent and 25 percent, respectively.

Ford did make a routine request last October to import a small shipment of parts from England for Taunus cars built in Argentina, but a Ford spokesman in Detroit said English parts account for only 0.1 percent of the Argentine Taunus models.

A Ford of Argentina spokesman felt that the announcement of that request in the middle of the war "clearly was meant to hurt us and the government."

• In general, the companies tried to keep a low profile during the war, although "the employes" of Ford, Volkswagen, Renault and Sevel were all conspicuous contributors to the Malvinas Patriotic Fund, which helped finance the country's war effort.

The country's instability has always made company headquarters nervous. And just after the Argentine surrender in Port Stanley and the resulting political chaos, Fiat sold 60 percent of the local company to a group of Argentine businessmen, a

Continued on Page 54, Col. 1

index

Advertising news	52
Auction reports	44
Automotive World News	12
Classified advertising	46
Editorial page	18
Engineering	31
Personnel	30
Production by makes	58
Truck highlights	20

57th year — No. 4923

AUTOMOTIVE NEWS (ISSN 0006-1581) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Total sags as incentive programs phase out

June new-car sales worst since '58

Continued from Page 1

from 58,454. AMC sales of 7,767 were down 20.14 percent from 9,726, and U. S.-built Rabbits from VWoA dropped 32.46 percent to 7,818 from 11,576.

GM earned 57.39 percent of the domestic market in June, down from 60.04 percent a year ago and GM's smallest monthly share to date this year.

Ford sales accounted for 26.79 percent, up from 24.56 percent in 1981. It was Ford's best month in terms of market share. Chrysler had 12.37 percent, up from 11.29 percent; AMC stood at 1.72 percent, down from 1.88 percent, and VWoA earned 1.73 percent, down from 2.23 percent.

Chrysler and Lincoln were the only U. S. makes to post sales gains in June. Chrysler sales almost tripled, climbing to 14,746 from 5,351, and Lincoln sales leaped 67.74 percent, to 6,874 from 4,098.

The June daily selling rate for domestics averaged 17,363, down 12.82 percent from 19,916 in 1981. There were 26 selling days both this year and last.

Third-period domestic sales were down 8.79 percent, to 158,420 from 173,684 a year ago. The late-June daily selling rate was 17,602 based on nine days, down 18.92 percent from 21,711 based on eight days in 1981.

All the major U. S. car builders were down for the first half of 1982, from Ford's 7.62-percent decline to VWoA's 45.29-percent plunge.

GM dealers retailed 1,799,035 units during the first six months of 1982, down 9.93 percent from 1,997,376 last year. Ford dropped 7.62 percent, to 693,697 from 750,951. Chrysler sales of 349,978 were 12.66 percent below 400,717 a year earlier. AMC dropped 38.75 percent, to 45,985 from 75,074, and VWoA tallied 46,129 sales through June 30, down 45.29 percent from 84,314.

GM earned 61.30 percent of the first-half domestic market, up from 60.37 percent in 1981.

Ford claimed 23.64 percent of the market, up from 22.70 percent. Chrysler slipped to 11.92 percent from 12.11 percent; AMC had 1.57 percent, down from 2.27 percent, and VWoA had 1.57 percent, down from 2.55 percent.

Three U. S. makes managed to better their first-half sales compared with 1981 levels. Chrysler was up 70.16 percent, to 82,239 from 48,329; Lincoln was up 31.92 percent, to 43,684 from 33,115, and Cadillac was up 6.43 percent, to 116,295 from 109,269.

The daily selling rate for the first half of 1982 was 19,182, down 11.29 percent from 21,624 a year ago. There were 153 selling days both years.

Second quarter domestic sales totaled 1,534,134, down 2.63 percent from 1,575,560 the preceding year.

• Imports are an anomaly. Import sales have been down every month this year as well as the last four months of 1981, yet they remain the largest segment of the U. S. market and a constant threat to the domestic companies. Imports claimed 30.61 percent of the June market and 27.28 perecnt of the six-month market.

Japanese-built cars accounted for 80.01 percent of June imports, up from 79.91 percent a year ago; Japanese products were 80.64 percent of the first-half import total, up from 79.72 percent in 1981.

Japanese products represented 24.51 percent of the total market in June, up from 22.71 percent the preceding year. They had 22.00 percent of the first-half total, down slightly from 22.16 percent in 1981.

In June, Datsun scored an 11.62-percent sales increase and missed Toyota's total by some 200 units (46,747 vs. 46,977); Toyota dropped 9.16 percent. Toyota, the top import was down 19.11 percent for the first half, while second-place Datsun was down 6.59 percent.

Honda was down 6.95 percent for the month and 7.44 percent for the first half. Mazda dropped 14.40 percent in June and 18.21 percent in the first half, and Subaru was down 4.03 percent for the month and 6.84 percent for the half.

Picking up the slack were several European car makers, including manufacturers of some of the most expensive cars on sale in the U. S. BMW reported its best month ever in June; its sales of 4,605 were up 16.11 percent from 3,966 last year. Jaguar had a record June and best first half; Saab boasted its best month ever; Volvo was up 13.54 percent for the month and 11.96 percent for the first half, and Porsche was up 58.60 percent in June, 20.13 percent so far this year.

The market class breakout in June was as follows: Imports, 30.61 percent; intermediates, 21.47 percent; compacts, 16.68 percent; subcompacts, 15.13 percent; standards, 11.19 percent and luxury models, 4.92 percent.

First-half market class segments were: imports, 27.28 percent; intermediates, 21.57 percent; compacts, 18.46 percent; subcompacts, 16.81 percent; standards, 10.56 percent, and luxuries, 5.32 percent.

Where auto market was in June

	Total Sales	Pct. of Total
SUBCOMPACT	98,450	15.13
COMPACT	108,534	16.68
INTERMEDIATE	139,659	21.47
STANDARD	72,797	11.19
LUXURY	31,990	4.92
IMPORT	199,093	30.61
TOTAL	650,523	100.00

IMPORTED CAR SALES

	June, 1982	June, 1981	6 mos., 1982	6 mos., 1981
Alfa Romeo	203	226	940	940
Audi	4,260	4,543	22,752	24,761
BMW	4,605	3,966	24,560	20,294
Challenger	1,349	843	7,518	6,504
Champ	2,518	2,296	16,473	22,126
Colt	2,711	2,272	17,834	22,472
Datsun	46,747	41,880	231,121	247,430
DeLorean	332	34	1,549	34
Fiat	1,334	3,086	9,533	18,425
Fiesta	.....	1,903	.....	28,406
Honda	30,507	32,786	189,620	204,871
Isuzu	1,118	2,154	6,522	7,460
Jaguar	904	402	4,473	2,016
Lancia	128	112	451	596
Mazda	14,048	16,412	76,394	93,407
Mercedes-Benz	5,421	5,919	31,969	32,694
MG	.....	505	.....	2,656
Peugeot	1,329	1,385	7,002	8,145
Porsche	1,402	884	6,971	5,803
Renault	4,624	2,084	20,137	16,875
Rover	.....	73	.....	421
Saab	1,759	1,053	8,845	7,357
Sapporo	1,050	893	5,792	6,871
Subaru	12,446	12,968	72,448	77,769
Toyota	46,977	51,714	264,235	326,677
Triumph	.....	1,369	.....	6,796
Volkswagen	5,529	6,897	32,238	44,772
Volvo	7,792	6,863	41,788	37,323
TOTAL	199,093	205,562	1,101,165	1,273,863

U. S. CAR SALES BY MARKETING UNITS

	June, 1982	June, 1981	6 mos., 1982	6 mos., 1981
Chevrolet	88,066	163,320	657,749	772,128
Ford	87,367	93,511	480,886	566,499
Oldsmobile	60,142	75,709	408,667	453,930
Buick	54,656	58,352	360,999	374,620
Toyota	46,977	51,714	264,235	326,677
Pontiac	38,725	45,136	255,325	287,429
Datsun	46,747	41,880	231,121	247,430
Plymouth	24,615	32,427	156,918	212,671
Honda	30,507	32,786	189,620	204,871
Dodge	23,942	26,569	156,741	194,665
Mercury	26,706	31,467	169,127	179,755
VW of America	19,009	23,898	108,090	159,598
Cadillac	17,467	18,369	116,295	109,269
AMC-Renault	12,391	11,810	66,122	91,949
Mazda	14,048	16,412	76,394	93,407
Subaru	12,446	12,968	72,448	77,769
Chrysler/Imperial	14,913	5,802	83,938	51,354
Volvo	7,792	6,863	41,788	37,323
Lincoln	6,874	4,098	43,684	33,115
Mercedes-Benz	5,421	5,919	31,969	32,694
BMW	4,605	3,966	24,560	20,294
Fiat	1,462	3,196	9,984	18,981
Jaguar-Rover-Triumph	904	2,349	4,473	11,889
Isuzu	1,118	2,154	6,522	7,460
Peugeot	1,329	1,385	7,002	8,145
Saab	1,759	1,053	8,845	7,357
DeLorean	332	34	1,549	34
Alfa Romeo	203	226	940	940
TOTAL	650,523	723,377	4,035,989	4,582,295

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

Honda sales dip was overstated

Things aren't as bad at Honda as they appeared in the July 5 issue of Automotive News. Honda five-month sales were mistakenly reported to be down 20 percent; in fact, they were down 7.54 percent.

The same issue showed the number-three importer down 1.74 percentage points in its share of import registrations through April, 1982, compared with the first four months of 1981. In fact, Honda was up 1.74 percentage points, to 17.19 percent from 15.45 percent. Honda sales through June 30 totaled 189,620, down 7.44 percent from 204,871 last year.

DOMESTIC CAR SALES

	June 21 to June 30, 1982	Same Period, 1981	June, 1982	Same Month, 1981	Jan. 1 to June 30, 1982	Same Period, 1981
Spirit	.....	.....	1,736	2,103	10,866	20,144
Concord	.....	.....	2,842	4,952	15,786	31,018
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	3,189	2,671	19,333	23,801
AMERICAN MOTORS*	2,200	4,400	7,767	9,726	45,985	75,074
Horizon	1,262	1,933	3,523	7,502	27,075	45,865
TC3	1,213	1,826	3,068	5,193	20,326	29,702
Reliant/Volare	4,200	5,260	12,197	15,797	75,830	101,119
Plymouth	937	271	2,259	706	11,422	6,988
Total Plymouth	7,612	9,290	21,047	29,198	134,653	183,674
LeBaron	.....	976	.....	2,996	912	25,535
LeBaron K	2,947	.....	7,822	.....	44,767	.....
Cordoba	455	668	1,206	1,821	7,889	15,053
New Yorker	2,140	.....	5,718	.....	28,671	.....
Chrysler	.....	171	.....	534	.....	7,741
Total Chrysler	5,542	1,815	14,746	5,351	82,239	48,329
Total Imperial	48	130	167	451	1,697	3,025
Omni	922	1,406	2,654	4,168	22,088	33,043
024	1,190	1,590	3,052	4,631	21,223	25,787
Aries/Aspen	2,780	4,108	8,541	11,292	56,616	77,112
Dodge 400	945	.....	2,350	.....	12,968	.....
Diplomat	1,233	631	2,708	1,838	14,466	16,200
Mirada/Magnum	214	425	577	1,152	4,028	8,832
Dodge	.....	165	.....	373	.....	4,715
Total Dodge	7,284	8,325	19,882	23,454	131,389	165,689
CHRYSLER CORP.	20,486	19,560	55,842	58,454	349,978	400,717
Pinto	.....	105	.....	348	.....	9,039
EXP	1,202	3,153	3,538	8,305	22,627	22,405
Escort	13,046	10,136	33,679	28,400	180,255	162,120
Mustang	3,465	4,416	10,431	13,627	61,854	91,391
Fairmont	3,827	6,190	11,857	15,814	69,496	101,479
Granada	3,809	2,719	10,379	8,040	60,497	53,137
Thunderbird	1,393	2,132	4,281	5,172	22,319	39,104
Ford	4,512	4,094	13,202	11,902	63,838	59,406
Ford Division	31,254	31,514	87,367	91,608	480,886	538,081
Bobcat	.....	24	.....	73	.....	2,069
LN7	303	1,233	1,026	2,855	8,043	6,822
Lynx	3,195	2,890	8,079	8,760	51,470	52,324
Zephyr	940	1,741	3,252	4,929	22,221	30,160
Cougar/Monarch	1,428	1,260	4,124	3,840	26,488	21,964
XR-7	409	728	1,413	2,133	8,146	14,960
Capri	610	1,557	2,004	4,442	15,513	26,879
Mercury	2,225	1,472	6,808	4,435	37,246	24,577
Total Mercury	9,110	32,945	26,706	31,467	169,127	179,755
Cont./Versailles	419	.....	1,393	.....	12,222	.....
Lincoln	916	610	3,261	1,994	17,899	15,933
Mark VI	586	686	2,220	2,104	13,563	17,182
Total Lincoln	1,921	1,296	6,874	4,098	43,684	33,115
L-M Division	11,031	12,201	33,580	35,565	212,811	212,870
FORD MOTOR	42,285	45,146	120,947	127,173	693,697	750,951
Skyhawk	1,008	.....	4,121	.....	18,616	.....
Skylark	2,185	4,670	8,840	15,111	80,090	106,701
Century FD	1,630	.....	6,824	.....	43,890	.....
Regal Sedan	1,792	3,595	6,833	11,851	41,449	73,759
Regal Coupe	3,269	5,120	11,312	16,301	73,197	106,052
LeSabre	2,656	2,195	8,727	6,616	52,504	38,698
Electra	1,263	1,463	4,647	4,389	28,658	26,478
Riviera	790	1,333	3,352	4,084	22,595	22,929
Buick Division	14,593	18,376	54,656	58,352	360,999	374,620
Cimarron	154	794	476	1,417	6,256	1,585
Seville	337	776	1,154	1,772	11,135	12,199
Cadillac	4,299	4,453	11,724	10,950	71,513	69,159
Eldorado	1,441	1,721	4,113	4,230	27,391	26,326
Cadillac Divison	6,231	7,744	17,467	18,369	116,295	109,269
Chevette	4,589	8,437	11,585	24,412	120,267	205,730
Cavalier/Monza	2,279	2,118	6,163	5,443	62,130	20,251
Citation/Nova	4,072	8,170	10,833	23,414	105,273	161,784
Camaro	6,394	3,469	15,808	9,777	96,481	58,757
Celebrity	2,771	.....	6,803	.....	42,461	.....
Malibu	4,222	6,628	9,692	18,910	60,846	122,182
Monte Carlo	2,906	4,277	7,205	11,894	53,233	85,195
Chevrolet	7,698	6,467	18,295	17,287	104,564	101,537
Corvette	692	678	1,682	2,183	12,494	16,692
Chevrolet Division	35,623	40,244	88,066	113,320	657,749	772,128
Firenza/Starfire	472	.....	2,060	.....	11,553	.....
Omega	1,051	1,936	4,324	9,151	40,729	58,781
Cutlass Ciera	1,894	.....	7,650	.....	52,054	.....
Cutlass	.....	3,413	.....	17,960	.....	111,775
Supreme	6,216	5,049	22,725	23,089	150,867	141,878
Olds 88	4,229	3,294	14,953	15,411	91,674	81,125
Olds 98	1,559	1,506	5,982	6,578	43,919	41,166
Toronado	695	779	2,448	3,500	17,871	19,205
Oldsmobile Division	16,116	15,977	60,142	75,709	408,667	453,930
T-1000	1,189	2,452	2,745	6,222	27,896	19,847
J-2000/Sunbird	1,507	2,398	3,603	5,441	28,116	33,314
Phoenix	1,315	1,965	3,312	5,818	28,249	47,179
Firebird	4,990	1,695	11,104	4,324	57,542	32,389
6000	1,584	.....	3,715	.....	21,987	.....
Bonneville/LeMans	2,962	2,007	6,784	5,908	40,359	39,971
Grand Prix	3,388	3,493	7,279	9,521	47,487	67,667
Pontiac	93	3,122	183	7,902	3,689	47,082
Pontiac Division	17,028	17,132	38,725	45,136	255,325	287,429
GENERAL MOTORS	89,591	99,473	259,056	310,886	1,799,035	1,997,376
VOLKSWAGEN	3,858	5,105	7,818	11,576	46,129	84,314
DOMESTIC TOTAL	158,420	173,684	451,430	517,815	2,934,824	3,308,432
IMPORT TOTAL	.....	.....	199,093	205,562	1,101,165	1,273,863
INDUSTRY TOTAL	.....	.....	650,525	723,377	4,035,989	4,582,295

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

Automotive World News

Recession over in Europe? First-quarter sales stir hope

By Richard Feast
European Editor

Has the long-hoped-for end of the recession in auto sales arrived in Europe?

Early returns for the first quarter of this year indicated a modest upturn after two consecutive years of serious decline.

Optimism is heightened by the fact that the January-to-March figures were recorded before what is traditionally a peak buying period — from April through to the beginning of the summer holidays.

Total sales in western Europe's 15 national markets (excluding Greece) amounted to some 2,689,300, an increase of 2.2 percent over the opening quarter of last year.

If the trend continues throughout the whole year, it would suggest a year-end European total of 9.87 million sales. This would compare with the 10.33 million achieved in the peak year of 1979 and the two subsequent totals of 9.97 million and 9.66 million.

There are no official, European-wide sales statistics compiled. Instead, each national trade association collates sales returns and obtaining a clear overall picture of trends is difficult.

However, top European manufacturers maintain a close watch on the markets to enable them to monitor their progress alongside that of their rivals.

Some of the details in the statistics acquired by AUTOMOTIVE NEWS from one of them could be disputed, but they provide a good general guide to the shifting patterns.

From them, for example, it is easy to identify a substantial weakening of the Japanese presence and a substantial jump in General Motors' share of the business.

The western European market is dominated by four countries, West Germany, France, Italy and the UK, which between them account for three-quarters of all new car sales.

And it is the advance in one of them that largely accounts for the overall increase in sales.

In the first quarter of this year sales in France rose in unit terms by 77,900 compared with the same period last year. It was an expansion of more than 17 percent, and one of the largest swings on the continent.

But in overall terms the increase in units amounted to only 57,400, or 2.2 percent more than last year.

The reason lay in Germany, where sales dropped back by 7.4 percent, or 47,600 units.

Of the other "big four" countries, Italy managed a modest 4,200 unit improvement (0.9 percent) and the UK fell back by a further 7,800 (1.9 percent).

The continued expansion of the Italian market since the second oil crisis has confounded and delighted European makers. While total European sales dropped by nearly 6.5 percent between 1979 and 1981, Italian sales soared by 30 percent to nearly 1.73 million.

The upward curve has flattened considerably this year, though, and sales this year are expected to run out around the same level as last year.

On a smaller scale, Finland, Norway, Switzerland and Portugal have also each managed annual increases since 1979. And each registered a small increase in the opening quarter of this year.

The Republic of Ireland looked to be following a similar pattern, though its opening quarter sales slipped into reverse this year.

On the other hand, this year's increase in French demand has been mirrored over the border in Belgium and Spain, and in two Scandinavian countries, Denmark and Sweden. What they all have in common is an opening quarter improvement after two years of generally falling sales.

The real weaknesses continue in Germany, the UK, Holland and Austria.

As the dominating influence on the large French market, Renault's overall position in Europe has been strengthened, according to these statistics. In the first quarter it accounted for 14.4 percent of all sales.

Renault is also No. 1 in Spain, a market which has been sluggish but in the January to March period exhibited some of the long-expected expansion. It also improved its standing on the large Italian market, which compensated for some of its lost share in the declining German and UK markets.

The Peugeot group, Ford and Fiat Auto stood next in this analysis. Fiat and PSA (12.9 and 13.2 percent respectively) improved, and Ford (13.1 percent) marked time.

However, the Volkswagen-Audi Group slipped slightly to 11.8 percent. It was handicapped by the overall decline in demand in the vital domestic market, and a drop in its penetration on the Italian market. But it recorded good successes in France and the UK.

General Motors' greatly improved standing was as a result of its improvements on its two main domestic markets, Opel in Germany and Vauxhall-Opel in the UK. And this has been largely attributable to the arrival of the front-drive J-car last fall.

With the recent introduction of diesel versions of the Kadett and Ascona, and the arrival towards the end of this year in certain markets of the new small Corsa, GM's European passenger car representation is set for further improvements.

But perhaps it is the erosion of Japanese representation which is the most noteworthy feature of these statistics. In no small part it stems from the decline of that country's products in West Germany, where the local makers have met—seemingly successfully — the Japanese challenge.

In the first quarter, Japan's market share fell by 3 points to 7.4 percent — in a market that declined by 7.4 percent.

It contributed to the overall fall of 2.1 percent to 8.2 percent in Japan's presence in Europe.

Of course, many markets have erected trade barriers against the Japanese, and their presence will always be an artificial one. The most notable are in Italy (a mere 2,300 units) and France (a strict 3 percent market share).

But there is a much more confident feeling among European auto executives that they are now better equipped to meet the Japanese challenge.

However, there are no such restrictions on sales of cars from Comecon countries. If the opening quarter trend in sales of the Soviet-made Ladas is continued, Communist bloc imports may become the next cause for concern among the western Europeans.

It is estimated that Lada sales increased by 10 percent in the first quarter of this year. It is believed they account for around one percent (or 24,000 units) of the markets in which they are sold.

In the past 18 months there have been significant volume increases in Belgium/Luxembourg and France. These add to the good business Ladas have traditionally enjoyed in Finland (around 10 percent) and Norway (around 3 percent).

Satra Industrial Corp., of

Continued on Page 15, Col. 2

How Europe's markets have moved

Country	3 mos., 1982	3 mos., 1981	Change (%)
Austria	47.1	51.4	− 8.4
Belgium/Lux	114.8	107.2	+ 7.1
Denmark	25.0	21.0	+ 19.0
Finland	34.2	29.0	+ 17.9
France	525.4	447.5	+ 17.4
Ireland	31.2	35.9	− 13.1
Italy	478.2	474.0	+ 0.9
Netherlands	123.6	132.7	− 6.9
Norway	28.5	24.3	+ 17.3
Portugal	17.7	16.4	+ 7.9
Spain	131.9	112.6	+ 17.1
Sweden	50.8	46.1	+ 10.2
Switzerland	71.2	68.6	+ 3.8
UK	412.5	420.3	− 1.9
West Germany	597.4	645.0	− 7.4
Total	2,689.3	2,631.9	+ 2.2

European market shares
(unofficial)

Manufacturer	3 mos., 1982	3 mos., 1981	1981
BL	3.4	4.0	3.7
BMW	2.8	2.6	2.7
Daimler-Benz	3.1	3.3	3.3
Fiat Auto	12.9	12.4	12.7
Ford	13.1	13.1	12.3
General Motors	9.5	8.5	8.4
Japanese (all)	8.2	10.3	9.2
Peugeot SA	13.2	12.7	13.2
Renault	14.4	13.7	14.0
VAG	11.8	12.0	12.6
Volvo	2.0	1.9	1.9
Total sales (units x 000)	2,689.3	2,631.9	9,664.0

European auto makers define western Europe differently, depending on whether they sell in a given national market. This unofficial listing, compiled from industry sources, is based on the 15 major national markets but excludes Greece.

Talbot Horizon EXD from Automobiles Peugeot is powered by a new 1.5-liter diesel engine said to be very quiet and faster than Volkswagen's.

Pizzazz, new models propelling Peugeot into decade of the '80s

By Richard Feast
European Editor

There is more pizzazz at Automobiles Peugeot these days.

That is to say, it is moving into the '80s as are its rivals. For them it was a natural progression from the '70s. For Peugeot it meant moving from the '50s.

Peugeot has just launched the snappy little Talbot Samba convertible on the domestic market. It is coming out with a revised range of Talbot Horizons, including some diesel-powered versions.

From September until next March it is coming out with almost a fresh model a month, culminating with the arrival at next spring's Geneva auto show of the all-new Peugeot 205.

Peugeot's profile will be much, much higher, in a gallant bid to win back some of its lost market share.

It was a decline which stemmed back to the Peugeot group's acquisition in 1978 of the former Chrysler Europe interests in France, the UK and Spain.

Peugeot overnight became a major force in the automobile world, having taken control of Citroen a few years earlier. The plan was to create a three-pronged thrust on the new car market, particularly in Europe where it became No. 1 with practically 18 percent of the market.

But that share dwindled over the years, and was little more than 13 percent last year — behind its great French rival, Renault.

One of the Peugeot group prongs has been lost in battle. Talbot (Chrysler) is no more than a brand name within Automobiles Peugeot. Automobiles Citroen remains a separate organization, but there is an increasingly strong movement towards commonality of components.

Peugeot's strength lay in its products. They had a fine reputation for quality, and appealed to the European bourgoisie. They were worthy but dull — products which almost sold themselves to a solid brand of repeat-order citizens.

Then came the big sales freeze of 1980 and 1981.

Peugeot, in the middle of absorbing Talbot, began losing sales to rivals from a tougher commercial world. These rivals pushed hard, an aspect of the real world with which Peugeot had not before contended.

At the same time its unique reputation as a quality producer began to suffer.

It was a hard lesson for the Peugeot generals in the Avenue de la Grande Armee in Paris. And while they may have been slower to react than some rivals, the change has come.

The turnaround could have come with the introduction at the end of last year of the small Samba, a super-mini adapted from the Peugeot 104. It created enormous showroom traffic and, at the same time, introduced potential customers to the larger Horizon.

The convertible Samba is out, at least in France. It is a smaller-volume model, but important

Continued on Page 15, Col. 1

This snappy little Talbot Samba convertible is representative of Automobiles Peugeot's move into the '80s.

Imports taking bigger bite of car sales in France

By Richard Feast
European Editor

In the opening five months of 1980, imported vehicles accounted for 20.1 percent of the French new-car market.

In the same period one year later, the importers' share stood at 26.1 percent.

At the end of May this year the proportion of foreign-made cars going on to French roads since January amounted to 28.6 percent. In May itself the figure was 32.3 percent.

The clear trend has caused considerable soul-searching by the French auto industry, which by tradition had always been able to rely on the patriotic buying habits of its citizens.

French officials had always regarded 20 to 25 percent as a perfectly normal penetration in a healthy industry. But the rising trend — on a rising market — has cast doubts on the industry's ability ever to win back its losses.

The question being asked now is, "Where will it end?"

An independent analyst, Jean-Claude Brauda, of Peat, Marwick, Mitchell's Paris bureau, does not think imports will go beyond 35 percent.

"If it is higher it will have reactions on the employment by the French car manufacturers. Politically, that could be very difficult," he warns.

There is no doubt that the car unions — and all unions — carry more clout since the arrival at the Elysee Palace of President Mitterand. Already this year, Renault, Citroen and Talbot have been hit by protracted strikes — which, ironically, are one of the many reasons for the higher levels of sales being achieved by foreign manufacturers.

This round of strikes left domestic manufacturers short of stock when demand was buoyant after long periods of stagnation.

Inevitably, the industrial action led to speculation that it was politically inspired and coordinated. Whatever the reasons, domestic manufacturers were unable to take advantage of the year's main buying period, from the spring through to the start of the summer vacations in mid-July.

To the end of May, new car sales were up nearly 9 percent to more than 873,000. There had been larger gains earlier in the year, and it looked as though the turn-around in French demand had arrived.

"As a customer, if you can't get the car you want you turn to another one. If that one is more attractive, if it is cheaper, if you have more dealers to sell it to you, the result is inevitable," comments Brauda.

It highlights some of the other reasons why imports have done so well.

Most of the big gains were by the West German auto makers, the Volkswagen group, Ford, BMW and, more recently, GM's Opel. Fiat of Italy also benefitted considerably.

With inflation in France around 14 percent, and around only 4 percent over the Rhine in Germany, the German makers strengthened their competitiveness. They were able to mak their products more cheaply, and, because of the artificially high exchange rate of the French franc against the German mark, they were able to export them very competitively.

Not that the German makers undercut their French opponents. Instead, they priced their cars at similar levels and made more profits along the line.

Some of that extra revenue went into their pockets. But they also invested heavily, loaded their cars with more equipment and engaged in additional advertising, publicity and dealer support.

At the same time, the only really new product from French manufacturers to stimulate demand was the Renault 9. Their importer rivals were able to counter with cars like the VW Polo, VW's Formul E (for economy) versions, the Ford Escort, Fiat Panda, Opel Ascona and diesel versions of the Ritmo and Kadett.

The recent revaluation of the franc by 10 percent against the German mark (and Dutch guilder) is seen by the French industry as a positive move, though it continues to believe it should have been by 15 percent.

It will make German products more expensive—and enable the French to export more competitively to Germany.

Just what effect the French government's other anti-inflation measures will have on the market place is less certain. In an effort to reduce inflation by the end of the year to 10 percent, it placed a four-month freeze on prices and wages.

Most domestic makers had increases in the pipeline — though they welcomed the block on wage increases.

It did, however, complicate the dispute at the Talbot Poissy plant in June. The (largely immigrant) work force was demanding substantial wage increases, improvements in social conditions and the facility to take their five-week holidays all at one go.

Towards the end of June, with the strike costing around 1,400 units a day, there was no end to the dispute in sight.

Most observers also believe that the other major reason for the rise in imports was caused by the decision by Peugeot to amalgamate its Peugeot and Talbot dealer bodies.

Those dealers dissatisfied, or those rejected by Automobiles Peugeot, were quick to pick up franchises from importers or from Renault.

"That is probably the most important reason why Volkswagen is so strong in France right now," reports one.

But it is a charge emphatically rejected by Peugeot's commercial director, Victor Dial.

"There's a lot of nonsense written about that. It bugs me everytime I read it," he declared.

According to Dial, a total of 188 dealers was lost in France. Forty-three became service points or used car dealers; 26 gave up the automobile business; 47 went to Renault; 29 went to Volkswagen; six to Citroen; and 37 went to other manufacturers like Ford, GM, Fiat.

How imports in France are climbing

Manufacturer	1982	1981	Change (%)
BL	11,573	7,908	+ 46.3
Fiat Auto	40,426	31,998	+ 26.3
Ford	51,399	43,111	+ 19.2
General Motors	19,983	13,046	+ 53.2
Peugeot SA	284,662	260,770	+ 9.2
Citroen	118,772	113,138	+ 5.0
Peugeot	111,382	111,523	— 0.1
Talbot	54,508	36,109	+ 50.9
Renault	337,553	329,795	+ 2.4
VAG	53,625	53,776	— 0.3
Japanese (all)	21,991	18,350	+ 19.8
Imports (all)	249,377	209,326	+ 19.4
Total sales	873,377	802,245	+ 8.8

These unofficial early returns for the opening five months provide indicators of the shifting demands on the French market. The main loser in terms of market share is the No. 1 retailer, Renault, with a share of 38.6 percent compared with 41.1 percent one year earlier. In the same period the importers' combined slice rose from 26.1 percent to 28.6 percent.

"The dealers that went to importers represented 3.7 percent of our potential sales volume. And that represents very much less than one percent of the French market," he maintains.

One aspect which has accompanied this upheaval in the French market is discounting. It is by no means as widespread as it is in the UK, in Belgium or the U. S., but it has become a factor.

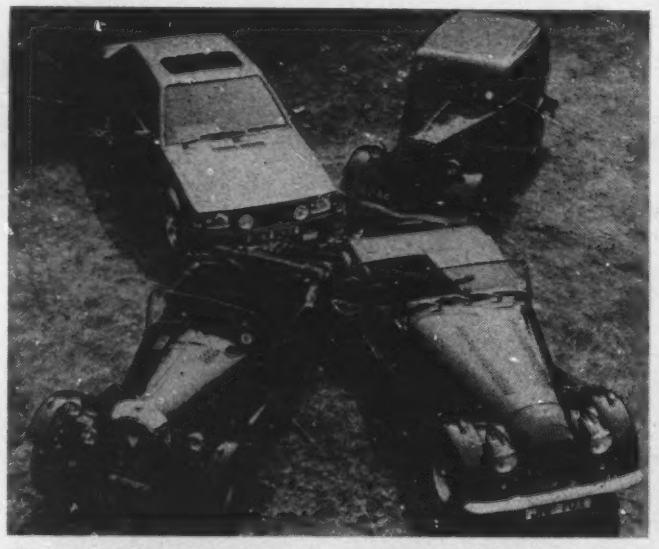
Of course, even when sales boomed, there were small discounts for regular customers with large orders. Now, almost any customer can obtain a discount of three to five percent on almost any car—including some of the super-economy models.

Publicity about the aspect is actively discouraged, and it is extremely hard to obtain more —and then only on larger cars.

French new car sales rose by 8.8 percent in the opening five months of this year compared with the same period one year earlier. They amounted to 873,377 units.

But imports increased by twice as much, by 19.4 percent to 249,377 units.

Japanese importers, restricted to 3 percent of total sales, are not a factor on the French market. They reached only 2.5 percent, and there is a feeling that the Japanese are playing a diplomatic game and do not even want to breach their limits.



The latest Morgan 4/4 sports car (front right) can be equipped with Ford's CVH engine which powers the front-drive Escort (rear left). In the English sports car it drives the rear wheels via a Cortina gearbox. Morgan, established in 1910, first used Ford power in 1933 in its F4 three-wheeler (front left). That engine was from the Model Y Ford (rear right).

Volvo Bus Corp., of Sweden, is claiming an entry in the Guiness Book of Records with its Across Australia Coaches B58s. The two buses are continuously on the highway covering the 2,800 miles between Perth in the west and Sydney in the east, the longest regular bus service in the world. Between them they cover 1.25 million miles a year and carry about 10,000 passengers.

PRODUCTION OVERSEAS

JAPAN

Cars

	4 mos., 1982	4 mos., 1981
Daihatsu	44,228	54,875
Fuji	68,050	63,559
Honda	296,849	296,102
Isuzu	44,153	42,072
Mitsubishi	205,063	200,074
Nissan	594,250	607,167
Suzuki	21,499	30,975
Toyo Kogyo	284,417	279,463
Toyota	746,921	773,880
Total	2,305,430	2,348,167

Trucks, buses

Daihatsu	102,017	105,881
Fuji	102,622	88,018
Hino	21,895	23,486
Honda	49,233	47,978
Isuzu	100,309	116,260
Mitsubishi	134,431	148,048
Nissan	219,715	238,741
Nissan Diesel	12,897	14,193
Suzuki	162,112	147,761
Toyo Kogyo	93,848	119,083
Toyota	320,709	340,707
Others	283	275
Total	1,320,071	1,390,431
Total vehicles	3,625,501	3,738,598

SPAIN

	3 mos., 1982	3 mos., 1981
Citroen	23,618	14,232
Ford	52,553	62,753
Renault	74,742	83,505
Seat	71,215	53,364
Talbot	13,179	14,805
Total	235,307	228,659

Trucks, buses

CAF	146	402
Citroen	9,567	6,067
ENASA	2,246	3,780
Ford	2,167	887
Mercedes-Benz	3,199	3,229
Motor Iberica	2,739	3,863
Renault	8,218	5,709
Santana	3,549	4,373
Seat	559	539
Talbot	758	820
Total	33,148	29,668
Total vehicles	268,455	258,327

UNITED KINGDOM

Cars

	3 mos., 1982	3 mos., 1981
BL	129,994	121,695
Austin Rover	120,245	116,074
Jaguar	6,032	3,328
Range Rover	3,717	2,293
Ford	89,704	78,578
DeLorean	1,054	66
Lotus	138	88
Reliant	24	22
Rolls-Royce	707	704
Talbot	9,692	27,240
TVR	30	50
Vauxhall	25,640	17,053
Others	140	156
Total	257,123	245,652

Trucks, buses

Bedford	12,812	11,824
BL	23,539	22,359
Austin Rover	8,904	8,001
Land Rover	11,094	10,771
Leyland	3,541	3,587
ERF	386	N/A
Foden	191	148
Ford	29,856	19,663
Hestair-Dennis	236	225
Karrier (Dodge)	2,021	2,379
MCW	91	206
Seddon Atkinson	283	306
Others	130	192
Total	69,545	57,302
Total vehicles	326,668	302,954

FRANCE

	4 mos., 1982	4 mos., 1981
Peugeot SA	493,767	438,602
Citroen	206,674	186,126
Peugeot	192,229	185,924
Talbot	94,864	66,552
Renault	479,670	464,334
Total	973,437	902,936

Trucks, buses

CBM	40	27
Peugeot SA	51,293	63,828
Citroen	11,461	16,969
Peugeot	34,206	42,406
Talbot	5,624	4,453
Renault	79,214	81,493
Sovam	28	43
Unic	2,013	4,362
Total	132,588	149,753
Total vehicles	1,106,025	1,052,689

Peugeot

Continued from Page 12

in rebuilding the company's staid image.

Now Peugeot has revealed details of its diesel-engined Horizon. But because of the strike at Poissy, in mid-June Peugeot officials had not decided whether to launch on schedule or wait until September.

The planned launch date was July 1, but if there were insufficient stocks, Peugeot was going to postpone its public offering until after the summer vacations, when sales are traditionally slack.

There are other improvements to the Horizon range, too, including better rear knee space and slightly larger trunk space. There is also a more sporty version, and options on most models of power-assisted steering — unusual in a car of this category from a European maker.

Later this year there will be a spate of model revisions and additions from Peugeot. Undoubtedly some will center on diesel engine variations of other models, as well as more sporty machines.

The cake will be iced next March by the 205, a model which will fit between the baby 104 hatchback and the 305 sedan.

There has been a slight improvement in AP sales already, mainly from the Talbot side. According to commercial director Victor Dial, the company's latest forecast is to capture an 8 percent share of the European market this year.

This would amount to around 784,000 in a market expected to reach 9.8 million.

Last year Peugeot did 7.8 percent of a 9.7 million European market, or around 756,000 units.

The company's improvement is centered on the big French market, which is expected to finish at around 1.97 million this year compared with around 1.83 million last year. "I don't think the market will be any higher, and there's every risk it will be lower," comments Dial in a reference to the economic uncertainty which exists in France at present.

He traces Peugeot's share of the French market. "We've had a steady evolution. In the first quarter of 1981 it was 18.3 percent. In the second quarter it was 18.6 percent, in the third 18.8 percent, and in the fourth 19.6 percent.

"In the first quarter of this year we had 19.8 percent. In the second quarter I suspect we're going to fall back with a tough June. Because of shortage of stocks — on account of the strike — I look for a third quarter that's going to be difficult.

"However, assuming everything else works out and we get back to normal stock levels, in the fourth quarter we're looking at well over 20 percent.

"So, for the year, we'll probably have a share of around 19.3 percent, which compares with a share of 18.8 percent in 1981. But we'll be finishing the year at a level of about 21 percent and I think our running level for 1983 will be at that level or higher," he forecasts.

Despite production difficulties, Dial believes Samba will go beyond the expected target of 100,000 for the year. The build program for May, he points out, was 14,000.

He also credits the car with creating better demand for the Horizon.

"We're going to sell around 150,000 Horizons in Europe this year. With the addition of the diesel we'll be shooting for 200,000 next year," he said.

But Peugeot acknowledges that the car is in an extremely competitive sector, with diesel versions of the Golf, Ritmo, Kadett and (shortly) the Renault 9 to contend with.

There are also signs that diesel demand, at least in France, is tapering off. "I'm sensitive to that," comments Dial, "because I've seen what's happening in the U. S."

The collapse of the diesel market has left Peugeot with large stocks of unsold diesels in the U. S., and not enough gasoline cars. While it is convinced the trend is short-lived, it has caused the company to revise downwards its sales expectations for the year—15,000 from 20,000.

But while Peugeot is introducing new products and freshening old ones, it has begun tackling one of its major problem areas — the surfeit of models. The hatchback Talbot 1510 is being deleted in France and most of Europe, though it will continue to be made in the plants in the UK (as the Alpine) and Spain. The sedan Solara version will continue in production in France.

It is just the start. "If you have too many products—even though there was a good reason for making them in the first place — you stop making them, little by little," Dial said.

"In future, when we bring out new cars we may be replacing more than one old car.

"We have 12 products today between Peugeot and Talbot. I'd like to get that down to five or six. That's what all our competition has. That's what Peugeot and Talbot had before.

"It takes a long time, maybe four or five years, because you can't do it overnight."

Sales

Continued from Page 12

New York, controls the UK and German concessions — worth around 5,600 units in the first quarter of this year.

The various European concessionaires, who obtain their supplies from Avtoexport in Moscow, are gradually building up their dealer representation.

Since the spring of last year most have been selling the revised 2105 version of the boxy, solid Lada design, adapted from an old Fiat 124 product. Much of their success in selling this car is attributable to the 2105 and its very competitive pricing — which enables the Soviet Union to earn much-needed Western currency.

There is no doubt that Lada importers are also gearing up for the arrival of the front-drive model. This machine, for which Porsche's engineering center is completing much of the development work, was expected in 1983. The latest word is that it will now not arrive until 1984-85 — but that it is this model which will herald a much more serious drive into western European markets.

After all, if dealers can shift the volumes they do of what is by any standards a medieval-style of car, they will be on to a real winner with the front-drive.

Nowhere has the company more models than at the top end, where sales have been hit by the big car recession. It has the older Peugeot 604 and the newer Talbot Tagora. It also has the Peugeot 505.

This diversity of models has meant that Peugeot's advertising and promotion budget has had to be split too many ways. Little has gone into the Matra Murena sports car.

"It's a question of being able to allocate resources to the totality of your product offering. This is a problem. We just had to decide what we could promote, what would get us most results," said Dial.

He pointed out that Peugeot is a shareholder in the Matra auto making division of the defense group. But low sales are causing staff cuts at the Romorantin plant, and the head of Matra has raised the possibility of complete closure.

The other question mark over Peugeot concerns quality. While acknowledging that the company has had problems — like all others — it sees its position differently.

It believes other European auto makers have caught up with Peugeot, rather than Peugeot having slipped. It is now anxious to regain its advantage, and is making big efforts to improve its quality.

A senior company executive says, "We have a Japanese professor who consults with us frequently on Japanese work methods. Now, we've moving towards zero defect systems and zero stock systems.

"We're trying to draw conclusions from the Japanese experience where necessary, in quality as well as manufacturing techniques."

The new Horizon diesel is powered by a completely new engine and uses new transmissions from two recently opened group factories.

These plants, the engine one at Tremery in the Lorraine and the gearbox one at Valenciennes in northern France, will supply products for all future Peugeot group models. They will, for instance, produce components for the new Citroen BX which will be launched in the fall.

The diesel engine has a capacity of 1,905cc and produces 65 HP. It is known as the XUD-9. It is a light unit (with alloy cylinder head) and is said to be very quiet.

Installed in the Horizon with five-speed gearbox, it is good for 97 MPH. — faster than the Golf — and on the ECE fuel consumption cycle produces (in U. S. gallons) the equivalent of 33.1 MPG on the urban cycle, 52.3 MPG at 56 MPH and 36.7 MPG at 75 MPH.

There are improvements to the whole range, and the addition of a Premium version with 1.6-liter, 90-HP gasoline engine.

The new manual gearboxes are produced at the SMAN (Societe Mechanique Automobile du Nord) factory, which has a 95 percent shareholding by AP and 5 percent by Citroen.

The gearbox is known as BE1. Production began last fall, and the daily rate is currently running at 800. But this will rise by the middle of the decade to 3,200, or around 700,000 annually.

Employment, now around 800, will rise to 2,600 by the time the factory is on full song. The highly automated plant, which contains 360 robots and a system of manpower flexibility, represents an investment of $220 million.

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	5 mos., 1982	5 mos., 1981
Alfa Romeo	3,971	2,481
BL	120,342	142,710
BMW	10,913	7,893
Colt	3,045	5,792
Daihatsu	2,148	1,034
Datsun	37,467	44,239
Fiat Auto	22,554	24,745
Ford	204,301	209,621
FSO (Polski-Fiat)	1,160	791
General Motors	80,429	59,951
Honda	6,502	7,325
Hyundai	981	—
Jeep	2	37
Lada	6,726	5,231
Lotus	184	102
Mazda	5,508	8,474
Mercedes-Benz	5,908	5,047
Panther	14	19
Peugeot SA	44,994	57,345
Renault	29,802	33,881
Rolls-Royce	417	666
Saab	4,284	4,281
Skoda	3,326	3,212
Subaru	1,037	1,308
Suzuki	1,255	1,090
Toyota	10,725	9,320
VAG	39,061	35,026
Volvo	22,572	18,354
Zastava	842	—
Others	1,732	1,692
Total	672,264	691,850

SWEDEN
Cars

	5 mos., 1982	5 mos., 1981
Alfa Romeo	203	231
BMW	1,445	1,206
Daihatsu	444	371
Datsun	2,020	2,012
Fiat Auto	1,883	1,579
Ford	9,178	9,329
General Motors	8,898	7,361
Honda	1,598	1,555
Lada	1,225	1,285
Mazda	3,903	3,720
Mercedes-Benz	2,204	2,134
Mitsubishi	568	892
Porsche	62	45
Peugeot SA	2,562	2,889
Renault	888	1,306
Saab	12,568	10,544
Skoda	194	123
Subaru	113	—
Toyota	3,437	2,241
VAG	10,723	9,171
Volvo	24,439	21,475
Total	88,577	79,539

WEST GERMANY
Cars

	4 mos., 1982	4 mos., 1981
Alfa Romeo	4,139	4,751
American Motors	81	211
BL	1,487	2,264
BMW	48,698	47,684
Daihatsu	2,123	3,407
Datsun	13,719	15,742
Fiat Auto	38,526	35,040
Ford	93,598	122,523
General Motors	163,009	150,174
Honda	11,111	14,125
Lada	2,509	2,216
Mazda	13,392	17,958
Mercedes-Benz	85,288	88,746
Mitsubishi	12,185	19,086
Nuova Innocenti	257	685
Peugeot SA	38,736	40,591
Citroen	16,226	17,110
Peugeot	9,702	11,334
Talbot	12,808	12,147
Porsche	3,823	3,832
Renault	35,508	41,092
Saab	1,002	1,008
Skoda	561	687
Subaru	1,402	583
Suzuki	3,575	2,795
Toyota	13,896	17,958
VAG	255,560	267,581
Audi	48,459	62,090
Volkswagen	207,101	205,491
Volvo	4,202	5,153
Total	848,898	910,505

AUSTRIA
Cars

	4 mos., 1982	4 mos., 1981
Alfa Romeo	1,027	766
BL	249	298
BMW	2,819	2,620
Daihatsu	93	143
Datsun	4,138	4,866
Fiat Auto	4,683	4,423
Ford	5,670	7,024
General Motors	10,787	8,082
Honda	744	916
Lada	612	791
Mazda	6,987	6,738
Mercedes-Benz	1,627	2,264
Mitsubishi	1,331	2,233
Peugeot SA	5,873	6,897
Porsche	162	172
Renault	4,459	4,362
Saab	203	267
Skoda	107	153
Subaru	1,040	1,249
Suzuki	497	501
Toyota	2,310	3,768
VAG	14,619	15,686
Volvo	1,056	1,341
Total	71,033	75,645

JAPAN
Cars

	4 mos., 1982	4 mos., 1981
Daihatsu	27,131	29,897
Fuji	23,957	21,532
Honda	77,117	56,594
Isuzu	21,078	22,255
Mitsubishi	84,845	90,220
Nissan	278,784	277,942
Suzuki	19,499	21,310
Toyo Kogyo	81,368	73,598
Toyota	385,332	369,229
Imports	11,305	13,698
Total	1,010,416	976,275

Trucks, buses

Daihatsu	84,771	73,698
Fuji	61,115	46,556
Hino	13,869	14,472
Honda	43,924	44,273
Isuzu	45,715	47,409
Mitsubishi	94,771	95,812
Nissan	102,892	124,992
Nissan Diesel	6,700	7,755
Suzuki	123,541	108,727
Toyo Kogyo	51,975	60,603
Toyota	124,688	145,255
Total	751,961	769,552
Total vehicles	1,762,377	1,745,827

FRANCE
Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	6,959	5,262
BL	5,648	4,929
BMW	8,043	5,363
Datsun	3,724	3,932
Fiat Auto	21,324	15,456
Ford	29,743	25,228
General Motors	11,417	7,268
Honda	1,474	878
Lada	4,878	2,564
Mazda	3,207	1,263
Mercedes-Benz	4,580	3,857
Mitsubishi	1,030	3,220
Peugeot SA	177,196	145,891
Citroen	72,794	63,998
Matra	725	948
Peugeot	71,295	60,564
Talbot	32,382	20,381
Polski-Fiat	306	289
Renault	209,170	184,710
Saab	24	80
Skoda	872	870
Toyota	2,336	3,220
VAG	30,227	30,693
Volvo	2,647	2,229
Zastava	225	313
Others	498	537
Total	527,825	447,893

IRELAND
Cars

	2 mos., 1982	2 mos., 1981
BL	655	885
Datsun	1,979	3,061
Fiat Auto	1,672	2,131
Ford	4,258	5,576
General Motors	2,138	2,827
Mazda/Mercedes-Benz/VAG	1,957	2,668
Renault	1,549	1,930
Toyota	2,930	4,572
Total	18,463	26,345

factories list auction dates

American Motors

July 13—Aptco Auto Auction, Taylor, Mich.

July 14—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Dallas Auto Auction, Grand Prairie, Tex.

July 15—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.

July 16—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

July 20—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

July 21—Kansas City Auto Auction, Kansas City, Mo.; Sand Mountain Auto Auction, Boaz, Ala.

July 22—Minneapolis North Star Auto Auction, Shakopee, Minn.; Fredericksburg Auto Auction, Fredericksburg, Va., and Evansville Auto Auction, Evansville, Ind.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Dallas Auto Auction, Grand Prairie, Tex.

July 29—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Minneapolis, Minn.

July 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Ford Motor Co.

July 14—Columbus Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Southern California Auto Auction, Fontana, Calif.

July 20—Arena Auto Auction, Chicago, Ill.; Harrisonburg Auto Auction, Harrisonburg, Va.

July 22—Nashville Auto Auction, Nashville, Tenn.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Concord Auto Auction, Acton, Mass.; Central States Auto Auction, Mason City, Ia., and Golden Gate Auto Auction, Fremont, Calif.

Chrysler Corp.

July 13—Aptco Auto Auction, Taylor, Mich.

'Met' grand opening in Wisconsin

Metropolitan Cadillac, Inc., West Allis, Wis., opened a new facility with showroom space for seven cars and up-to-date service area. At the grand opening celebration were from left: Ellie R. Torre, Cadillac assistant general sales manager-West; Nancy S. Lee, Milwaukee district manager; Raymond T. Morris, president, Metropolitan Cadillac, and Charles J. Werstine, Chicago zone manager.

Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1982	$9,486	$9,646	$9,102
1981	6,768	6,892	6,995
1980	5,186	5,367	5,439
1979	4,684	4,768	4,807
1978	3,787	3,637	3,874
1977	2,916	2,950	2,986
1976	2,074	2,041	2,148
1975	1,555	1,415	1,539
Overall Average	$4,682	$4,708	$4,799

3-day event sells 75 GM cars

St. Petersburg dealers draw buyers to sale

ST. PETERSBURG, Fla.—Although they fell short of their sales goal, five General Motors dealers were happy with the sale of 75 new cars during a combined three-day sales effort at the Bayfront Center exhibit hall here.

Adcock Buick, Bert Smith Oldsmobile, Crown Pontiac, Dew Cadillac and Ross Chevrolet displayed 500 new models "for interested buyers only, not sightseers," said Bob Keelean, president of Adcock Buick.

"And that's what we got, buyers," he said. He added that participating dealers were pleased with results even though they fell short of an admittedly "unrealistic goal of selling 100 cars per day."

Keelean said that "a lot of good leads were obtained in addition to the firm sales which should generate subsequent business."

The sale, held in May, was tied directly to GM's 12.8 percent financing plan.

Savings to buyers under the 12.8 percent plan ranged from $850 to $1,350, Keelean said.

Worthy of note was the fact that "a bulk of the cars sold were larger models, full-sized automobiles and station wagons," Keelean said.

The five dealers are expected to stage another combined effort in the future. "They were all pleased, pleased enough to want to try it again," Keelean said.

He hopes they will be able to arrange a weekend showing the next time around, instead of during the week, to bring in more traffic.

Used car sales

Auction Averages

July to date	$4,662
Month ago	$4,723
Year ago	$4,308

4 Chicago outlets added by L-M

CHICAGO. — Lincoln-Mercury Division added four dealers in the Chicago area in the first five months of this year, compared with three in all of 1981, according to William Neil, manager of the division's Chicago district office.

The four new dealerships are: Lombard Lincoln-Mercury; Barrington Sales & Service; River Oaks Lincoln-Mercury, Calumet City, and Capital Lincoln-Mercury, Chicago Heights.

The district currently has 34 dealers in the metro-Chicago area. In 1978, it reached a high point with 42 dealers.

used-car auction directory

Display Rates: $80.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

The emblem dealers look for.

To America's used car dealers, it's every bit as prestigious—and represents every bit as much profit potential—as the hood ornaments of the world's classiest cars.

It's the symbol of the Manheim Auctions System.

Why this universal respect? Because Manheim gives buyers the industry's best selection of cars, its most comprehensive support services, and its most proven skills. Because Manheim gives sellers unrivaled expertise and professionalism in the vital inventory regulation process.

Because Manheim has given everyone fair and equal treatment each and every sale day—for 37 years.

Look for the Manheim emblem. That's where you'll find your area's smartest dealers.

Send for our free brochure today.

LEADING THE INDUSTRY SINCE 1945

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION

Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles

Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

Want Quick Action and Good Results? Use Automotive News Want Ads!

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

marketing & media

By JOSEPH BOHN

Making the deal attractive

Low-interest financing or low monthly payments have proven to be among the better dealer showroom draws to move cars.

In Troy, Mich., a Detroit suburb, Troy Ford ran a 12.8 percent finance offer which "definitely helped," according to Jim Elder Jr., sales manager.

The dealership used factory incentive money, plus some of its own, to work out the offer with a local bank.

Thomas Beauvais, executive vice president of Patten Corp., Southfield, Mich., feels that getting monthly payments down to $175 is a key to moving cars today.

That might be done, said Beauvais, by selling a car closer to sticker and taking the customer's normal discount and giving it to a local bank or finance company to subsidize the interest rate.

The customer ends up paying more in the long run, but at least he's making payments that are affordable, Beauvais feels.

As ways of lowering monthly payments go, Jack Kopec, senior vice president of the consumer credit division of Wells Fargo Bank in Oakland, Calif., sees auto leasing a good alternative in many instances.

Frequently, a monthly lease payment ends up being lower than a comparable car loan payment, and the customer who qualifies requires less money up front. Except for some upfront fees and first-month rental costs, the downpayment doesn't really exist.

Residuals in the leased vehicles are a key to payment size. The higher the residuals, the lower the monthly lease payment is likely to be.

GM dealers say the new GMAC program, offered with a 12.5 percent introductory rate on closed-end leases, offers very attractive residuals. And it will undoubtedly help dealers move cars they wouldn't otherwise have been able to.

At any rate, Kopec is among those who expect the lease market to grow.

"It's fairly hard to come by (good) numbers," he said. "But all of us who are in leasing see a growth in the market."

These days, the average size of a Wells Fargo consumer car loan in California is about $7,000, with contracts typically written over a 48-month period.

GMAC data for 1981 indicates its average finance contract ran 43.7 months, with payments averaging $226 a month.

Which is why many buyers have been looking for alternatives.

Olds maps out '83

As usual, Oldsmobile was among the very first Detroit divisions to commit to fall ad schedules. It has already mapped out space in fall monthly magazines, for example, picking up good space position with its early commitments.

Up-front buying is really hitting record proportions in network TV this year, according to Advertising Age, with car companies among those checking in with bigger early buys.

The only uncertainty is whether they are spending a lot more in '82/'83 or just commiting more of their total budgets up front.

Best guess is the latter. TV rates look like they're going up about 15 percent this fall, a lot more than the modest increases Detroit is talking about for its own products.

Car companies will have to pick up a lot of extra sales volume just to cover inflated TV media costs—let alone increase their TV buys on top of the extra costs.

TV spending up

National and regional spot TV auto advertising increased in the first quarter of 1982, according to the Television Advertising Bureau, which combined the figures in its report.

The TvB data is based on Broadcast Advertising Reports (BAR), with spot TV estimated from data compiled in the top 75 markets.

The following table shows advertising expenditures in thousands of dollars.

	1st Quarter 1982	1st Quarter, 1981
Toyota Motor	$11,712.1	$10,635.0
Nissan Motor	9,676.3	4,262.6
Chrysler Corp.	8,365.3	3,678.5
Datsun Dirs. Assn.	4,516.3	3,150.5
Ford Motor	4,501.6	7,107.2
American Motors	4,432.0	2,665.7
General Motors	4,126.0	5,255.1
Volkswagen	3,619.8	2,472.7
Toyo Kogyo	3,302.6	229.1
Chevy Dirs. Assn.	3,010.1	1,576.0
Olds Dirs. Assn.	2,725.2	1,824.9
Honda Motor	2,634.6	1,025.0
Buick Dirs. Assn.	2,584.9	2,400.7
Toyota Dirs. Assn.	1,822.8	1,918.6

Newspaper ads up

Auto classified advertising in newspapers also showed strong gains in 1981, according to the Newspaper Advertising Bureau.

Classified expenditures in the automotive category reached $1.225 billion in 1981, up 19.4 percent over the year earlier figure of $1.026 billion, the NAB said.

The increase paralleled a similar strong showing for the year in national advertising for new cars, which registered a 24.2 percent gain in 1981 over 1980.

"The increase in classified represents dealers and dealer associations tying in with the many price and incentive promotions staged by manufacturers," said Val Corradi, the bureau's vice president for automotive marketing.

"Another factor was the large number of special auto sections and promotions jointly sponsored by newspapers and dealer groups," he added.

Dealer account moves

The Southern California Chevrolet Dealers Assn. has taken its $3 million account to Cunningham, Root & Craig, ending a seven-year relationship with Carlson, Liebowitz and Olshever.

Burson Detroit office

Burson-Marsteller, public relations/public affairs firm, opened an office in Detroit's Renaissance Center.

The new office is part of the company's international expansion program, which includes recently opened offices in Denver, Cleveland, and Montreal; also, overseas in Oslo, Norway; Hamburg, West Germany, and Adelaide, Australia.

Kenneth G. Trantowski, most recently in the firm's Chicago office, is the new general manager of the Detroit office.

Alfa Romeo's choice

Bran Advertising, Hollywood, Fla., was appointed the agency for the South Florida Alfa Romeo Dealers Assn.

The local ad theme is "Excitement on Sale," a takeoff of the national "Engineered to Excite" campaign.

Albany Chevy dealers

The Greater Albany Chevrolet Dealers Assn. assigned its advertising account to Stone, McCaffery and Ratner, Inc., New York.

The association includes dealers in the Albany, Schenectady and Troy, N. Y., areas. Dealers renamed themselves the Capital Area Chevy Dealers, and also created a new logo.

The agency now handles 10 Chevrolet dealer associations.

Promos

Stone, McCaffery & Ratner is running a July 12-Aug. 13 TV/radio/newspaper campaign, called "Chevy Price Munchers."

The major five-week promotion is supported by Chevrolet Division. The TV schedule will be placed by the division, using a Price Munchers commercial.

Stone, McCaffrey & Ratner will create and place the newspaper and radio portion of the campaign.

Eight new-car dealers in Wilkes-Barre, Pa., joined together for an outdoor tent sale in late June. More than 500 new cars and trucks were offered for sale, with big discounts.

The sale was sponsored by the Wyoming Valley New Car Dealers Assn. Dealership staffs provided on-the-spot appraisals and financing and immediate delivery on most sales.

Radio station KXOK, St. Louis, has been broadcasting 54 spots per week at no charge, encouraging listeners to consider buying a new car.

The announcements feature Ralph Kalberloh, executive vice president of the Missouri Automobile Dealers Assn., explaining current financing, interest rates, new-car value, used-car demand and improved gas mileage.

The Wicomico County (Md.) Auto Dealers Assn. is holding "Delmarva's Largest Used Car Sale" July 16-17.

The event is sponsored by new-car dealers, with prizes and/or cash given away, according to Thomas C. Rose, Good News Oldsmobile-Cadillac-GMC, Salisbury, Md., who is chairing the event.

The Fredericksburg Auto Auction, Fredericksburg, Va., is running a "Fuego Sweepstakes," offering any dealer who purchases an American Motors Leasing Corp. unit through its auction between June 14 and July 23 a chance to win the sporty Renault model.

Personnel

Bruce P. Andrews and **David L. Kerr** were named senior management supervisors and **Lynn Vernon** and **Walter E. Dunne**, were named management supervisors, in a realignment of responsibilities in Kenyon & Eckhardt's Detroit office.

The LeBaron Open

An open, or convertible, LeBaron was the Hole-in-One prize in the 67th annual Simmons Airlines Michigan Open golf tournament in Traverse City, Mich. From left, are Doug Findlay, executive director, Michigan Section of the PGA of America; Doyle Lott, Chrysler ad director; Doug Grove, Grand Traverse Village Host professional, and Tim Lee, general manager of the Grand Traverse Hilton Resort and Conference Center, hosting the tournament.

William J. Shea is a new account supervisor.

In a newly created post, Andrews will supervise the agency's car and truck lines, both on national and dealer advertising levels for Chrysler. Andrews is a senior vice president and director of Kenyon & Eckhardt Advertising, Inc.

Kerr's newly created post includes supervision of the Detroit office's Chrysler Corp., Import Car, International, Fleet and Lease, Service and Parts, Marine, Performance Parts and Interparts accounts.

His new assignment adds responsibility for finance and administration, print production and control, public relations, research administration and product information. He most recently was management supervisor for the ad accounts that remain part of his new responsibilities. He also heads the office's new business committee. Kerr is a K&E senior vice president.

Vernon moved from account supervisor on Plymouth to management supervisor on Chrysler-Plymouth. He remains a vice president.

Dunne went from supervisor on Chrysler's corporate account to management supervisor on all accounts reporting to Kerr. He remains a vice president.

Shea became account supervisor on the Chrysler corporate account. He had been account executive on the Tri-County Metro Detroit, and outstate Michigan and Greater Cleveland Dodge dealer ad association accounts.

P. H. (Pat) Cayce, formerly manager of marketing, product and program planning for Ford's North American Automotive Operations marketing staff, left to open a heavy truck dealership in the Chicago area in conjunction with another ex-Ford employe who already has two successful such dealerships down South.

R. William McNealy Jr., former executive vice president in Kenyon & Eckhardt's Detroit office, returned to a consulting role with K&E.

Reed Chesworth, former Chrysler zone manager in Boston, was transferred to Los Angeles, with a $10 million budget to supervise advertising/merchandising. His title is California marketing director.

He works with **Jack Givens**, Chrysler vice president of marketing, and Los Angeles Zone Manager **Clark Vitulli**.

Under him, **Jerry Bergmoser**, former Western region manager for Chrysler, will work as operations manager, and **Fred Ehlers**, formerly with Ford, as merchandising manager.

Anthony O. (Tony) Weiss joined PR Associates Detroit, as account supervisor. He is a former manager of Chrysler-Plymouth public relations.

Young & Rubicam, Detroit, named three vice presidents: **Robert Paklaian**, who is associate creative director for the Lincoln-Mercury Division and LMDA accounts; **Jan Starr**, who is account executive for Ford's NAAO account, among others, and **Mare Williams**, associate creative director for Ford Parts & Service and NAAO.

Louis M. Schultz, a senior vice president of Campbell-Ewald Co., was promoted to associate director of media services.

He was most recently associate media director, responsible for all media on Chevrolet. Schultz assumed management responsibility for the print and broadcast buying groups and media information services. He is also chairman of the media strategic and forward review board.

Louis M. Schultz, a senior vice president of Campbell-Ewald, was promoted to associate director of media services. He had been associate media director.

Calvin M. Mew was elected a vice president at Kenyon & Eckhardt's New York office and promoted to the newly established position of director of market plans on the Chrysler account.

He had been market analyst and planner on Chrysler for the agency.

Roy W. Edmonds, manager of broadcast, business and production for Ross Roy, Detroit, was appointed a vice president of the company.

Peter Glas has become senior vice president, management supervisor on the General Motors North American Overseas account at McCann-Erickson, Troy, Mich., replacing **Gerald C. Atkin**, who continues as executive vice president and general manager at the agency.

Glenbrook adds Peugeot

FT. WAYNE, Ind.—Glenbrook Dodge has acquired a Peugeot franchise and has become Glenbrook Dodge-Peugeot. Douglas G. McKibben owns the dealership.

Jeep line also was in jeopardy, Majerus says

UAW pact called savior of AMC-Renault link

Continued from Page 3

failed, Richard T. MacCracken, AMC labor relations vice president, said AMC had already tapped all its available capital sources such as suppliers, banks, dealers, salaried workers and Renault. He said both Renault and the banks wanted to know what the hourly workers were willing to do to keep AMC afloat before they dished out any more money.

Without Renault's help, AMC would have been forced to continue selling its "old" cars in the market and, according to Majerus, it would be only a matter of time before the cars would stop selling.

"The old cars can't pay the rent," he said, "but this (the Renault-AMC agreement) will let them pay the rent with the old cars and make some profits with the new ones. They are planning to build 600 a day by September."

Meanwhile, the new contract between AMC and the UAW has been ratified and the company will use the employe investment money. Of that money, $350 million comes from Renault, $150 million from hourly and salaried workers, $250 million from bank credit and $150 million from internal sources.

Under the plan, workers invest six cost-of-living-adjustments (COLA) and all of the 3 percent annual improvement factor (AIF) increases due during the term of the contract. There are two contracts at AMC, one covering the Jeep workers which expires Jan. 31, 1985, and another covering workers in Kenosha which expires Sept. 16, 1985.

Under both contracts, all six COLA raises will be restored to the paychecks on Dec. 3, 1984. Regular COLA payments resume in September, 1983. All but one AIF will be restored to checks on Jan. 7, 1985.

"The bottom line is that this is a better arrangement than anybody else's (Ford or General Motors)," Majerus said. "We get total restoration of all invested benefits and full recovery of most. Also, the company gets to use the money longer.

"The company gets a leg up on GM and Ford in terms of available money during the life of the agreement and the workers get a leg up after the expiration. It's kind of a trade-off and should work well for both AMC and the workers."

At AMC, the company uses the workers' COLA investment for 18 months. At Ford and GM, where "concessions" were also required, COLA payments are restored after nine months. However, the COLA increases deferred for those nine months are not repaid until late 1983.

Workers at the Big Two also lose all AIF increases for the length of the agreements which expire in September, 1984. There is no restoration of the AIF at the end of the agreement.

Ford and GM workers also lose all their paid personal holidays — there were 26 negotiated in the 1979 agreement. Workers at AMC have a certain number of their paid days off "banked" but then restored in 1985. Since Ford and GM workers have given up the PPH days, many observers say it will be difficult to get them back when talks begin again in 1984.

"They (GM and Ford) have to bargain for it and we have it in the bag," Majerus said. "Our settlement got us total restoration and recovery of all but one AIF. It's a bird in the hand versus having to start bargaining from here and trying to move up. Ford and GM will start at a level below us and go up from there."

• According to Majerus, the last AIF increase was not recovered because "we didn't want to get that far ahead (of Ford and GM)."

It is possible that by the end of the current agreement, AMC workers could be higher paid than those at Ford and GM. That contract is rear loaded so the workers get a big jump in pay at the end of the agreement.

An assembler at AMC currently makes $11.44 an hour, including COLA. Assemblers make $11.67 at Ford and $11.76 at GM. Assuming an 7.5-percent inflation rate, assemblers at GM will make $13.63 at the end of the agreement, and the Ford assemblers will earn $13.66.

In January, 1985, when banked COLA and AIF are restored, an AMC assembler will make around $14.17 an hour, assuming the same inflation rate.

However, Ford and GM will have negotiated a new contract before the AMC pact expires and COLA will more than likely continue and some AIF increase will be negotiated. That could bring GM and Ford closer to the AMC hourly figure.

AMC also has the advantage of negotiating a new contract after Ford and GM are finished.

"When 1984 comes, we will be able to make some judgments that the others won't be able to make because of the length of their contracts," Majerus said. "We go until 1985 at both locations. We deliberately put those contracts behind Ford and GM because we obviously have to be aware of what's happening at those two companies."

The AMC agreement also includes a pledge from the company not to close any of its three U. S. plants (Kenosha, Toledo or Milwaukee) for the length of the agreement. At Ford and GM, the company promised a 24-month moratorium on plant closings for outsourcing-related reasons.

Four-wheel-drive winner

Driver John Buffum put his four-wheel-drive Audi Quattro through its paces at the Northern Lights Rally in Houghton Lake, Mich. After 300 miles of dusty forestry roads, Buffum finished first, 6½ minutes ahead of the second-place car in the all-night rally. The Quattro used Goodrich radial mud-terrain T/A tires in a new size intended for mini trucks.

Price increases for 1973-82: Corolla, 148 pct.; Malibu, 139

ROCHESTER, Wis. — In the past 10 years, the price of a popular imported car has increased more than the price of an equally popular domestic auto on a percentage basis, according to a study by Runzheimer & Co., international management consultants specializing in travel and living costs.

The study compared price increases for a Toyota Corolla and a Chevrolet Malibu Classic.

It found that the Corolla has gone up 148 percent from 1973 to 1982 while the Malibu has risen 139 percent.

Both cars were equipped with standard engines (a four for the Corolla and a six for the Malibu), automatic transmission, power brakes, radio, air conditioning and tinted glass. The Malibu had power steering which is not offered on the Corolla.

Runzheimer found that a '73 Toyota Corolla so equipped was $2,839 and an '82 is $7,038. The dollar increase was $4,199. The Malibu rose from $3,773 to $9,011 during the period, an increase of $5,238.

On a percentage basis, the biggest Corolla hike was 21.8 percent between 1974 and 1975. For the Malibu, it was 15.2 percent between 1980 and 1981.

From a dollar standpoint, Corolla's biggest jump was $900 between 1980 and 1981. For Malibu, it was $1,107 in the same period.

The Corolla had a bigger percentage increase in 1975, 1978, 1979 and 1980. The Malibu boost was larger in 1974, 1976, 1977 and 1982. For 1981, they tied with 15.2-percent increases.

The accompanying table shows the year-to-year figures for the Runzheimer study.

CAR PRICE COMPARISON, 1973-1982

Based on Toyota Corolla and Chevrolet Malibu Classic

Year	Import Car Price	% Increase Year to Year	Domestic Car Price	% Increase Year to Year
1973	$2,839	—	$3,773	—
1974	3,029	6.7	4,142	9.8
1975	3,689	21.8	4,552	9.9
1976	3,918	6.2	4,985	9.5
1977	4,136	5.6	5,327	6.9
1978	4,619	11.6	5,840	9.6
1979	5,315	15.1	6,506	11.4
1980	5,938	11.7	7,256	11.5
1981	6,838	15.2	8,363	15.2
1982	7,038	2.9	9,011	7.7

Source: Runzheimer & Co.

DRI forecasts gloomy '82

A tough year for European trucks

This year will be the most difficult yet in the current recession for the European commercial vehicle industry, warns a new report from DRI Europe Ltd.

The booming export markets for heavy trucks, which have compensated for slow European demand, will weaken sharply as the oil earnings of key customer countries are squeezed.

European sales will remain very near 1981's depressed levels, and softening demand from African and Middle East customers will push exports down.

Total truck production is not expected to vary much from last year, and in some sectors will fall.

All this will result in a further setback to the profitability of the industry. It will place considerable pressure on those manufacturers struggling to maintain a place in the industry, and further restructuring of the European scene can be expected this year.

On a European-wide basis, DRI does not see any real growth this year. It identifies no real recovery of domestic economies until very late in the year. Real interest rates, despite the downward trend, will continue to remain high.

However, through 1983 and 1984 replacement demand will provide a powerful stimulus to registrations. This pent-up demand should be realized as interest rates fall more permanently and as the European domestic economies again stir into life.

The report believes that by 1987 about 50 percent of European truck production will be for export beyond Europe.

"The U. S. market will assume greater importance as Daimler-Benz, Volvo and Renault Industrial Vehicles build up their presence," says DRI.

It adds, "In the longer term the high degree of export orientation may prove a problem for the industry as importers seek higher proportions of local content and eventual local production of trucks."

The market for light commercial vehicles (up to 3.5 tons) is expected to resume its recent growth from next year. But, DRI predicts, European manufacturers will have to share the renewed market growth with Japanese importers, who have been outstandingly successful recently.

Bavarian Village opens

EAST DETROIT, Mich. — Bavarian Motor Village, Ltd. (BMW), has opened new facilities here.

European commercial vehicle demand

	1980	1981	1982	1987
Up to 3.5t	860	829	771	862
Over 3.5t	260	215	219	257
Total	1,120	1,044	990	1,119

(X 000. Includes registrations in Belgium, Holland, France, Italy, Spain, Sweden, UK and West Germany.)

European commercial vehicle production

	1980	1981	1982	1987
Over 3.5t	404	346	349	419
Total (incl. vans)	1,476	1,231	1,251	1,336

(X 000. Includes production in France, Italy, Holland, UK and West Germany.)

Source: DRI Europe

Mitsubishi denies any talks of venture with Peugeot

TOKYO. — Mitsubishi Motors Corp. has flatly denied a report in a Japanese newspaper that it is talking with Peugeot of France about a joint venture.

MMC does admit that Peugeot Chairman Raymond Parayre visited the MMC factory at Okazaki, in central Japan in May. Parayre also met Tomio Kubo, MMC chairman. However, the MMC spokesman said the meeting had been "purely formal," and that no joint ventures had been discussed.

The newspaper suggested that Peugeot wanted MMC to build cars in a joint venture in France. This does not seem too likely, since the Peugeot group has too many models, not too few, and most of these compete directly with MMC products. The possible exceptions are the Mitsubishi Starion and Cordia coupes.

Some months ago, news leaked out that MMC was looking for a partner in Europe to overcome the problems of trade friction in the UK, France and Italy.

As a latecomer to the British market, MMC is particularly badly hit by the "gentlemen's agreement" which was based on sales volume when this agreement started six years ago — just when MMC cars were starting to be sold in the UK.

MMC's British distributor, Colt Cars, had been keen to build Mitsubishi trucks in UK to serve the whole of Europe, but this plan never materialized.

3-month car production 22 pct. below 1981 total

2nd-quarter output lowest since '61

By Patricia Hoffman
Staff Writer

Domestic auto production in June was far below that of the 1981 month, and the second-quarter total was the lowest for the period in 11 years.

In June, the manufacturers completed 568,332 cars, down 20.24 percent from 712,524 built in the same month last year. On the plus side, last month's total was higher than May's.

Production for the second quarter was 1,574,259 units, down 22.53 percent from 2,032,219 in the same period last year. It was the lowest output for the quarter since 1,550,195 units were produced in 1961, but was up slightly from the first quarter of this year.

During the first half of 1982, the auto makers completed 2,661,259 units, down 26.03 percent from 3,597,750 built the first six months of last year.

On a percentage basis, American Motors suffered the largest decline in output last month, dropping 68.56 percent to 4,556 cars from 14,492 in June of 1981.

Chrysler Corp. followed with 57,062 units, down 31.89 percent from 83,784 last year.

Breakdown for June by the other companies was: Volkswagen of America, 9,333, down 24.51 percent from 12,383; General Motors, 361,956, down 19.89 percent from 451,851, and Ford Motor, 134,985, down 9.97 percent from 149,930.

The only gain last month was at tiny Checker Motors with 440 units, compared with 104 in the comparable period last year.

The shortened holiday week and downtime at all Ford facilities and VWoA's Westmoreland point pulled last week's estimated car production down 26.56 percent to 89,292 units from 121,578 in the previous week. Output also dropped 22.69 percent from 115,502 units completed during five days of assembly in the comparable 1981 week.

So far this year, the makers have assembled 2,798,532 cars, down 26.0 percent from 3,783,852 at this time last year.

A two-week vacation began last week at all 10 of Ford's car assembly points. Production is slated to resume at most of the plants July 19.

VWoA's Westmoreland facility was idled June 28 for model changeover. Operations at the plant are scheduled to resume in September.

The final Checker taxicab was built at the company's Kalamazoo (Mich.) plant last Friday (July 9), ending 60 years of production at the plant.

Saturday overtime was scheduled last week at GM's Doraville, Fairfax, Flint (LeSabre-Electra) and Lansing (Oldsmobile) facilities.

Car production in Canada shows 2nd-quarter advance

Canadian auto production in June jumped 5.0 percent from the comparable 1981 month, bringing the total for the second quarter up slightly from last year's period.

The makers built 106,508 cars in June, up from 101,432 built the same month last year. It was the highest output for any month since June, 1978, when 117,848 units were completed.

Output for the second quarter reached 281,590 units, up a fraction from 280,999 built the second three months in 1981. It was the most for second quarter since 328,270 in 1978, and the highest output for any quarter since the first three months of 1979 when 294,832 units were produced.

During the first half of 1982, the auto makers assembled 486,729 units, a 4.52 percent gain from 465,692 built the first six months last year.

The truck manufacturers finished 63,035 units in June, down 11.13 percent from 70,932 last year.

For second quarter, the makers produced only 166,982 trucks, down 15.68 percent from 198,035 last year.

There were 288,121 trucks produced during the first half of the year, down 24.33 percent from 380,764 in the 1981 period.

The auto makers finished 12,501 units last week, up from 12,380 built in previous holiday weeks. Vacation downtime at two Ford Motor facilities and American Motors' Brampton plant cut last week's total. Output was about the same as the 12,526 figure in the comparable 1981 week.

So far this year, the auto manufacturers have assembled 492,824 units, a slight gain from 489,190 in the same period last year.

Truck production last week totaled 6,732 units, down 4.21 percent from the previous week's 7,028, due to vacation downtime at Ford's Oakville facility. The total was also down 23.41 percent from 8,790 trucks in the comparable 1981 week.

Year-to-date, the truck makers have completed 290,559 units, a 6.26 percent decline from 309,971 in the comparable 1981 period.

Ford's Oakville car point began a three-week vacation shutdown last week. Operations are slated to resume July 26.

Also at Ford, the St. Thomas car point went down June 28 for a four-week vacation. The plant is scheduled to return July 26, but will be idled again starting Aug. 9.

AMC's Brampton facility, idled last week for vacation, is expected to return with two-shift operations July 19. The resumption of the second shift will increase output from 122 units a day to 244 units a day.

Chrysler's Windsor car point will close Friday (July 16) for a two-week vacation. The plant is scheduled to return Aug. 2 with production of 1983 models.

Truck production climbs for June and 2nd quarter

The domestic truck makers may have finally found the road to recovery as the June and second quarter production totals jumped substantially from the comparable 1981 figures. Output reached the highest points since 1979.

Last month, the makers assembled 213,209 trucks, up 14.10 percent from 186,857 in June of 1981. It was the most for that month since 292,897 units in 1979, and the most for any month since October, 1979, when 227,853 trucks were produced.

For the second quarter, the truck manufacturers completed 589,031 units, a 16.17 percent gain from 507,028 built in 1981. It was the most for any quarter since the second quarter of 1979 when 887,948 units were built.

During the first half of 1982, the makers produced 1,040,437 trucks, up 8.59 percent from 958,168 trucks built during the first six months last year.

Due to the shortened holiday week plus vacation and changeover schedules at all Ford Motor facilities, Volkswagen of America's Westmoreland plant and International Harvester's Ft. Wayne and Springfield points, the truck makers scheduled only 24,836 units last week, down 46.97 percent from the previous week's 46,834, but up 9.71 percent from 22,637 units built in the comparable 1981 week.

So far this year, the makers have assembled 1,083,803 trucks, a 10.14 percent gain from 973,865 trucks completed this time last year.

All the Ford truck facilities were idle last week, starting a two-week vacation.

Saturday overtime was scheduled last week at General Motors' Lordstown (van) and St. Louis (pickup) facilities.

Chrysler Corp.'s Warren truck plant continued on daily overtime schedules last week.

GM's Pontiac (S-truck) facility will be idle for two weeks starting today (July 12) to adjust inventory. Approximately 600 workers will be put on indefinite layoff.

U. S. CAR PRODUCTION

	Week Ended July 10, 1982	Week Ended July 11, 1981	Week Ended July 3, 1982	June Total	Jan. 1 to July 11, 1981	Jan. 1 to July 10, 1982
AMERICAN MOTORS	1,620*	3,200*	1,600*	4,556	62,254*	30,719*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,700	17,220	15,640	57,062	461,012	328,966
Plymouth Total	5,800	9,347	5,930	20,798	239,277	135,015
Horizon	1,900	3,438	2,223	7,947	89,696	42,180
Reliant	3,900	5,909	3,707	12,851	139,994	92,835
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,000	.....	.....	12,868	22,098	65,474
LeBaron	3,000	.....	3,435	12,868	17,236	65,474
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	3,900	7,873	6,275	23,396	199,637	128,477
Omni	1,700	4,223	2,457	8,000	73,062	39,884
Aries	1,700	3,650	2,882	11,423	110,249	69,732
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	.....	936	3,973	.....	18,861
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	.....	.....	19,425	134,985	780,432	612,210
Ford Division	.....	.....	11,538	86,215	532,228	390,580
Escort	.....	.....	.....	27,314	199,262	155,973
Fairmont	.....	.....	3,621	17,226	114,502	69,193
Must./Must. II	.....	.....	3,670	16,611	93,133	72,685
Granada	.....	.....	4,247	18,963	46,260	66,862
Thunderbird	.....	.....	.....	5,299	38,185	21,709
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	.....	802	.....	4,158
L-M Division	.....	.....	7,887	.....	248,204	221,630
Mercury Total	.....	.....	5,922	39,339	211,907	169,545
Lynx	.....	.....	.....	9,216	69,526	47,123
Capri	.....	.....	1,214	4,836	32,819	18,203
Zephyr	.....	.....	1,083	6,275	35,298	22,775
Cougar	.....	.....	1,793	8,276	23,866	31,695
XR-7	.....	.....	.....	2,189	16,740	7,245
Mercury	.....	.....	1,832	8,353	33,658	41,590
LN7	.....	.....	.....	194	.....	914
Lincoln Total	.....	.....	1,965	9,431	36,297	52,085
Continental ('82)	.....	.....	392	1,885	.....	10,944
Lincoln	.....	.....	963	4,623	17,699	23,501
Mark VI	.....	.....	610	2,923	18,598	17,640
GENERAL MOTORS	74,872	91,432	84,813	361,956	2,379,497	1,775,158
Buick Division	18,636	16,516	19,405	81,045	515,720	414,424
Skylark	3,316	6,247	4,061	15,358	144,306	75,653
Skyhawk J	1,820	.....	2,457	4,254	.....	47,036
Century	3,723	961	3,462	15,041	86,741	71,720
Regal	4,800	4,549	4,665	22,356	157,334	107,515
Buick	4,161	3,473	3,705	19,186	93,690	91,283
Riviera	816	1,286	1,055	4,850	33,549	21,217
Cadillac Division	4,706	7,290	5,510	24,627	159,687	134,079
Cimarron	278	968	252	571	6,280	2,351
Seville	260	478	331	1,510	15,250	12,611
Eldorado	1,108	1,565	1,396	6,397	37,912	34,353
Cadillac	3,060	4,279	3,531	16,149	100,235	84,764
Chevrolet Division	22,884	36,544	27,270	116,705	871,661	555,894
Chevette	4,668	6,926	5,993	25,281	187,911	121,754
Cavalier	1,982	3,848	2,072	7,129	32,373	46,683
Celebrity	1,488	.....	1,862	6,406	.....	37,175
Camaro	4,263	3,082	4,839	22,757	84,058	121,003
Citation	4,036	8,409	5,134	22,358	208,956	97,435
Malibu	2,518	3,254	3,254	15,405	153,886	63,149
Monte Carlo	1,625	3,232	2,148	9,835	85,296	36,846
Chevrolet	1,824	4,839	1,375	4,868	102,472	16,087
Corvette	480	954	603	2,666	16,702	15,762
Oldsmobile Division	16,412	17,530	18,265	75,519	535,837	414,215
Omega	1,928	3,480	2,340	8,218	86,375	46,212
Firenza	1,652	.....	1,845	1,747	.....	32,828
Cutlass	4,800	7,411	4,878	21,278	265,596	105,124
Cutlass/Ciera	1,877	.....	2,270	12,441	.....	85,426
Oldsmobile	5,506	5,603	6,097	27,996	155,864	145,261
Toronado	649	1,036	835	3,839	27,962	19,364
Pontiac Division	12,234	13,552	14,353	64,060	296,592	256,546
Acadian†	100	449	20	1,116	13,065	6,705
J2000	1,364	2,424	1,749	7,454	26,821	22,323
T1000	1,184	2,211	1,545	6,866	41,803	19,571
Firebird	2,833	1,892	3,400	15,449	41,637	72,102
Phoenix	1,440	2,317	1,787	8,382	66,591	27,822
Grand Prix	1,780	2,335	1,867	8,933	60,436	43,291
Bonneville ('82)	1,901	.....	1,943	8,988	.....	43,437
A6000	1,632	.....	2,042	6,872	.....	21,295
LeMans	.....	1,568	.....	.....	37,561	.....
Pontiac	.....	356	.....	.....	8,658	.....
VOLKSWAGEN	.....	3,615	.....	9,333	99,439	49,316
CHECKER	100*	35*	100*	440	1,218*	2,163*
Total Cars, U. S.	89,292	115,502	121,578	568,332	3,783,852	2,798,532

CANADIAN CAR PRODUCTION

	Week Ended July 10, 1982	Week Ended July 11, 1981	Week Ended July 3, 1982	June Total	Jan. 1 to July 11, 1981	Jan. 1 to July 10, 1982
AMERICAN MOTORS	.....	671	444	2,677	18,096	14,192
CHRYSLER CORP.	3,440	2,008	2,026	17,466	24,931	91,969
FORD MOTOR	436	504	3,107	36,679	128,547	172,051
GENERAL MOTORS	8,400	9,118	6,578	48,696	311,809	208,795
VOLVO	225	225	225	990	5,807	5,817
Total Cars, Canada	12,501	12,526	12,360	106,508	489,190	492,824
N. American Cars	101,793	126,028	133,958	674,840	4,273,042	3,291,356
N. American Trucks	31,568	31,427	53,862	276,244	1,283,836	1,374,362
North American Cars and Trucks	133,361	159,455	187,820	951,084	5,556,878	4,665,718

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 10, 1982	Week Ended July 11, 1981	Week Ended July 3, 1982	June Total	Jan. 1 to July 11, 1981	Jan. 1 to July 10, 1982
CHEVROLET	13,480	11,041	15,713	74,616	316,651	375,332
DODGE	2,900	2,184	3,052	13,592	54,291	72,240
FORD	944	.....	18,888	82,544	347,407	386,161
GMC	4,862	4,476	5,723	26,571	107,804	138,604
INTERNATIONAL	.....	.....	806	5,089	36,522	27,222
VOLKSWAGEN	.....	946	.....	1,042	24,374	8,103
JEEP	1,600*	2,500*	1,600*	4,925	48,471*	43,911*
AM GENERAL	50*	90*	50*	230*	2,345*	1,230*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,600*	34,000*	31,000*
Total Trucks, U. S.	24,836	22,637	46,834	213,209	973,865	1,083,803

CANADIAN TRUCK PRODUCTION

	Week Ended July 10, 1982	Week Ended July 11, 1981	Week Ended July 3, 1982	June Total	Jan. 1 July 11,	Jan. 1 July 10,
CHRYSLER CORP.	2,160	2,029	1,374	11,202	45,275	56,745
FORD MOTOR	762	636	2,490	16,795	90,421	77,569
GENERAL MOTORS	3,600	6,125	2,954	33,883	167,869	149,610
INTERNATIONAL	210	.....	210	1,155	6,406	6,635
Total Trucks, Canada	6,732	8,790	7,028	63,035	309,971	290,559
N. American Trucks	31,568	31,427	53,862	276,244	1,283,836	1,374,362

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1 7/19/82

Automotive News

July 19, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Fast conversion

A sunnier Celica

Convertible Specialties, Gardena, Calif., says it can turn a Toyota Celica into a convertible for $2,500 in less than a week.

Import-car inventory climbs to 57 days; domestics to 78½

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. jumped during June, but not nearly as much as the domestic stockpile and the par achieved at the beginning of the month was shattered.

While import stocks moved closer to the ideal 60-day level, the domestic inventory jumped well beyond that.

The inventory of new imported cars totaled 438,113 July 1, a 57-day supply, compared with 399,030 a month earlier, a 52½-day supply. During June, however, the domestic inventory jumped from 1,212,727, a 52-day supply June 1 to 1,364,214, a 78½-day supply July 1.

The inventory of new imported pickup trucks totaled 175,262, a 154-day supply, up from 171,655 a month earlier, a 142-day stockpile.

The combined imported car and truck inventory totaled 613,375, a 70-day supply, compared with 570,685 on June 1, a 65-day supply.

The combined domestic and imported new-car inventory was a 72-day supply July 1.

Honda and Toyota continued to carry very lean inventories, but two German nameplates, Mercedes-Benz and Porsche, opened July with even lighter stocks.

The 26-day supply of Mercedes-Benz was the leanest among the imports and Porsche was not much stronger at 27 days. Honda had a thin 29-day supply, while Toyota opened July with a 31½-day stockpile.

The inventory of Japanese-built new cars in the U. S. totaled 292,293 July 1, up from 270,651 June 1. The July-opening stock was a 48-day supply, up from 44 days a month earlier.

Japanese nameplates and

Continued on Page 38, Col. 1

Attempt to promote passive belts gets slapped down

Why VWoA doesn't advertise safety—Free market vs. FTC

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — NHTSA Administrator Raymond Peck's substitution of the free-market principle for government edict in passive-restraint technology could be in for tough times if the experience of Volkswagen of America is any indication.

A year ago, the company developed a television advertisement to tout its innovative passive belt system. Shown several times in prime time, it depicts a Volkswagen Rabbit traveling down a test track and stopping suddenly.

Richard Peet, head of Citizens for Highway Safety, then explains how the VW passive belt had worked excellently to restrain the dummy driver. The ad closes with Peet walking over to a passive-belt-equipped Rabbit, opening the door and saying that he thinks the system works so well that he owns one himself.

All in all, it is a seemingly inoffensive advertisement, aimed at conveying to the consumer that this passive belt system works very well, is easy to use and that Volkswagen is the only one to have the innovative device (e.g., "Volkswagen does it again").

But the New York office of the Federal Trade Commission took exception to the commercial on the grounds that it might be "deceptive."

Specifically the FTC said: "Our primary concern is that the audio and visual message may have the capacity to deceive consumers into believing that the Rabbit provides excellent crash protection or has performed exceptionally well in safety tests when, in actuality, Volkswagen merely intended to tout the Rabbit for its automatic seat belts."

The FTC said the ad does not make clear "what part or aspect of the Rabbit is being tested and for what reasons the endorser is making his endorsement."

The FTC office said consumers might have trouble understanding the term "passive restraint system" and suggested VW use the terms "air bag" or "seat belt" when referring to a passive restraint system to explain it.

It also challenged Peet's qualifications to endorse the product because he is not an automotive engineer, and suggested VW disclose that.

Lastly, it wanted VW to remove the superimpose of "Washington, D. C." on the ad because it might be improperly construed that the federal government was involved in the test.

VW representatives argued to no avail that the ad was in no way deceptive. They dropped the ad in late 1981, but the FTC wouldn't let the matter go with that.

In an October, 1981, letter, the office advised VW that: "While (the commercial) Safety Belt may have been discontinued by virtue of it being a part of the 1981 advertising campaign, we are concerned that related or similar practices used in the "Safety Belt" ad of this year may recur in future Volkswagen advertising. Therefore, we trust that your company will implement safeguards to promote more accurate advertsing."

In more polite terms VW said "the * * * with that," and has not run an ad showing its passive belt system since. Nor does it plan to in the future.

Controversial venture appears to be in the cards

GM, Isuzu eye Europe truck bid

By Richard Feast
European Editor

LONDON. — General Motors is understood to be planning a major sales drive into the European commercial vehicle market this fall.

Official details are scarce, but it is believed to center around Bedford Division of its wholly owned Vauxhall Motors subsidiary in the United Kingdom and — more controversially—Isuzu of Japan.

Isuzu, in which GM holds a 34 percent share, is the one Japanese vehicle manufacturer with no real representation in Europe. A few of its small pickups are sold as Bedfords in some markets, but its presence is insignificant.

But the twin factors of declining demand in Japan and GM's rapidly developing World Truck and Bus Group make Isuzu's entry into Europe appear inevitable.

It is spurred by the fact that its Japanese counterparts have made enormous sales gains throughout Europe, and that apart from the UK there are few restrictions on shipments.

In the haphazard stampede to place sales restrictions on Japanese passenger car sales in national markets with domestic manufacturing interests to protect, the commercial vehicle aspect was largely overlooked.

It has led to large increases in sales of lightweight vans and pickups from Japan throughout the continent. Even in West Germany, with very strong domestic competition from Volkswagen and Daimler-Benz, Japan's share of the market has grown from 3.5 percent in 1980 to 10.2 percent in the first five months of this year.

By contrast, GM executives will admit that GM's commercial vehicle presence in Europe is very weak. Last year, Bedford's exports to Europe amounted to around 10,500.

This figure is an all-embracing one, ranging from Chevanne car-based vans to heavyweight TM trucks. The bulk comprised medium-weight Bedford CF panel vans and pickups.

This compares with total European demand for commercial vehicles last year of 1,044,000, according to DRI Europe, a subsidiary of Data Resources, Inc. Of this, 829,000 were vans, up to 3.5 tonnes.

DRI predicts a drop this year

Continued on Page 39, Col. 1

NEWSPAPER
DC2001◆CNGLIAO QEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

breaking news

Make it the Chrysler E Class

DETROIT. — Originally slated to be called the Gran LeBaron, Chrysler Corp.'s new front-wheel-drive upper-midsize entry for the 1983 model year instead will be named the Chrysler E Class. The Dodge version of the luxury four-door sedan will still be named the Dodge 600.

Renault for Renault on AMC board

SOUTHFIELD, Mich.—Pierre Tiberghien, executive vice president of Renault's Automobile Division in charge of technical and product development, has been elected to the American Motors board of directors. He replaces Rudolphe R. Lambert, who resigned from the AMC board and from Renault. Lambert was Renault's vice president for North American operations.

UAW strike fund reaches alltime high

DETROIT.—The UAW's strike fund will reach $450 million this month, an alltime high, according to UAW Secretary-Treasurer Raymond Majerus. It was $436 million in June. Majerus also said the interest earned on investments is keeping the UAW in the black. In 1981, the union earned an average of 14½ percent interest on investment, he said. The UAW has been plagued with economic problems because its cash flow is tied directly to the number of members working,

See BREAKING NEWS, Page 8, Col. 1

Fraser predicts profit for firm, gains for workers

No Chrysler concessions—UAW

By Marjorie Sorge
Labor Editor

ROMULUS, Mich.—The UAW will make "absolutely no concessions to Chrysler Corp." during the 1982 negotiations, but it will make some gains, according to union President Douglas A. Fraser.

At a press conference at the Detroit Metropolitan Airport here, Fraser also predicted Chrysler will show a profit for the second quarter and said the workers should "be in on that return to profitability." He said if there should be a slight upturn in the economy, Chrysler could be profitable for the rest of the year.

"We (UAW) are beginning the long road back to equality with Ford and General Motors (workers)," he said.

Contract talks between the UAW and Chrysler open tomorrow (July 20). It has been reported that the gap in labor costs between Chrysler and Ford-GM is $3.50 an hour. A Chrysler assembler earns about $9.07 an hour compared with around $11.76 at GM and $11.67 at Ford.

In three rounds of bargaining in 1979, 1980 and 1981, Chrysler workers made concessions worth more than $1 billion to help Chrysler qualify for federal loan guarantees.

Fraser's comments came at a press conference announcing the union's petition drive to drum up public support for local-content legislation.

UAW Vice President Marc Stepp, director of the Chrysler department, has said the UAW will demand a moratorium on plant closings, a guaranteed income stream (GIS) for high-seniority workers, a company prepaid legal service plan, a resumption of both the cost-of-living adjustments (COLA) and the annual improvement factor (AIF) and the reopening of some plants.

Fraser said that Chrysler has a modern plant in St. Louis that is standing idle. That plant was built in 1966 and was closed in July, 1980. It had been building trucks.

"Hopefully, we will get additional interest in that plant and get it going again," he said.

Restoring the COLA payments will be a major UAW demand in negotiations, but Stepp has said the trigger mechanism might differ from that at GM and Ford. That formula gives workers one cent per hour for every 0.26 percent raise in the Consumer Price Index. A Chrysler official said restoring the COLA and AIF might be possible if workers are willing to make cost-reducing changes in other demands.

Those changes could come in the health care benefits, which both the union and the company agree cost too much, or in the pension plan.

The ratio of retired workers to active workers at Chrysler is currently one to one, which makes it very expensive to run the program. Both Chrysler and the union plan to look at ways to cut the ratio, Stepp said.

Also, according to the Detroit News, the UAW will demand four seats on the board of directors at Chrysler. Currently, the UAW has one board seat. It is held by Fraser.

The company and the union are also planning to introduce

Continued on Page 42, Col. 3

Shay trustee reports feelers on buying firm

BATTLE CREEK, Mich. — There may be investors interested in an outright acquisition of the financially beleagured Shay Motors Corp., according to court-appointed trustee Lloyd Kellum.

"There has been some discussion and some interest—genuine interest—in outlaying areas and other states," Kellum told Automotive News last week. "We haven't sat down to talk about it yet, however, because I haven't got all the information I need about the company."

Kellum said he is anxious to move on the matter because it is most advantageous to the creditors. "I could sit on these things forever, but they'd only turn to mold," he said.

Kellum was appointed trustee of Shay Motors on July 6 when the replica maker's status was converted from reorganization under Chapter 11 of the U. S. Bankruptcy Code to liquidation under Chapter 7.

All in the family

Warren Schoon, right, has expanded his General Motors line to the maximum, by purchasing a Chevrolet dealership from Keith Connell, right center, and David Connell, left. Gary Papik, general manager of Schoon Motor Sales (Pontiac-Oldsmobile-Buick-Cadillac-GMC Trucks), Luverne, Minn., joins the party in a 1914 Ford. Schoon reports that his father, Jake, once sold Fords which he bought as early as 1914 from Keith Connell's grandfather, Henry Bierkamp, a Ford distributor. Both the School company and the Bierkamp-Connell company (which dates from 1908) have continued in their respective families since their origins.

July 1-10 total is second-worst of this year

Domestic sales lowest since 1961

By Jenny L. King
Staff Writer

It was four in a row for the domestic auto makers: Four sales declines in four 10-day periods, and the saddest July 1-10 total since 1961.

All five major companies were at or near their lowest levels of the calendar year, and the year-to-date total of 3,042-742 was 11.47 percent below 3,436,849 through July 10, 1981.

This year's early-July sum was 107,918, down 15.96 percent from 128,417 last year. It was worst for the period since the 99,592 units sold in 1961, and it was the second-lowest reporting period of 1982. Only the Jan. 1-10 figure of 101,199 was worse.

The daily selling rate was the softest of 1982: 13,490. That was down 15.96 percent from 16,052 for the period a year earlier. There were eight selling days both years.

General Motors reported sales of 61,844, down 18.94 percent from 76,296 in 1981. It was GM's worst showing this year. Ford Motor Co. was down 3.68 percent, to 29,071 from 30,182. It was the company's second-poorest total in 1982.

Chrysler Corp. also bottomed out with its lowest 10-day sales of this year: 13,817, down 15.93 percent from 16,435 in 1981. Volkswagen of America continued its losing streak, with sales down 55.35 percent, to 1,386 from 3,104. Estimated sales of American Motors passenger cars were 1,800, down 25.00 percent from 2,400.

GM earned 57.31 percent of the early-July domestic market, down from 59.41 percent a year earlier. Ford sales accounted for 26.94 percent, up more than three percentage points from 23.50 percent. Chrysler held steady at 12.80 percent; AMC slipped to 1.67 percent from 1.87 percent, and VWoA dropped to 1.28 percent from 2.42 percent.

Again, Chrysler, Lincoln and Cadillac were among the few makes to post sales increases for the period. Chrysler more than doubled its '81 sales, to 3,726 from 1,747. Lincoln was up 38.14 percent, to 1,427 from 1,033; Cadillac was up 12.40 percent, to 4,807 from 3,928, and Ford joined the list, up 0.63 percent, to 20,845 from 20,715.

In the minus column were: Plymouth, down 34.82 percent; Imperial, down 54.93 percent; Dodge, down 26.86 percent; Mercury, down 19.39 percent; AMC, down 25.00 percent, and VWoA, down 55.35 percent.

Also behind year-ago levels were: Buick, down 12.39 percent; Chevrolet, down 15.33 percent; Oldsmobile, down 22.73 percent, and Pontiac, down 43.87 percent.

DOMESTIC SALES

	July 1-10, 1982	July 1-10, 1981
AMERICAN MTRS.	1,800†	2,400†
Chrysler	3,726	1,747
Imperial	32	71
Plymouth	5,177	7,942
Dodge	4,882	6,675
CHRYSLER CORP.	13,817	16,435
Ford	20,845	20,715
Mercury	6,799	8,434
Lincoln	1,427	1,033
FORD MOTOR CO.	29,071	30,182
Buick	10,304	11,761
Cadillac	4,807	3,928
Chevrolet	26,802	31,654
Oldsmobile	13,450	17,407
Pontiac	6,481	11,546
GENERAL MTRS.	61,844	76,296
VOLKSWAGEN	1,386	3,104
INDUSTRY TOTAL	107,918	128,417

† Estimated

VW pays dealers $200 to $900 for diesel sales

Volkswagen has launched a July 11-Sept. 30 "Summer Performance Challenge" incentive.

One phase pays dealers $200 on '81/'82 diesel-engine pickups, Rabbits and Jettas for 51-100 percent of a retail objective; $400 for 101-150 percent, and $600 for 151 percent and up, non-retroactively.

In California, the amounts are $300, $600 and $900 for the same cars on the same objective basis.

If the dealership hits 51 percent of its objective during July 11 to Aug. 10, a fast-start provision gives sales managers an extra $50 per unit, retroactively.

Another portion of the contest covers Scirocco. There is no payment for the first two unit sales, $300 for the third and $500 for the fourth and up. If a dealership hits four, it receives $300 per unit on the first two sold.

Pep talks, ad blitzes launched by DeLorean

By Edward Lapham
Financial Editor

DeLorean Motor Co. continued its self-resuscitation efforts last week by staging a series of dealer meetings and beginning a two-week "radio blitz" ad campaign in 10 major markets.

DMC Chairman John Z. DeLorean told Automotive News the dealer meetings "are going very well." Last week DeLorean held meetings in San Francisco, Los Angeles, Dallas, Atlanta, Chicago and New York. This week, the series will close out with a meeting in Orlando for Florida dealers.

DeLorean said dealers at the meetings were "enthusiastic," and were placing orders for cars. "Their attitude is very good," he said. "We should be able to clean out the inventory in no more than 60 days."

He also said it now looks like the company will lose only a "handful" of its 340 dealers. Earlier he had predicted that as many as 75 would leave the dealer group.

DeLorean said the CBS Radio campaign, which started July 14, "is to let people know we're still around" and that the UK financial troubles did not alter the U. S. company.

"It's like having a social disease," DeLorean said. "You can go to a doctor who will cure you and give you a certificate saying so, but you're still not going to get many dates."

The former GM group vice president said he intends to proceed with his plan to reacquire the Northern Ireland assembly plant, although he was "quite disappointed" that the consortium of British investors being assembled by the receiver had yet to indicate whether they could put together a deal by July 31.

"If they could come up with even a part of the money, say $15 million, it would help," DeLorean said.

Under the heads of agreement signed earlier this year by John DeLorean and the receivers of the UK operation (Automotive News, June 28), the U. S. operation will begin reacquiring the plant if no British investors can be brought in before the end of this month.

DeLorean also said that David R. T. Wood had rejoined DMC as marketing vice president, replacing J. Bruce McWilliams, who resigned in May.

Wood, who held the same position with DMC from 1974 to 1976, began his automotive career with GM where he served in a variety of marketing-related positions from 1957 to 1974. He was marketing vice president for Renault USA, Inc., from 1976 to 1979 when he left and started his own business as an automotive consultant.

Wood will be based at the company's facility in Irvine, Calif.

False documents on smog bring U.C. probe in L.A.

LOS ANGELES.—As many as 44 Los Angeles-area used-car dealers may be implicated in a counterfeit smog certificate scam which was broken when a West Covina woman was arrested and charged with selling the false documents.

Under California law, cars in certain counties must be certified as having been smog-tested before they can be sold. Although the charge for the test is only $11, in some cases it may take $100 or more to get a car in shape to pass the test.

The DMV has charged Mabel Ann McGill with allegedly selling the fake documents to the dealers for $35 or $40 each.

Records seized by the DMV indicate that as many as 6,500 certificates were sold since January of 1980 for payments totaling $225,000.

The names of the dealers have not been released pending further investigation. A DMV spokesman said the names have been turned over to the district attorney for possible criminal charges.

Meanwhile, the DMV has begun its own proceedings to suspend the licenses of the implicated dealers.

Programs for salespeople, managers and dealers abound

GM, Chrysler, AMC pile on incentives in bid to spur sales

By Joseph Bohn
Marketing Editor

General Motors, Chrysler Corp. and American Motors have heaped fresh incentive money into new programs designed to spur slow-selling models.

GM's program, the subject of considerable speculation over the past few weeks, covers new and unused '81 and '82 X, J and T-body models. They are Chevrolet Chevette, Cavalier and Citation; Pontiac T-1000, J2000 and Phoenix; Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark, and Cadillac Cimarron.

GM is paying dealers $400 on all eligible models retailed and delivered from July 14 to Aug. 31, beginning with the third unit sold in each line. Cimarron is worth $600. Demos and driver-education units are covered, but fleet sales are not eligible.

As is finally worked out, the GM program wasn't as extensive or as rich as some dealers would have liked. It doesn't cover front-drive A-cars, for example. And amounts fell short of a previously speculated $500 per unit.

But it does give dealers a decent amount of wheeling-and-dealing leverage and flexibility in how they want to spend the money.

General Motors did not publicize the dollar amounts involved. And the car divisions, while they're planning to give the program ad support, are similarly shying away from publicizing exact amounts, so as to give dealers a wide latitude in what they choose to do.

Some dealers expected to add to the amount provided by the factory and promote the totals as dealer rebates.

Robert D. Lund, vice president in charge of the sales and marketing staff, called GM's program a very "worthwhile" buying incentive for customers and added: "We are planning no other reduced retail financing rate activities or passenger-car rebates to customers as we close out the model year."

Chrysler's program for sales managers and salespeople is called "Treasure Island Days." It runs from July 1 to Sept. 30.

The sales managers' portion covers all new and unused '81 and '82 import cars, import trucks and domestic trucks, including Rampage.

There are separate objectives for each of the three categories, though the percent-of-accomplishment payoff levels are the same.

Payoff levels are: Nothing for 0-24.9 percent of objective; $10 per unit for 25 to 49.9 percent; $20 per unit for 50 to 74.9 percent; $30 per unit for 75 to 99.9 percent, and $60 per unit for 100 to 114.9 percent. Payments are not retroactive.

If a manager hits 75 percent of his objective by Aug. 31 and 100 percent by the end of the program, he receives an additional $25 per unit in each category, boosting payments to $35, $45, $55 and $85.

Still, he receives nothing for the 0-24.9 percent level.

If a manager hits 115 percent of his total objective, he receives $100 per unit, beginning with the 25-percent-of-objective level. If he hits the Aug. 31 fast-start, he receives an extra $25 or a total $125 per unit, beginning with the 25-percent-and-up level.

There are also trip awards for

Continued on Page 8, Col. 3

$300 million slated for Hydra-matic project

GM spends big on transmission plant

By Roger Rowand

WARREN, Mich. — General Motors' Hydra-matic Division is expanding, modernizing and installing new machinery and equipment in its huge plant here. Project price tag: $300 million.

The company has made no announcement as to what the machinery being installed will produce and will not say. However, it was learned the plant will turn out lightweight transmissions for GM vehicles. It does not now make transmssions.

In its request for 12 years of tax abatement given in Michigan to firms increasing payrolls, or making an effort to maintain them, GM said the plant will produce a small transmission that is more fuel efficient than current types.

Union sources near the plant, where installation of machinery has just been accelerated after a strike-caused delay, said the new transmission will be the THM440.

As previously reported in Automotive News, the THM-440 will be a four-speed automatic. It will be offered on the larger V-6 models.

"These new automatic transmissions will be used on future GM vehicles starting in 1983 and be part of the corporate program to increase overall fleet gasoline economy," the company told the City of Warren.

The plant now covers some 1.8 million square feet with most of it under one roof. GM said 200,000 square feet will be added in the current expansion project.

It now produces wheels, control arms, small-car (Chevette) front suspensions and brakes, rear axles and front axles for trucks.

The firm said production of components for rear-drive cars will be phased out and, without the abatement, the Warren plant would produce only wheels, control arms and small-car front suspensions. The facility would be 50 percent vacant, GM said.

It said control arm usage will be dramatically reduced in future cars.

The city was told that 2,400 jobs will be created or saved by the expansion. Of those 2,400 positions, 1,100 will be filled by people on layoff status and 1,300 will be additional jobs.

Employment at the Hydra-matic factory has dropped sharply in recent years.

At the start of 1980-model production, the workforce totaled 4,300. By the start of 1982-model-year output, it had declined to 1,900.

The payroll dropped $60 million in that period.

Bubbleback for Capri

Lincoln-Mercury Division is calling this rear design for its 1983 Carpi a bubbleback. It said a significant aerodynamic slipperiness improvement in 1983 over 1982 results partly from the new design. There are new headlamp treatments and grilles for Capri in '83 and interiors have been upgraded.

'Bubbleback' styling highlights '83 Capri

The news from Lincoln-Mercury Division on its Capri for '83 centers around performance improvements and a restyling of the car's third door into what the division calls a bubbleback.

Powertrain changes are extensive. New for '83 is a 3.8-liter V-6 with two-barrel carburetion. The 2.3-liter I-four engine gets two-barrel carburetion instead of the single-barrel it had in the 1982 model year, and four-barrel carburetion has been put on the muscular 5.0-liter V-8.

Standard engine for the Capri is the 2.3-liter overhead cam I-four.

No longer available are the 3.3-liter liter single-barrel six and the 4.2-liter two-barrel variable venturi V-8 engine packages.

In the spring, a turbocharged four-cylinder engine with electronic fuel injection will be added to the line.

Tires for the 1983 Capris have been widened. Tires and wheels have been indexed together relative to high and low points for improved rolling smoothness.

Among deleted options are Recaro seats, a slow-moving offering during the 1982 model year.

Capri goes on sale Sept. 23 and will be available in five models—the base Capri, the L, the GS, the RS and the Black Magic. All are three-door sedans.

There is no Capri convertible to run with the Mustang ragtop because of the Capri's bubbleback styling.

2.5-MPH bumper rule challenged in court

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Deregulation, as NHTSA Administrator Raymond Peck is learning, is not such an easy thing to accomplish.

For the second time this year, Peck and the safety agency he heads are being taken to court to protest an action he took ostensibly to help the beleagured U. S. auto industry.

First came an appeal of Peck's decision to void the passive restraint or so-called "air bag rule."

This time the suit protests his recent rollback of the bumper standard from 5 MPH protection to 2.5 MPH.

The petition for review of the bumper rule was filed in the Court of Appeals for the District of Columbia by the Center for Auto Safety and the State Farm insurance company. It follows on the heels of a petition for reconsideration filed with NHTSA in June by the Insurance Institute for Highway Safety (IIHS) on the same action.

State Farm is the company which successfully sued Peck on the air-bag rule, by convincing the Appeals Court here that his reasons for abandoning it were not sufficiently sound.

The company will use the same argument in the bumper rollback decision, utilizing the points made by the IIHS in its petition which seeks reconsderation of the bumper rule.

These include a new public opinion poll conducted by Opinion Research Corp., indicating the large majority of car owners want 5-MPH bumpers even if they cost more. State Farm will also argue that Peck failed to follow Congressional intent or heed the legislative history of the 1972 law that requires NHTSA to develop systems pro-

Continued on Page 42, Col. 3

index

Auction reports	27
Classified advertising	30
Editorial page	12
Personnel	36
Production by makes	43
Truck highlights	20

57th year — No. 4924

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Controversial change in tire registration rules included

NHTSA money bill a defeat for tire makers

By Miles Moore
Washington Staff Writer

WASHINGTON. — The Senate Commerce Committee, apparently ignoring the pleas of tire industry spokesmen who objected to a controversial amendment on voluntary tire registration, has approved the NHTSA three-year money authorization bill without comment or amendment.

The bill now goes to the Senate floor, where it is expected to be acted upon quickly. It already has passed the House.

If passed, the bill would provide $172,144,000 for NHTSA over the next three years, including:

1. $165.1 million for safety programs, including developing safety programs and doing research.

2. $5.43 million for compiling consumer information, including data on repair costs and crashworthiness.

3. $1.03 million for establishing bumper standards.

4. $590,000 for prevention of odometer fraud.

In addition, an amendment to the bill contains language to "clarify" the rules of states in enforcing federal safety standards which they have adopted as their own.

The truly controversial amendment, however, is the one governing voluntary tire registration, an item which the National Tire Dealers and Retreaders Assn. (NTDRA) has fought for years to put through.

• Under current NHTSA regulations, tire dealers are responsible for mailing to the government the identification numbers of all tires sold so the tires can

Continued on Page 42, Col. 1

'82 Cadillacs "Extended Body" Limousines

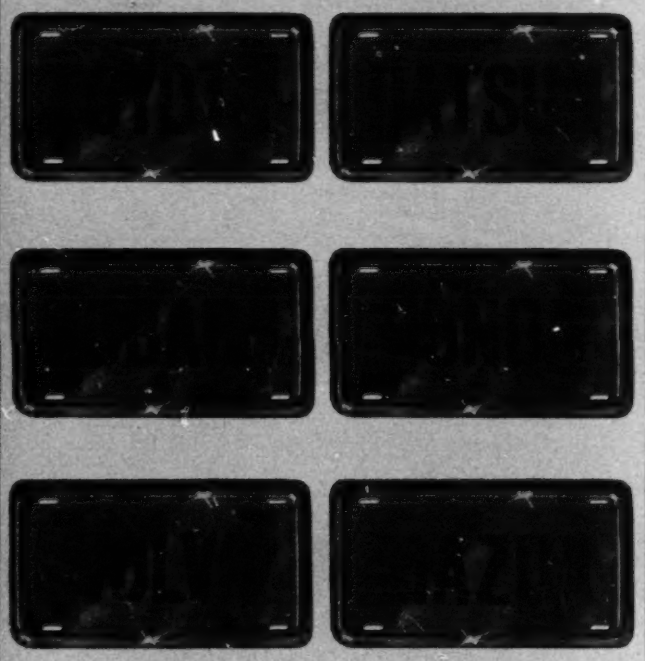
"AMERICAN CUSTOM COACHWORKS, LTD."

For '82 "luxuriously" custom coachcrafted, these elegant limos are extended 4 feet which allows more room for comfort and more "passengers per gallon." Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or select factory pool cars, presently in build, "are available."

CALL (213) 272-7908 OR (213) 278-0643 FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-4

ATTENTION IMPORT DEALERS!



WE WANT TO PUT YOU IN A SELLING STATE.

If you find that your license to traditional inventory financing has practically expired, we can help. We're a division of International Telephone and Telegraph backed by nearly $3.5 billion in assets.

We staff our network of offices with experienced professionals who believe flexibility is the key to strong floorplan financing programs. We evaluate your specific needs and work out a way to satisfy them.

So if any of your present floorplanning sources are hesitant or just not as cooperative as they once were, call John Dobson, toll free.

We'll get your imports back on track.

TOLL FREE:

800-325-9590

(In Missouri call collect 314-725-2525)

ITT Diversified Credit Corporation

8251 Maryland Ave. • St. Louis, MO 63105

Reversal of year-earlier trend is first in four years

Six-month truck sales up 11.3 pct.

Continued from Page 20

508 units, an increase of 19.9 percent over the previous year's 366,534. The June count was up slightly from last year's, 61,761 versus 61,914.

In the first half, LUV sales plunged from 39,404 a year ago to 14,144. The June total was only 1,187 units, compared with 4,128 in the same month in 1981.

Ford dealers retailed 418,849 units in the first half, up 9.7 percent from last year's 381,875. The June total of 76,059 vehicles was almost one percent higher than the year-ago 76,758.

Six-month Courier sales dropped from 34,654 units in 1981 to 17,910 this year, while the June total was down to 4,437, compared with 5,435 last year.

Dodge and Plymouth dealers sold 131,482 light trucks through June, an increase of 29.8 percent over last year's 101,304 units. In June, the count was 23,270, up 31.9 percent over last year's 17,641.

Six-month Dodge Ram 50 sales totaled 18,130 units, compared with 15,846 a year ago. The June total was 2,694, up from last year's 2,127. Plymouth Arrow sales were down for both the half and the month, 3,390 versus 5,319 and 507 versus 638, respectively.

• GMC dealers retailed 124,250 vehicles in the first six months, a gain of 32.4 percent over last year's 93,828. The 1982 count included 20,679 of the compact S-15 pickups. In June, 19,237 units, including 3,141 S-15s, were sold, up 12.9 percent over the year-ago 17,035.

Six-month sales of Jeep four-wheel-drive vehicles totaled 32,156 units, an increase of 4.2 percent over the year-earlier 30,852. In June, 7,080 units were retailed, 12.3 percent higher than the year-ago 6,304.

Sales of the compact Volkswagen pickup in the first half dropped 60.2 percent, from 17,901 units last year to 7,129. The June total of 837 units was down 67.7 percent from the year-ago 2,592.

First-half sales of Mercedes-Benz medium and medium-heavy trucks were down 21 percent to 1,446 units, compared with 1,831 last year. The June total was off 9.7 percent, 262 units versus 290.

Toyota dealers sold 64,344 pickups in the January-June period, a decline of 4.7 percent from last year's 67,487. The June total of 9,578 units was 29.3 percent under the year-earlier 13,540.

Six-month Datsun sales were off 28 percent, from 61,287 in 1981 to 44,197. The June count was 6,718, down 37.7 percent from last year's 10,783.

Mazda dealers sold 18,058 compact pickups through June, an increase of 122 percent over last year's 8,139. In June, sales were up 47.3 percent, from 2,021 in 1981 to 2,976.

Isuzu's six-month sales totaled 6,148 units, a gain of 150.8 percent from last year's 2,451. The June total was 1,146 units, 202.4 percent higher than the previous year's 379.

Compact pickups see 1982 sales soar 46.3 percent

Continued from Page 20

S-10 and the Ranger, sales of the LUV and the Ranger have fallen.

Chevrolet discontinued importation of the LUV 4x2 model after the S-10 reached volume production, and is expected to drop the 4x4 and the diesel models once S-10 versions of these products are available in volume.

Ford continues to import the Courier 4x2 model, and says it has no plans to do otherwise. But the company's marketing efforts in the compact segment has been shifted from the Courier to the Ranger.

• Ford will add Ranger 4x4 and diesel entries in the 1983 model year. There are no such versions in the Courier line.

In the first half, sales of the captive imports dropped 43.7 percent below the year-earlier level, from 95,223 units in 1981 to 53,575. The Dodge Ram 50 was the only captive to show an improvement over 1981, and this was due mainly to a 4x4 model added in the 1982 model year.

Sales of the non-captive imports in the first six months totaled 132,747 units, a decline of 4.7 percent from last year's 139,364.

Award to Rockenbach

Doug Rockenbach, right, owner of Rockenbach Chevrolet Sales, Inc., Grayslake, Ill., receives Chevrolet's 25-year dealer plaque award from Don Grieve, assistant zone manager for Chicago.

Mack displays vintage trucks at new museum

Continued from Page 20

to the unique heritage of Mack Trucks," he said.

In 1900, the five Mack brothers built and sold their first commercial vehicle, based on their years of experience as wagon makers and extensive experimentation with self-propelled units.

Since that time, Mack has designed and produced a wide variety of vehicles for virtually all of the roles filled by the trucking industry.

During World War I, Mack built about 5,000 AC models with the snubbed-nose hoods for military service in Europe, and British soldiers dubbed them the bulldogs. The bulldog became the corporate symbol in 1922.

Mack supplied the military in World War II on a much larger scale with more specialized products. About 30,000 units served in that conflict in such applications as prime movers, personnel carriers, wrecker trucks and tank transporters.

Big Three June, year-to-date truck sales

	June 1982	June 1981	Year to date 1982	Year to date 1981
Ford				
Vans	12,726	11,131	63,788	53,553
Club Wagon	4,511	2,350	17,035	13,434
Ranger	11,386	.....	45,744	.....
Courier	4,437	5,435	17,910	34,654
Bronco	3,958	3,066	22,362	17,181
Conventional Pickups	34,744	50,281	2228,025	237,855
Mediums	.....	3,673	.....	20,777
Heavies	.....	822	.....	4,421
Chevrolet				
Vans	9,556	8,410	53,060	45,864
Sportvan	1,642	1,320	8,751	7,538
S-10	12,596	.....	99,776	.....
LUV	1,187	4,128	14,144	39,404
El Camino	1,657	3,116	11,321	17,969
Blazer	1,427	1,952	15,794	11,268
Suburban	1,974	2,075	16,118	11,272
Conventional Pickups	29,978	39,312	212,535	221,255
Mediums	1,744	1,601	8,009	11,964
Chrysler				
Vans	5,675	4,864	31,626	25,097
Voyager	436	434	2,811	2,689
Ram Wagon	2,945	2,107	15,925	10,681
Rampage	1,956	.....	9,481	.....
Arrow	507	638	3,390	5,319
Ram-50	2,694	2,127	18,130	15,846
Trail Duster	.....	85	244	946
Ramcharger	1,219	335	5,991	2,789
Conventional Pickups	7,838	7,051	43,884	37,957
GMC				
Vans	2,507	2,545	14,580	12,099
Caballero	192	427	1,476	2,454
S-15	3,141	.....	20,679	.....
Jimmy	577	436	3,947	2,451
Suburban	895	374	5,362	2,439
Conventional Pickups	9,096	10,239	57,821	54,792
P models	294	354	1,766	1,907
Mediums	1,857	1,711	13,296	11,423
Heavies	678	949	5,323	6,263

SEVENTH ANNUAL

Automotive News World Congress

For More Information

See Pages 14 and 15

Franchise provision criticized

Delaware dealer bill draws FTC objections

DOVER, Del.—Legislation in the state House of Representatives here that would protect new car dealerships from alleged unfair practices of automobile manufacturers has drawn objections from the Federal Trade Commission. The legislation has been passed by the state Senate and is now in the House Administrative Services Committee.

A letter from the FTC set forth the following objections to the proposed legislation:

It would hinder competition in the sale and service of new vehicles in Delaware and areas of neighboring states; it would result in higher new-car prices and service charges through possible reduced competition; it would allow an established dealership to unfairly delay or block a rival's plans to open within his market area, and it would encourage new-car dealerships to open just across the state line in bordering Maryland.

The letter was sent to George Hale, assistant director for small business at the Delaware Development Office. Hale had raised a question about the executive branch's position on the legislation and asked that the FTC put its objections in writing.

Hale said his office, charged with attracting new business to the state, has taken no position on the bill. The measure is supported by NADA and the Delaware dealer association.

The bill would require an automobile manufacturer to show good cause before canceling a dealer's franchise; require the manufacturer to pay for warranty work done by the car dealers; make it easier for a person to pass on his franchise to a spouse or a child, and make the car manufacturer, and not the dealer, responsible for damages from lawsuits by consumers who sue for manufacturing negligence.

Rep. Roger P. Roy, of the House Administrative Services Committee, said that the chances for getting the legislation out of his committee to the House floor are slim.

The FTC took particular exception to the bill's restrictions on granting new-car dealership franchises within a 10-to-20-mile radius of another dealer selling the same make of car.

The commission, in its letter, said that such a restriction would make a dealer's "relevant market area" up to 1,200 square miles, which is over one-half the land area of the entire state of Delaware. Roy's amendment to the bill would reduce the restrictive area to 6 to 12 miles.

Used car sales
Auction Averages

July to date	$4,759
Month ago	$4,702
Year ago	$4,267

Model breakdown
Auction Averages

	JULY TO DATE	JUNE	MAY
1982	$9,855	$9,646	$9,102
1981	6,795	6,892	6,995
1980	5,288	5,367	5,439
1979	4,733	4,788	4,807
1978	3,760	3,837	3,874
1977	2,951	2,950	2,986
1976	1,977	2,041	2,146
1975	1,565	1,415	1,539
Overall Average	$4,759	$4,708	$4,799

Fantastic driveaway from Monmouth

Monmouth Park racetrack in Oceanport, N. J., was the site of a day-long celebration by 150 New York-area GMC Truck & Coach Division dealers, who met for lunch, watched several races, then took part in the driveaway of 150 new GMC vans back to their dealerships for their "Bet On a Winner" sales campaign.

factories list auction dates

American Motors

July 20—D-A Auto Auction, New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

July 21—Kansas City Auto Auction, Kansas City, Mo.; Sand Mountain Auto Auction, Boaz, Ala.

July 22—Minneapolis North Star Auto Auction, Shakopee, Minn.; Fredericksburg Auto Auction, Fredericksburg, Va., and Evansville Auto Auction, Evansville, Ind.

July 27—Aptco Auto Auction, Taylor, Mich.
tion, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Dallas Auto Auction, Grand Prairie, Tex.

July 29—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Minneapolis, Minn.

July 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Ford Motor Co.

July 20—Arena Auto Auction, Chicago, Ill.; Harrisonburg Auto Auction, Harrisonburg, Va.

July 22—Nashville Auto Auction, Nashville, Tenn.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Concord Auto Auction, Acton, Mass.; Central States Auto Auction, Mason City, Ia., and Golden Gate Auto Auction, Fremont, Calif.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, July 27, 1982

CHRYSLER CORP.	FORD MOTOR CO.	AMC FACTORY SALE
10 A.M.	10 A.M.	11 A.M.
SALE OF 200 UNITS CHRYSLER PLYMOUTH DODGE DEALERS ONLY	SALE OF 200 UNITS FORD & LINCOLN-MERCURY DEALERS ONLY	SALE OF 200 UNITS ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3741 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
106 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA, 8815 Second St., N.W., 505-898-9540.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION

Transport	Cleanup
Professional auctioneers	Storage
Large dealer consignment	Personal service
Fleet & lease cars	State vehicles

Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

An Ad in the Classified Section of
AUTOMOTIVE NEWS
Will get you quick action, and satisfactory results.

Stockpile jumps from 52 to 78½ during June

Sales sag, U. S. inventory swells

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers had no sooner pared their new-car inventory to a healthy 52-day supply June 1 when sales slumped even more. The result: By July 1, the domestic new-car inventory had jumped to a 78½-day supply.

The domestic new-car stockpile totaled 1,364,214 July 1, a 78½-day supply, compared with 1,212,727 a month earlier, a 52-day stock. A year ago, the domestic inventory totaled 1,664,871 July 1, an 83½-day supply.

Only the two smallest producers, American Motors and Volkswagen of America, trimmed their stockpiles during June.

General Motors accounted for most of the increase, boosting its inventory to 79 days July 1, up from a lean 44 days a month earlier. A sharply lower selling pace contributed to the swollen inventory, but GM also added more than 100,000 units to its stockpile during June.

• GM's J-cars and the front-drive A-bodies were both in heavy supply. Shortest in the industry were the hot-selling Firebird, at 29 days, and Camaro at 40 days.

Ford Motor Co. opened July with a 75-day supply, up from 64 days a month earlier. Ford's sales pace was off only moderately, but it added almost 35,900 units to inventory.

Chrysler Corp. had an 83-day supply July 1, up from 68 days a month earlier. Chrysler also had lower sales and a higher unit count — by about 10,000.

VWoA cut its stock to 105 days July 1 from 127 days a month earlier, while AMC opened July with a 65-day supply, down from 66 days a month earlier.

The July 1 domestic inventory was divided this way: GM, 57.53 percent; Ford Motor Co., 25.69 percent; Chrysler Corp., 13.03 percent; VWoA, 2.32 percent, and AMC, 1.43 percent.

A month earlier, the domestic inventory was divided as follows: GM, 55.75 percent; Ford Motor Co., 26.02 percent; Chrysler Corp., 13.81 percent; VWoA, 2.64 percent, and AMC, 1.78 percent.

• By size class, all segments were in heavier supply than a month earlier, but subcompacts continued to be heaviest and standards lightest.

The industry had a 103-day supply of subcompacts July 1, compared with a 75½-day stock a month earlier. Standards had the lowest stock at 53⅓ days, up from 36 days a month earlier.

There was a 74-day supply of compacts July 1, up from 49 days; a 77-day stockpile of intermediates, up from 48 days, and a 78½-day supply of luxury cars, up from 45 days.

The July 1 inventory was divided this way by market segment: Subcompact, 29.04 percent; compact, 22.39 percent; intermediate, 30.44 percent; standard, 11.03 percent; and luxury, 7.10 percent.

A month earlier, the inventory was divided as follows: Subcompact, 31.10 percent; compact, 21.80 percent; intermediate, 29.57 percent; standard, 10.70 percent, and luxury, 6.83 percent.

• The July 1 days-supply figures by market class were:

Subcompact — Eagle SX/4, 48; Spirit, 67; Lynx, 71; Horizon, 72; Escort, 75; TC3, 93; Omni, 93; 024, 97; LN7, 102½; EXP., 103; Rabbit, 105; Cavalier, 143; Chevette, 147; Skyhawk, 150; T1000, 164; J2000, 167, and Firenza, 171.

Compact — Firebird, 29; Camaro, 40; Zephyr, 59; Fairmont, 61; Concord, 66½; Eagle, 70½; Reliant, 74½; Skylark, 77; Aries, 87; Omega, 89; Mustang, 98; Citation, 118½; Phoenix, 120, and Capri, 137.

Intermediate — Cutlass four-door, 46; Cutlass two-door, 50; Gran Fury, 50; Malibu, 51; New Yorker, 56; Regal four-door, 60; Bonneville, 61; Grand Prix, 62; Diplomat, 63; Regal two-door, 65; Cougar, 69; Granada, 73; Monte Carlo, 80½; Cordoba, 91; Thunderbird, 92; XR-7, 93; LeBaron, 97; Cutlass Ciera, 98; Mirada, 99; Century, 116; Celebrity, 134; Dodge 400, 147, and Pontiac 6000, 183.

Standard — Olds 98, 43; Olds 88, 44; Mercury, 51; LeSabre, 52; Ford, 59; Chevrolet, 61; Electra, 63, and Pontiac, 69½.

Luxury — Lincoln, 61; Cadillac, 67; Riviera, 74; Toronado, 79; Mark VI, 81; Eldorado, 83; Continental, 84; Imperial, 110; Corvette, 115; Seville, 127, and Cimarron, 164.

New-car inventories

	July 1, 1982	June 1, 1982	July 1, 1981
Spirit	70	61½	119½
Concord	66½	64	46
Eagle	70½	77	95
Eagle SX/4	48	62	95
AMERICAN MOTORS	65	66	75½
Horizon	72	49	76
TC3	93	70	76
Reliant	74½	76	91
Gran Fury	50	43	—
Plymouth	74	65½	82
LeBaron	97	72	73
Cordoba	91	71½	82
New Yorker	56	44	—
Chrysler	80½	62	76
Imperial	110	36½	54
Omni	93	54	86
024	97	73	86
Aries	87	79½	103½
Dodge 400	147	147	—
Diplomat	63	49½	83
Mirada	99	67	100
Dodge	93	75	94
CHRYSLER CORP.	83	68	86
Escort	75	74	61
EXP	103	123	61
Mustang	98	82	83
Fairmont	61	56	91
Granada	73	53	96
Thunderbird	92	84	117
Ford	59	54	79
Ford	75	68	81
Lynx	71	74	71
LN7	102½	83	71
Capri	137	85	89
Zephyr	59	30	75
Cougar	69	41	77
XR7	93	76	119
Mercury	51	41	72
Mercury	71	56	78
Lincoln	61	39	102
Continental	84	59	—
Mark VI	81	34	118
Lincoln	74	48	110
FORD MOTOR CO.	75	64	81
Skyhawk	150	100	—
Skylark	77	36	70½
Century	116	55	—
Regal 4-door	60	41	63
Regal 2-door	65	36	112
LeSabre	52	28	68½
Electra	63	42	89
Riviera	74	38	75
Buick	77	43	82
Cimarron	164	87	55
Seville	127	72	105
Cadillac	67	41	86
Eldorado	83	44	88
Cadillac	77	45½	86
Chevette	147	55½	57
Cavalier	143	71	88
Citation	118½	60	118
Camaro	40	18	96
Malibu	51	35	101
Celebrity	134	65	—
Monte Carlo	80½	42	133
Chevrolet	61	42	92
Corvette	115	63	66
Chevrolet	89	48	95
Firenza	171	112	—
Omega	89	45	81
Ciera	98	54	—
Cutlass Sup. 4-dr.	46	36	52
Cutlass Sup. 2-dr.	50	28	77
Olds 88	44	23	54
Olds 98	43	28	60
Toronado	79	37½	75
Oldsmobile	61½	36	65
T-1000	164	81	73
J-2000	167	96	69
Phoenix	120	64½	133
Firebird	29	18	121½
Bonneville	61	43	89
6000	183	101	—
Grand Prix	62	36	116
Pontiac	69½	61	67
Pontiac	86	51	95
GENERAL MTRS.	79	44	85
VOLKSWAGEN	105	127	90
TOTAL	78½	52	83½

Import inventory climbs in June to 57 day stock

Continued from Page 1

their car days-suppply figures were: Honda, 29 days; Toyota, 31½ days; Subaru, 42 days; Mazda, 52 days; Nissan, 59½ days, and Isuzu, 157 days. Chrysler Corp. had a 132½-day supply of Mitsubishi-built Colts, Champs, Challengers and Sapporos.

The stockpile of West German-built cars totaled 86,185, a 106-day supply, compared with 80,729 a month earlier, a 100-day supply.

German nameplates and their days-supply figures were: Mercedes-Benz, 26 days; Porsche, 27 days; BMW, 47 days; Audi, 146 days, and Volkswagen (German-built), 221 days. VW also had a 105-day supply of U. S.-built Rabbits.

Inventories of other European lines included: Jaguar, 51 days; Volvo, 57 days; Saab, 71 days; Peugeot, 98 days; Renault, 107½ days; Fiat, 137 days, and DeLorean, 308 days.

Inventories of new imported pickup trucks July 1 were: Mazda, 98½ days; Ford Courier, 111 days; Toyota, 118 days; Chrysler Corp. (Mitsubishi), 160 days; Isuzu, 189 days; Nissan, 216 days, and Chevrolet LUV, 326 days.

Ford shows future chic

Anaheim Mayor Ben Bay, left, previews some of Ford Motor Co.'s cars of the future under the expert guidance of Donald F. Kopka, Ford vice president—design, at the company's Southern California headquarters in Anaheim. This Quicksilver model was displayed with Ford's Aerovan, Continental Concept 90 and a methanol-powered Escort.

NHTSA tire-tread proposal draws cheers and brickbats

WASHINGTON. — NHTSA's proposal to suspend the treadwear grading requirements of Uniform Tire Quality Grading has brought comments ranging from "fair" and "appropriate" to "entirely contradictory with the concept of a free market economy."

Earlier this month, NHTSA announced a notice of proposed rulemaking to suspend treadwear grading on an interim basis.

NHTSA said it was necessary "primarily to avoid dissemination of potentially misleading tire grading information to consumers, but also to minimize the imposition of unwarranted compliance costs on industry and consumers."

If the suspension becomes law, NHTSA will use the time to undertake "an extensive testing program" to determine whether treadwear testing procedures can be made more exact and their results more repeatable.

NHTSA based its proposal on an agency study, which in turn hinged on the various complaints tire makers have made about the UTQG system for years.

The agency study, NHTSA said, has led it to believe "that unacceptable levels of variability exist in the present treadwear system and tests conducted under it."

A testing program, the agency added, could "determine whether factors causing test variability can be adequately controlled." Until such testing is completed, however, "continuation of costly testing and grading . . . cannot be justified."

NHTSA estimates the cost of treadwear testing to the tire makers at $9.7 million annually.

Most U. S. tire makers greeted the proposal with optimism, if not with jubiliation. Most echoed the words of Goodyear, the most vociferous opponent of UTQG, which said it "generally agrees" with the proposal "in the long-held belief that such a system misleads and confuses consumers, rather than assisting them, in making informed tire purchases."

Uniroyal, the sole defender of the system among the tire makers, said it was "disappointed" and "surprised" by the NHTSA proposal. The company has long insisted that UTQG "provides consumers with objective and useful information" in the purchase of tires.

Sharing Uniroyal's displeasure was Joan Claybrook, the former NHTSA administrator under whose guidance the current UTQG standards went into effect.

She said that since customers know and care more about treadwear than either of the other two grades — traction and temperature resistance — and since UTQG is mandated by federal law, the Reagan Administration "decided to knock out the system by making it as uninteresting as possible for the consumer."

A hearing on the proposal is scheduled for Aug. 12 in Room 2230 of the Nassif Building here. Interested parties may submit statements to the NHTSA docket until Aug. 26.

K cruiser for Montreal

Montreal Urban Community Police purchased 10 Plymouth Reliants as a potential first step toward downsizing its fleet. Special police equipment package includes heavy-duty suspension, wheels and tires; accessory wiring and hard-service upholstery. Nine of the K-cars are for undercover detectives.

Ken Marks to move

CLEARWATER, Fla. — Ken Marks has become sole owner of Ken Marks Ford. He plans to relocate the dealership from downtown Clearwater to a seven-acre site in the Countryside area north of the city.

94,683 autos assembled last week

Plant downtime trims car output

By Patricia Hoffman
Staff Writer

Despite downtime at several assembly points, the domestic auto makers managed to pull last week's production ahead of the previous holiday week's, but output continued to be far below last year's.

Last week's production was scheduled at 94,683 units, up 11.45 percent from 84,957 built during four days the previous week, but down 15.69 percent from 112,309 in the comparable period last year.

So far this year, the auto manufacturers have assembled 2,888,880 units, down 25.69 percent from 3,887,727 in last year's year-to-date.

Breakdown for last week by company was: General Motors', 87.71 percent; Chrysler Corp., 6.76 percent; Volkswagen of America, 3.82 percent, and American Motors, 1.71 percent.

All 10 of Ford Motor's car assembly plants were idle last week for vacation.

Checker Motors ended production of taxicabs at the company's Kalamazoo facility on July 9. The plant will continue to produce automotive parts.

Model changeover began last week at GM's Linden plant. It is scheduled to return Aug. 12 with production of 1983 models.

Also down last week for changeover were Chrysler's Belvidere and Jefferson points. Belvidere is slated to resume operations today (July 19) and Jefferson is scheduled to return Aug. 2.

Following a two-week vacation shutdown, VWoA's Westmoreland facility resumed production last week, but will be idle for model changeover throughout August. Assembly of 1983 models is scheduled to begin in September.

GM's Bowling Green facility (Corvette) has slated a four-week shutdown for changeover starting today (July 19).

Overtime was scheduled last Saturday (July 17) at GM's Norwood point.

14 plants down, truck output is 25,815 for week

With 14 assembly points down last week, domestic truck production rose only 4.03 percent from the previous holiday week. But output was 39.80 percent higher than in the year-ago week.

The truck makers targeted 25,816 units last week, up slightly from 24,817 built during the previous four-day week, and up from 18,466 in the comparable week last year.

Production so far this year reached 1,109,600 units, an 11.89 percent gain from 991,702 trucks finished in the same period last year.

All 9 of Ford Motor's truck facilities were idle last week for vacation.

International Harvester's Ft. Wayne and Springfield points were also down last week. It was the last of a three-week shutdown to control inventory. Production is scheduled to resume today (July 19).

General Motors' Pontiac (S-truck) facility began two weeks of downtime last week for model changeover.

Also idle for model changeover is Chrysler Corp.'s Belvidere point. Operations there are scheduled to resume today.

Volkswagen of America's Westmoreland line closed for changeover June 28, with assembly of 1983 models expected to begin in September.

Overtime was scheduled last Saturday (July 17) at GM's Lordstown and St. Louis facilities.

GM's Moraine and Shreveport points and Chrysler's Warren facility operated on daily overtime schedules.

Chrysler phases out '82s, Canadian production drops

Canadian auto and truck production was down last week from the previous week's totals as Chrysler Corp. began to phase out production of 1982 models in preparation for vacation downtime slated to begin today (July 19). The Chrysler facilities will return in two weeks with 1983 models.

The auto makers scheduled output last week at 12,021 units, down 8.32 percent from 13,112 the previous week, and the total dipped 10.84 percent from 13,483 units in the comparable 1981 week.

The cumulative total so far this year rose to 505,456, compared with last year's 501,115.

Truck production last week was estimated at 6,735 units, down 3.01 percent from the previous week's 6,944 and down 4.71 percent from 7,068 in the comparable 1981 week.

So far this year, the truck manufacturers have finished 297,506 units, down 5.88 percent from 316,104 built through July 18 last year.

Three car points and one truck facility remained idle last week for vacation.

Ford's Oakville car point (idled July 5) and its St. Thomas facility (idled June 28) are slated to return next week (July 26).

American Motors' Brampton point, down since July 5, returns today (July 19). Approximately 600 hourly workers will be called back from temporary layoffs, and output will be upped from 122 units a day on one shift, to 244 units a day on two shifts.

Ford's Oakville truck facility, idled July 5, will resume operations today.

General Motors' Oshawa (No. Two) and Ste. Therese plants are scheduled to go down July 26.

Vacation closings are slated to begin Aug. 2 at GM's Oshawa (No. One) point and Volvo's Halifax facility.

Petry appointed

VILLANOVA, Pa. — John J. Petry, formerly sales manager for the Automotive Systems Division of Auto Tell Services, Inc., has been named director of marketing services for the division. Auto Tell Services provides computer systems for automobile dealers.

Fiat appoints five to new posts in U.S. operation

HASBROUCK HEIGHTS, N. J. — Fiat Motors of North America has appointed two vice presidents, a national sales manager, a national service manager and a personnel director.

Carlo Predieri, formerly director of technical operations, has been promoted to vice president, engineering and service. He succeeds Frans Donck, who has been transferred to Fiat Auto UK where he will be responsible for the engineering and service functions of Fiat in England.

Sergio Montorsi, who joined Fiat's public relations department in 1970, has been named vice president, corporate and public relations for FMNA.

Bernie J. Silveria, Eastern area manager, has been named national sales manager. He will be responsible for the field sales force in addition to Eastern and Western area distribution.

The service field force and Western area service will be the responsibility of Bruce Mundy, who has been appointed national service manager. This position also includes the operations of the customer relations department.

Dick Rajoppi, personnel services manager, has been promoted to director of personnel. He succeeds Giorgio Donetti, who has been transferred to Fiat Auto S.p.A. in Turin, Italy.

U. S. CAR PRODUCTION

	Week Ended July 17, 1982	Week Ended July 18, 1981	Week Ended July 10, 1982	July to Date	Jan. 1 to July 18, 1981	Jan. 1 to July 17, 1982
AMERICAN MOTORS	1,620*	3,200*	1,600*	4,020*	65,554*	32,319*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	6,400	18,627	11,766	25,986	478,932	334,432
Plymouth Total	2,900	9,976	5,299	11,164	249,324	137,414
Horizon	.....	3,770	1,879	2,991	93,734	42,159
Reliant	2,900	6,206	3,420	8,173	146,003	95,255
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,400	.....	2,409	5,526	22,098	66,283
LeBaron	1,400	.....	2,409	5,526	17,236	66,283
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	2,100	8,651	4,058	9,296	207,510	130,735
Omni	.....	4,155	1,811	3,040	77,185	39,995
Aries	1,500	4,496	1,592	4,533	113,999	71,124
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	600	.....	655	1,723	.....	19,616
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	.....	.....	.....	9,713	780,432	612,210
Ford Division	.....	.....	.....	5,769	532,228	390,580
Escort	.....	.....	.....	.....	199,262	155,973
Fairmont	.....	.....	.....	1,811	114,502	69,193
Must./Must. II	.....	.....	.....	1,835	93,133	72,685
Granada	.....	.....	.....	2,123	46,260	66,862
Thunderbird	.....	.....	.....	.....	38,185	21,709
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	.....	.....	.....	4,158
L-M Division	.....	.....	.....	3,944	248,204	221,630
Mercury Total	.....	.....	.....	2,961	211,907	169,545
Lynx	.....	.....	.....	.....	69,526	47,123
Capri	.....	.....	.....	607	32,819	18,203
Zephyr	.....	.....	.....	542	35,298	22,775
Cougar	.....	.....	.....	896	23,866	31,695
XR-7	.....	.....	.....	.....	16,740	7,245
Mercury	.....	.....	.....	916	33,658	41,590
LN7	.....	.....	.....	.....	.....	914
Lincoln Total	.....	.....	.....	983	36,297	52,085
Continental ('82)	.....	.....	.....	196	.....	10,944
Lincoln	.....	.....	.....	482	17,699	23,501
Mark VI	.....	.....	.....	305	18,598	17,640
GENERAL MOTORS	83,043	86,695	71,491	196,940	2,458,467	1,854,820
Buick Division	18,115	11,784	17,542	45,360	527,743	431,445
Skylark	4,145	6,136	3,056	9,232	150,435	79,538
Skyhawk J	1,008	.....	1,712	3,948	.....	47,936
Century	3,495	.....	2,842	8,068	86,881	74,334
Regal	5,140	2,261	4,855	12,327	159,532	112,710
Buick	4,327	2,151	4,270	10,450	96,063	95,719
Riviera	.....	1,236	807	1,335	34,832	21,208
Cadillac Division	3,827	6,694	4,779	11,361	166,780	137,979
Cimarron	381	692	244	751	7,248	2,698
Seville	.....	461	239	404	15,737	12,590
Eldorado	.....	1,503	1,067	1,765	39,477	34,312
Cadillac	3,446	4,038	3,229	8,441	104,318	88,379
Chevrolet Division	28,537	39,666	21,618	63,795	903,483	583,165
Chevette	5,590	10,641	4,418	13,004	195,879	127,094
Cavalier	2,620	5,187	1,569	5,225	36,420	48,890
Celebrity	1,860	.....	1,493	4,284	.....	39,040
Camaro	5,734	3,038	3,816	11,969	87,058	126,290
Citation	5,045	9,327	3,917	11,529	215,515	102,361
Malibu	3,386	2,841	2,600	7,613	156,240	66,617
Monte Carlo	1,809	2,596	1,511	4,394	87,373	38,541
Chevrolet	1,893	4,616	1,808	4,389	107,311	17,964
Corvette	600	1,220	486	1,388	17,687	16,368
Oldsmobile Division	17,516	15,191	15,916	42,564	550,710	431,235
Omega	2,410	3,671	1,870	5,450	89,857	48,564
Firenza	1,039	.....	1,732	3,693	.....	33,947
Cutlass	5,820	4,764	4,855	13,114	270,427	110,999
Cutlass/Ciera	1,705	.....	1,411	4,251	.....	66,665
Oldsmobile	6,542	5,752	5,412	15,002	161,404	151,709
Toronado	.....	1,004	636	1,054	29,022	19,351
Pontiac Division	15,048	13,360	11,636	33,860	309,751	270,996
Acadian†	370	485	530	910	13,514	7,505
J2000	1,705	2,887	1,279	3,859	29,751	23,943
T1000	1,480	1,876	1,095	3,347	43,856	20,962
Firebird	3,873	1,758	2,589	8,162	43,487	75,731
Phoenix	1,800	2,086	1,481	4,175	68,536	29,663
Grand Prix	1,815	2,335	1,473	4,221	62,656	44,799
Bonneville ('82)	1,965	.....	1,580	4,516	.....	45,081
A6000	2,040	.....	1,609	4,670	.....	23,312
LeMans	.....	1,568	.....	.....	38,939	.....
Pontiac	.....	365	.....	.....	9,012	.....
VOLKSWAGEN	3,620	3,752	.....	3,620	103,054	52,936
CHECKER	.....	35*	100*	150*	1,288*	2,163*
Total Cars, U. S.	94,683	112,309	84,957	240,429	3,867,727	2,888,880

TRUCK PRODUCTION IN U. S.†

	Week Ended July 17, 1982	Week Ended July 18, 1981	Week Ended July 10, 1982	July to Date	Jan. 1 to July 18, 1981	Jan. 1 to July 17, 1982
CHEVROLET	15,684	8,865	13,463	37,003	325,493	390,999
DODGE	2,100	2,181	2,914	6,540	56,375	74,354
FORD	.....	.....	944*	10,388	347,407	386,161
GMC	5,382	2,468	4,846	13,090	109,779	143,970
INTERNATIONAL	.....	.....	.....	404	38,522	27,222
VOLKSWAGEN	.....	962	.....	.....	25,320	8,103
JEEP	1,600*	2,500*	1,600*	4,000*	50,971*	45,511
AM GENERAL	50*	90*	50*	125*	2,435*	1,280*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,500*	35,400*	32,000*
Total Trucks, U. S.	25,816	18,466	24,817	74,050	991,702	1,109,600

CANADIAN TRUCK PRODUCTION

	Week Ended July 17, 1982	Week Ended July 18, 1981	Week Ended July 10, 1982	July to Date	Jan. 1 to July 18, 1981	Jan. 1 to July 17, 1982
CHRYSLER CORP.	2,102	2,142	2,625	5,276	46,705	59,312
FORD MOTOR	672	300	600	2,268	90,811	78,079
GENERAL MOTORS	3,961	4,626	3,719	8,862	172,182	153,690
INTERNATIONAL	.....	.....	.....	84	6,406	6,425
Total Trucks, Canada	6,735	7,068	6,944	16,490	316,104	297,506
N. American Trucks	.....	25,534	.....	.....	1,307,806	.....

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 17, 1982	Week Ended July 18, 1981	Week Ended July 10, 1982	July to Date	Jan. 1 to July 18, 1981	Jan. 1 to July 17, 1982
AMERICAN MOTORS	.....	850	.....	178	18,647	14,192
CHRYSLER CORP.	3,056	2,994	4,255	8,121	26,947	95,840
FORD MOTOR	340	552	340	1,923	129,075	172,295
GENERAL MOTORS	8,400	8,862	8,292	19,323	320,414	217,087
VOLVO	225	225	225	540	6,032	6,042
Total Cars, Canada	12,021	13,483	13,112	30,085	501,115	505,456
N. American Cars	106,704	125,792	98,069	270,514	4,388,842	3,394,336
N. American Trucks	.....	25,534	.....	.....	1,307,806	.....
North American Cars and Trucks	.....	151,326	.....	.....	5,696,648	.....

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 7/27/82

Automotive News

July 26, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

And now, for something different . . .

$6,750-a-foot limousine from Baroque

This Baroque limousine is 20 feet long and costs $135,000. And it's not the biggest Baroque; there is a stretched limo that is longer yet. Built by Knudsen Automotive, Omaha, it uses Cadillac running gear and features such equipment as pushbutton bar and video tape recorder.

Luxury for the urban cowboy

The F. W. Stagecoach is suitable for those who want a vehicle with a Western flair that stands out from the rest. It uses running gear of an International Scout four-wheel-drive unit and is built by F. W. & Associates, Tempe, Ariz. It costs $35,000.

Three-wheeled TurboPhantom

Phantom Vehicle Co., Newport Beach, Calif., claims 50 MPG and 130 MPH for its TurboPhantom three-wheel luxury sports car, built on a custom order basis as a completed vehicle. It is powered by turbocharged versions of the Honda GL 100 or six-cylinder Kawasaki 1300 engine. Body and frame is sandwiched foam and fiberglass-reinforced plastic. Prices range from $19,000 to $25,000.

NEWSPAPER
AN JAN83
MD2081#CNGLIAO DE 1N095 92001?
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 2081#

Local content is gaining over Reagan opposition

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Despite opposition from the Reagan Administration, the UAW is setting the stage for an automobile local-content law: It has managed to pick up support from 217 representatives — more than half the House.

If the bill makes its way to the House floor, it would be almost impossible to defeat.

The latest twist is that the two largest consumer organizations—Consumers Federation of America and National Consumers League—have also endorsed it. The bill seems almost unbeatable this election year because of high unemployment, the union-circulated petitions and its claims that passage could save 800,000 jobs in auto and related industries and bring "fairness" in trade with Japan.

But a new study commissioned by the American International Auto Dealers Assn. and done by the Boston-based firm, Harbridge House, says the UAW bill would mean a surcharge of $3,200 for every buyer of a Japanese car and it would raise domestic small car prices as well.

This figure is a combination of the $1,900 estimated to be added by the "voluntary" quotas put in place in April, 1981, and the local-content requirements in the union bill as introduced by Rep. Richard Ottinger, New York Democrat, in the House and Senator Wendell Ford, Kentucky Democrat, and 17 other senators in the Senate.

Ottinger, a liberal, defended the bill despite charges of its inflationary aspects. He said it would enable consumers to "support and invest in the American economy, regardless of the car they choose to purchase."

He added it is needed to "counteract the incredible transfer of auto manufacturing jobs abroad."

Although consumer groups are usually free-traders, they are also often heavily dependent on union members for financial support.

The bill would apply to all car companies with annual sales of cars and trucks in the U. S. exceeding 100,000 units. Makers would have three years to bring their average local content up to the allowable level. This could be done by either buying U. S.- or Canadian-made components and adding them here or abroad, or by manufacturing here, since labor as well as parts would be counted as part of the wholesale price.

For the relatively low-volume sellers, minimum local content

Continued on Page 39, Col. 1

breaking news

Alliance prices range from $5,595 to $7,470

SOUTHFIELD, Mich. — American Motors has placed a sticker price of $5,595 on the base Renault Alliance two-door sedan. The front-wheel-drive Alliance line goes on sale in September. Other prices are: Alliance L—2-door sedan, $6,020; 4-door sedan, $6,270. Alliance DL—2-door sedan, $6,655; 4-door sedan, $6,905. Alliance Limited—4-door sedan, $7,470. The 49-state EPA fuel-economy ratings for Alliance are 37 MPG estimated and 52 MPG highway with 4-speed transmission, 35/51 with 5-speed and 31/39 with automatic. AMC estimates first-year production of 100,000.

Public Affairs Chief Larsen to leave Chrysler

DETROIT.—Wendell Larsen, group vice-president—public affairs, Chrysler Corp., will leave the auto maker to become senior vice-president—corporate affairs of IC Industries, Chicago. He will also be a member of the company's policy committee.

Avanti sale is in the works

SOUTH BEND.—AMW, Inc., a holding company which buys auto-related businesses, is negotiating the purchase of

Continued on Page 8, Col. 1

Protectionist acts self-defeating, new Toyota president warns U. S.

By John Hartley
Staff Correspondent

TOKYO.—"The local content legislation now being debated in the U. S. could not only restrict competition and run contrary to the best interests of American consumers but in the long run could be disadvantageous to the U. S. economy," said Shoichiro Toyoda, new president of Toyota Motor Corp.

Toyoda admitted that he had no idea of the chances of the bill getting through, but said:

"It would stand in the way of competition; it would be unfortunate. More thinking should be placed on giving the economy more vitality. I would ask the people in Congress involved to take this into account."

Basically, Toyoda stands by the views of previous Toyota executives when asked about affairs in the U. S. — that protectionism hurts the industry it is intended to help by fostering inefficiencies and allowing prices to rise.

Over the years, of course, many laws have failed to achieve their intended purpose. Perhaps one of the most recent examples is the "gentlemen's agreement" over limiting the imports of Japanese cars into Britain to about 11 percent of total sales.

The main result of this agreement has not been to increase sales of British cars, but to increase imports from Common Market countries, many imported by companies that do manufacture in Britain.

• Speaking at the Foreign Correspondents' Club in Tokyo, Toyoda had little to say about exports to the U. S. or Europe. He did not attack the "self-restraint" quotas imposed by the Japanese government, nor did he mention the situation in Canada, where Japanese cars are allegedly being held up at the docks.

Recently, of course, there has been a lot of speculation on the proposed joint venture between Toyota and GM.

"I want to see our talks with General Motors succeed," said Toyoda, "and provide American customers with small cars of high quality and good fuel efficiency. We are looking at ways both companies can benefit from the relationship."

GM is keen to use one of its idle factories to build the forthcoming front-wheel-drive Corolla, and recently GM chairman Roger Smith was quoted as saying that because Toyota had spent a lot of money on the project it must be serious.

But Toyota has spent a lot of time over the years considering manufacture in the U. S. It commissioned three feasibility studies from specialist consultants in the U. S. and Japan. These were completed over a year ago. Yet Toyota has never admitted that it has finished studying these reports.

"The surveys almost never

Continued on Page 39, Col. 4

The long and short of it

Seville is stretched, shortened

Sevilles come in all sizes from American Custom Coachworks, Ltd., Beverly Hills, Calif. At top is the company's Cadillac Seville Extended Body Limousine, a four-foot-stretch limo that includes standard rear-facing club seats, color TV, intercom system, ice storage compartment and electric chauffeur divider window. The Seville "Paris Roadster" Convertible, a two-seater, is a Seville that's shortened 16 inches. Wheelbase is 98 inches. Power top with full headliner is standard.

Insurers say agency flouts court order and blocks passive-restraint standard

NHTSA accused of stalling tactics

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — In the latest go-round in the passive restraint litigation, State Farm Mutual and the National Assn. of Independent Insurers accuse NHTSA of flouting the court's order for a schedule and further delaying the standard that has already been 12 years in the making.

Both say NHTSA's response with a proposed supplemental rulemaking to consider only non-detachable passive belts or air bags is precisely the "recalcitrance" that Judge Abner Mikva criticized June 1, when he overturned rescission of standard 208 which NHTSA head Raymond A. Peck announced last October.

Both successful plaintiffs also accuse Peck of acting as though he won the suit instead of lost it.

Predictably, both the domestic industry and the import companies also protest the shortness of response time and, predictably, consumer and physicians' groups join the insurers in protesting what they view as unnecessary delay.

By the end of July, NHTSA must again answer the new charges of failing to fulfill the court's order and thereafter the court will decide whether the agency's response is satisfactory.

Meanwhile, the Justice Department has asked for extra time — 30 days after the court's ruling — to decide whether to appeal to the full nine-judge panel or to the U. S. Supreme Court.

• The federal appellate court for the District of Columbia, in overruling NHTSA's wipe-out of the passive restraint standard, faulted Peck's decision as a "paradigm of arbitrary and capricious" action. It ordered NHTSA to come up with answers within 30 days to questions raised by the court and to produce a "schedule for implementing the standard."

NHTSA's response, defending its decision to rescind, was to propose supplemental rulemaking, asking within 30 days responses to predicted use of detachable automatic belts and alternatives such as mandating non-detachable belts and air bags only.

Then, NHTSA said, it would try to respond within 45 days but might decide more fact finding is needed.

State Farm says NHTSA's proposal is not a schedule at all, since it sets no time limit. Instead, NHTSA suggests a "blueprint for a leisurely, open-ended new rulemaking proceeding while the rule is in a state of suspensed animation."

State Farm says that unless NHTSA comes up with a judicially acceptable rationale for rescission, the auto makers should be put on notice that the standard will go into effect for '84 models.

• In State Farm's view, NHTSA is seeking the kind of 95 percent confidence of accuracy that is needed for a new drug, but one that would only mire the agency in statistical argument for bolts and bags.

State Farm wants the court to order NHTSA to address three questions only: Does the record

Continued on Page 37, Col. 1

Product liability law gets Reagan's blessing

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Federal product liability law that would preempt an area of regulation now belonging to the states has received endorsement from the Reagan Administration which is philosophically in favor of states' rights.

Commerce Secretary Malcolm Baldridge won over President Reagan by arguing that businessmen want and urgently need uniformity instead of the wide differences that have resulted from court decisions and the failure of states to agree among themselves.

While no specific bill was blessed, the leading contender is the Senate measure crafted after several drafts and hearings by Senator Robert Kasten Jr., Wisconsin Republican. It has the backing of the Business Roundtable and the National Assn. of Manufacturers and both the domestic and import auto industries.

The car companies would like to see even more protection offered than would exist in the Kasten bill; they favor using the minimum federal standards as a pressumption of safety—a position rarely accepted by courts and not even by NHTSA in its defect investigations.

But despite strong opposition by some consumer groups and trial lawyers, the Senate bill—representing many compromises—has almost universal business backing. Conceivably, markup could occur next month and Senate passage appears possible.

• What apparently turned the Administration's position around was the broad-based business support. Apparently persuasive were arguments that product liability is a national and even an international problem and that a federal law would help products move across state lines and compete more effectively abroad.

Moreover, the Administration was told that without more certainty of the risks of litigation, less money would be spent to improve products.

The House has not yet drafted a bill, much less held hearings. If it does draft a bill, it is likely to be more consumer-oriented than the Senate version. The House committee that would consider the bill now is backed up with the Clean Air Act, local content legislation and other matters on its agenda.

In addition, a plain political fact of life may militate against any House action this year: Any federal product liability measure is controversial, and no member needs a powerful and rich bunch of local trial attorneys lobbying against him in an election year.

In short, the next Congress may look like a better bet to pass product liability legislation, although passage by the Senate this time around would further its chances.

Buick champs

Woody Wiegandt, left, a salaried employe in Buick's torque converter plant, and Ken Ward, an hourly employe in Buick's gear and axle plant, earned berths in the Buick Pro-Am golf tournament Aug. 18 in Grand Blanc, Mich., as winners of the division's first annual Buick Employe Classic. Wiegandt, who shot a three-over-par 75, and Ward, who scored a 79, topped a field of 88 golfers in the finals. The original field numbered 1,200.

Fraser concedes parity is unlikely, but vows gains for union

Chrysler-UAW contract talks open

By Marjorie Sorge
Labor Editor

Workers at Chrysler Corp. will not get parity with workers at Ford and General Motors in one fell swoop, UAW President Douglas A. Fraser said as contract talks began in Detroit last week.

"Now it is time for the Chrysler workers to begin that long, long road back to parity with the Ford and GM workers," Fraser said.

But, at the same time, he said the union has no intention of making any further concessions to the company.

"I'm exuberant about these negotiations", Fraser said. "When we walk away from here, I know we will have made some gains for the Chrysler workers."

Chrysler was teetering on the brink of bankruptcy when talks were held in 1979. In three rounds of bargaining in 1979, 1980 and 1981, the hourly workers made concessions worth more than $1 billion to allow the company to qualify for federal loan guarantees. The current contract, covering 84,000 hourly and 6,400 salaried workers, expires Sept. 14.

Prior to the first actual bargaining session last week, Chrysler's top executives made a two-hour "State of the Company" presentation to the UAW negotiators. It covered everything from finance to new products.

Making the presentation were Chairman Lee Iacocca, Vice Chairman Gerald Greenwald and Harold K. Sperlich, president of North American Automotive Operations.

In this round of bargaining, the UAW wants:

1. To reinstate cost-of-living-adjustments (COLA) and the annual improvement factor (AIF).

2. To obtain job security.

3. A moratorium on plant closings.

4. Pilot lifetime employment programs at some Chrysler plants.

5. A guaranteed income stream (GIS) for high-seniority workers.

6. Four seats on the Chrysler board of directors—three in addition to the one Fraser now holds. Fraser has said he will resign that seat when he retires from the UAW next May, but Iacocca said he will try to persuade Fraser to stay.

Chrysler wants:

1. To cut the costs of health care and pensions.

2. Changes in some work practices.

3. Reductions in absenteeism.

• It has been estimated that the labor costs at Chrysler currently run about $3.50 an hour behind those at GM and Ford. But at a press conference announcing the company's $107 million profit for the second quarter, Iacocca said the gap is much less.

He said the high cost of pensions has raised the labor cost from $17.50 an hour when the current contact was negotiated to $19.63, about $1.40 away from GM's labor cost. He said the pensions are so costly because "we have one guy on pension for every guy working."

But in wages, an assembler at Chrysler makes $9.07 an hour compared with $11.67 at Ford and $11.76 at GM. Currently, Chrysler trails GM and Ford by more than $2 an hour in COLA alone. According to Fraser, in the last quarter that amounted to about $1,100 per worker.

The UAW wants to reinstate the COLA benefit, and Iacocca said the company "will try and work out some sensible COLA arrangement."

UAW Vice President Marc Stepp, director of the Chrysler Department, told Automotive News in April that the COLA formula might differ from the Ford and GM agreements. In those pacts, workers get one cent

Continued on Page 37, Col. 3.

index

Auction reports	28
Classified advertising	30
Editorial page	12
Obituaries	26
Personnel	26
Production by makes	42
Registrations, car, truck	4, 9, 16, 17
Truck highlights	16

57th year — No. 4925

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

But May total trails last year's

Registrations continue month-to-month climb

By Jenny L. King
Staff Writer

The new-car registration total continued its climb in May, up 5 percent over the April figure and the fifth consecutive month of growth this year. But the May total was lower than its year-ago counterpart, according to figures compiled by R. L. Polk & Co.

The May registration total was 707,869, up 5.30 percent over 672,253 reported in April and down 3.17 percent from 731,059 in May of 1981. It was the lowest May since 1975 when 656,803 new cars were registered in the U. S.

The domestic-car figure was 518,746, up 6.74 percent from 485,992 in April and 2.17 percent ahead of the 507,470 registered a year earlier in May.

Imports were down 15.41 percent from May to May, to 189,123 from 223,589, and their share of the total market dropped to 26.72 percent from 30.58 percent.

Total new-car registrations for the first five months were down 15.99 percent, to 3,060,751 from 3,643,403 last year. The domestics dived 15.61 percent, to 2,187,094 from 2,591,740, while imports plunged 16.93 percent, to 873,657 from 1,051,663.

Imports' share of the five-month market dipped only slightly, though, to 28.54 percent from 28.86 percent.

• In May, General Motors was the only major domestic auto maker to increase its share of the market compared with 1981. GM climbed to 47.33 percent from 42.18 percent, its gain the byproduct of a lowered interest-rate program for customers which ran through the end of the month.

Ford Motor Co. slipped to 16.46 percent from 16.78 percent last year; Chrysler Corp. had 8.33 percent, down from 8.48 percent; AMC stood at 1.10 percent, down from 1.96 percent, and miscellaneous domestics climbed 0.06 percent, up from 0.02 percent.

Imports plunged to 26.72 percent of the month's market this year from 30.58 percent in 1981.

In the domestic-only market, GM cornered 64.59 percent, Ford had 22.46 percent, Chrysler had 11.37 percent, AMC had 1.50 percent and miscellaneous domestics had 0.08 percent.

A year earlier, the domestic-only breakdown was: GM, 60.75 percent; Ford, 24.17 percent; Chrysler, 12.22 percent; AMC, 2.83 percent, and miscellaneous domestics, 0.03 percent.

• For the first five months of 1982, it was three up and three down in shares of the total market. GM was up to 44.69 percent from 43.62 percent in 1981; Ford edged to 16.77 percent from 16.73 percent and miscellaneous domestics pinched off 0.04 percent, up from 0.03 percent.

Imports slipped to 28.54 percent of the five months market from 28.86 percent, Chrysler was down to 8.70 percent from 9.04 percent and AMC dropped to 1.26 percent from 1.72 percent.

In the domestic-only market through May, GM had 62.54 percent, Ford stood at 23.47 percent, Chrysler had 12.18 percent, AMC had 1.76 percent and miscellaneous domestics had 0.05 percent.

Comparable shares in 1981 were as follows: GM at 61.32 percent, Ford at 23.52 percent, Chrysler at 12.71 percent, AMC at 2.41 percent and miscellaneous at 0.04 percent.

New imported cars continued to account for the largest single portion of the market-class analysis in May, though they were down nearly four percentage points, to 26.72 percent from 30.58 percent last year.

U. S. intermediates were second, at 23.18 percent, up from 20.19 percent. Compacts had 18.10 percent, down from 19.79 percent; subcompacts landed at 14.44 percent, and luxury models gained a percentage point, going to 5.82 percent from 4.84 percent.

The domestics-only breakdown this May was as follows: Intermediates at 31.63 percent, compacts at 24.70 percent, subcompacts at 19.71 percent, standards at 16.02 percent and luxury models at 7.94 percent.

A year ago, in May, intermediates had 29.09 percent, compacts had 28.51 percent, subcompacts had 20.87 percent, standards had 14.57 percent and luxuries had 6.69 percent.

NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis. May, 1982	Percent Share of Market	Regis. May, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 5 mos., 1982	Percent Share of Market	Regis. 5 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	120,636	17.04	110,333	15.10	+ 1.94	506,193	16.54	631,124	17.32	− 0.78
Ford	79,706	11.26	88,975	11.90	− 0.64	354,539	11.58	438,379	12.03	− 0.45
Oldsmobile	77,101	10.89	76,499	10.47	+ 0.42	305,248	9.97	349,488	9.59	+ 0.38
Buick	68,936	9.74	61,131	8.36	+ 1.38	274,571	8.97	301,533	8.28	+ 0.69
Pontiac	45,735	6.46	42,026	5.75	+ 0.71	189,338	6.19	220,868	6.06	+ 0.13
Mercury	28,693	4.05	29,842	4.08	− 0.03	127,212	4.16	144,548	3.97	+ 0.19
Dodge	22,845	3.20	18,303	2.50	+ 0.70	92,412	3.02	86,146	2.37	+ 0.65
Plymouth	22,137	3.13	28,441	3.89	− 0.76	103,385	3.38	148,324	4.07	− 0.69
Cadillac	21,632	3.05	25,966	3.55	− 0.50	101,844	3.33	136,403	3.72	− 0.39
Chrysler	15,191	2.15	7,617	1.04	+ 1.11	61,053	1.99	45,635	1.25	+ 0.74
AMC	8,121	1.15	5,859	0.80	+ 0.35	31,600	1.03	26,642	0.73	+ 0.30
Lincoln	7,802	1.10	14,353	1.96	− 0.86	38,577	1.26	62,618	1.72	− 0.46
GENERAL MOTORS	335,055	47.33	308,292	42.18	+ 5.15	1,367,762	44.69	1,589,159	43.62	+ 1.07
FORD MOTOR CO.	116,520	16.46	122,676	16.78	− 0.32	513,351	16.77	609,569	16.73	+ 0.04
CHRYSLER CORP.	58,960	8.33	62,026	8.48	− 0.15	266,262	8.70	329,362	9.04	− 0.34
AMERICAN MOTORS	7,802	1.10	14,353	1.96	− 0.86	38,577	1.26	62,618	1.72	− 0.46
IMPORTS	189,123	26.72	223,589	30.58	− 3.86	873,657	28.54	1,051,159	43.62	+ 1.07
MISCELLANEOUS	409	0.06	123	0.02	+ 0.04	1,142	0.04	1,032	0.03	+ 0.01
TOTAL	707,869		731,059			3,060,751		3,643,403		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Registrations for Delaware temporarily delayed; not available for Oklahoma.

23 auto experts to judge Meadow Brook Concours

ROCHESTER, Mich.—A panel of 23 expert judges has been selected for this year's Meadow Brook Concoure D'Elegance. The event will be held Aug. 15 at Meadow Brook Hall on the campus of Oakland University here.

About 120 rare autos are entered.

Trophies will be awarded to about 20 percent of the cars in each of 11 classes or groups. Three "circles" of cars have been added this year — period Rolls-Royces, pre-World War II sports cars and postwar sports cars.

Concours rules specify that cars must enter and leave the field under their own power and climb the presentation ramp unassisted.

Richard A. Teague, vice president of automobile styling for American Motors, is chairman of this year's Concours D'Elegance, and W. Paul Tippett, AMC chairman, is honorary chairman. Teague is also one of the judges.

Other judges are: Zora Arkus-Duntov, noted Corvette engineer; Scott Bailey, publisher, Automobile Quarterly; Ben Bowden, automobile designer, London Custom Coach Builders, 1926-1939; Connie Bouchard, retired executive engineer of advanced engineering, Ford Motor Co., and Gordon Buehrig, designer of the Auburn, Cord and Duesenberg.

Also: Keith E. Crain, publisher and editorial director of Automotive News and publisher of AutoWeek; Alexander A. Cunningham, vice president and group executive, General Motors; Dale Dawkins, product group vice president, American Motors; Don DeLaRossa, product design vice president, Chrysler Corp., and Alfred J. Fisher III, president, General Safety Corp.

Also: Edsel B. Ford II, marketing product plans manager, Ford Division; Richard Hinson, associate publisher, AutoWeek; Lowell James, public relations consultant; Charles M. Jordan, director of design, General Motors, and Paul J. King, engineering director, Chevrolet.

Also: Donald F. Kopka, design vice president, Ford Motor; Alan Loofbourrow, retired engineering vice president, Chrysler Corp.; Alex C. Mair, vice president and group executive, General Motors, and Bill Maypole, styling director, Volkswagen of America.

Also: Heinz Prechter, chairman, American Sunroof Corp.; Jack Telnak, chief design executive, North American design, Ford Motor, and Robert Zokas, director of luxury and mid-size car design, Ford Motor.

Concours chairman

Richard A. Teague, American Motors styling vice president, is chairman of this year's Meadow Brook Concours D'Elegance, which will be held Aug. 15 at Meadow Brook Hall, Rochester, Mich. Teague also is one of the 23 Concours judges.

McDonald promises modern equipment for product quality

Robots galore for GM Detroit plant

HAMTRAMCK, Mich. — General Motors' new Detroit/Hamtramck assembly plant will feature some of the most modern equipment in the world to help the company meet its quality and productivity goals, F. James McDonald, GM president, told the Hamtramck Rotary Club.

The plant is scheduled to open in 1985. GM hasn't said what will be built there, but industry sources report it will be Cadillac Eldorado and Seville, Oldsmobile Toronado and Buick Riviera.

The plant has been a source of controversy because preparation of the site resulted in the razing of homes, businesses and churches in a neighborhood known as Poletown.

"Product quality is the number-one operating priority at General Motors today," said McDonald. "That's why we're giving so much attention to our new production facilities," McDonald said.

"The systems going into the GM assembly plant here are going to be outstanding.

"That includes a Robogate framing system to improve precision in body build. And more than a hundred robots along the assembly line."

Some of the robots will be used with laser probes to verify the accuracy of door and window openings and to check the dimensions of every car going down the line, he said, and there will be a robotized paint system to "ensure quality and improve efficiency of this crucial operation."

McDonald continued, "Throughout this plant we will install statistical monitoring systems which will chart the quality of the products we are building. These electronic watchdogs will determine quickly and automatically that each operation is well within design limits.

"Systems of this kind are powerful weapons in the battle for better quality. They're already being used at many GM plants and they will be expanded to every GM unit . . . both in component plants and in assembly operations."

To create the environment in which employes will be able to work most effectively, McDonald said the plant will undertake major employe training.

"The highly technical equipment and methods we will use here can pay dividends only if they are used wisely," he said. "As we have done at other new GM installations, we will go back to the basics on such things as electricity, hydraulics and control systems.

"Beyond technology, we plan to work with employes to build a people-centered organization —an organization with a specific philosophy about the power of teamwork and employe involvement."

Such training and employe attitudes also are vital to quality. And in today's competitive race, McDonald said, "productivity and quality are critical determinants of who will thrive and who will fall by the wayside."

Earlier in his remarks, McDonald emphasized that the new plant project is "alive and well" and that construction is proceeding "pretty much according to schedule."

"Our goal is to get the site under roof and weather-proofed by this winter so we can go ahead with interior work," he said, adding that GM expects to meet that target if the current construction workers' strike is settled in the near future.

So far, said McDonald, for the assembly plant itself, the deep underground sewers are all in and about half the upper-level sewer work is finished. Virtually all the caissons are in place, and about 25 percent of the structural steel is up.

At the power house, the boilers are now being placed into the framework. Two-thirds of the powerhouse steel is up and construction has been started on the smokestack.

The Detroit / Hamtramck facility is one of three assembly plants GM is building in the U. S. The others are in Orion Township, Mich., and at Wentzville, Mo.

Chrysler honors Armory Garage

ALBANY. — Chrysler Corp. has honored Armory Garage for 50 years as a Chrysler dealership.

Anthony Metzner founded the dealership 64 years ago and has been a Chrysler Corp. dealer since 1931. The firm handles Chrysler, Plymouth and Imperial and also has a Peugeot franchise.

Anthony Metzner now is chairman of the board and is still active in the company. His sons, Robert and Stanley, and James A. Clark Jr. joined the dealership after World War II and now are managing the business.

Unless Western makers can rebuild their profits

Automotive shift to East envisioned

By Marjorie Farge
Labor Editor

There could be a shift in the automotive economic market to the East unless the Western manufacturers can improve their cash flow, according to Maryann Keller, vice president and auto analyst, Paine Webber Mitchell Hutchins, Inc.

She said the Japanese are already dominating the Asia-Pacific basin which has the greatest potential for long-term growth in the auto industry.

In addition, the Japanese are increasing their penetration into the U. S. and European markets, she said. Keller warned that the only way to change the tide is for the Western companies to increase their profits to finance the more sophisticated products of the future.

"If Western auto makers cannot improve their operating efficiencies, continued erosion of their share of auto production can be expected," she said.

"This fact is made even more significant by the fact that product development costs are soaring and the introduction of high technology to the automobile will intensify competition still further, making it easier for wealthier companies to invest in these areas."

In the U. S., the auto makers have already delayed new model and plant modernization plans because of lack of capital.

However, while the Western companies are struggling with their profitability, the Japanese have maintained a good cash flow, Keller said. This could cause a shift in automotive economic power to the East.

• While many have indicated that new automotive powers will develop in the Third World nations such as Korea and Taiwan, Keller said the emerging nations will find it difficult to create multinational, competitive companies in the 1980s because of the cash crunch and the need for sophisticated, high-tech equipment to produce the cars of the future.

"The Japanese experience is unique and not likely to be repeated by the emerging autobuilding nations no matter how tightly they protect their markets," she said. "Few nations have a local market of sufficient size to enable local manufacturers to cover their fixed costs."

In other nations where the American or European companies dominate local production, it is local market development, not exportation, that has been the major objective, she said.

Some of these nations may see their component and completed-vehicle export market increase as manufacturers comply with growing local content legislation. But, Keller said, major export drives from these nations are not likely.

"It must be remembered that multinational entities plan their investments to the best advantage of the corporation, not necessarily the export ambitions of the host country," she said. "Those nations which are trying to develop an export base without investment by multinationals, will find that the rising level of sophistication of future automobiles will preclude their successful participation in these markets."

Instead, many nations will turn to producing and selling component parts for the automotive sector. Keller said she expects to see more links between the U. S. and Europe; the U. S. and Japan, and Europe and Japan geared toward component sourcing.

• Already there are agreements between American Motors and Renault, Chrysler and Mitsubishi, Chrysler and Peugeot, Ford and Toyo Kogyo, General Motors and Isuzu, General Motors and Suzuki, Nissan and BL, Nissan and Alfa Romeo, Toyota and Volkswagen, BL and Honda, Saab and Lancia, and others.

In addition, GM is currently negotiating with Toyota to build in the U. S., a subcompact car designed by Toyota and distributed and built by GM.

Keller said the proposal would "provide GM with a new model that it desperately needs to replace the aging Chevette and simultaneously utilize one or more of GM's idle facilities."

Most sources believe that GM would reopen the Fremont plant in California for the project.

Keller also indicated:

1. The future of Taiwan and Korea as a competitive auto market is limited because it is too small to make up the cost of production. Also, the technology used is so sophisticated that the component manufacturers don't have the capability. And a highly sophisticated car won't sell in that market.

2. Brazil must shed its economic problems if it is to expand its automotive market. It is currently dependent on the U. S. export base, providing transmissions, engines and, in some cases, whole cars.

3. There will be no alternatives to the internal combustion engine before the year 2000.

VW-BMW dealer Brock forming Phoenix bank

SCOTTSDALE, Ariz. — Linda Brock, president of Linda Volkswagen-BMW here is one of the organizers of Commercial State Bank which is expected to open later this year in Phoenix.

The new bank will specialize in low-interest loans to small and medium-sized businesses and their executives.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MAY '82 VS. MAY '81

	1982 May	1982 Year	1981 May	1981 Year
AMC Spirit	1,955	9,149	3,872	17,741
Concord	2,256	9,574	4,483	18,864
Concord SW	756	3,965	1,602	6,798
Eagle 4WD	539	2,679	672	3,299
Eagle 4WD SW	1,332	7,664	1,636	7,197
Eagle SX4 4WD	964	5,546	2,088	8,719
TOTAL AMC	7,802	38,577	14,353	62,618
Chrysler LeBaron '81			3,285	18,736
LeBaron '81 SW			582	3,625
LeBaron FWD	7,422	31,764		
LeBaron SW FWD	792	1,826		
Cordoba	1,207	6,055	2,076	13,361
Newport			476	3,243
New Yorker '81			626	4,224
New Yorker	5,477	20,084		
Imperial	293	1,304	572	2,446
Total	15,191	61,053	7,617	45,635
Plymouth Horizon FWD	6,827	35,797	12,015	63,176
Reliant FWD	9,103	43,082	10,598	58,172
Reliant SW FWD	4,240	17,626	4,637	21,960
Gran Fury '81			1,191	5,016
Gran Fury	1,967	6,860		
Total	22,137	103,365	28,441	148,324
Dodge Omni FWD	6,295	33,479	10,087	47,820
Aries FWD	6,678	31,805	8,314	45,911
Aries SW FWD	3,342	14,255	3,414	17,410
Dodge 400 FWD	2,153	9,651		
Diplomat	2,571	9,563	2,049	11,389
Diplomat SW	7	57	233	1,913
Mirada	586	3,034	1,262	7,552
St. Regis			609	3,408
Total	21,632	101,844	25,968	135,403
Total Chrysler Corp.	58,960	266,262	62,026	329,362
Ford Escort FWD	21,691	100,190	15,932	76,956
Escort SW FWD	6,966	32,578	11,106	53,383
EXP FWD	3,550	17,961	5,960	8,280
Pinto			659	8,112
Pinto SW			174	2,447
Fairmont	11,261	50,551	11,493	66,816
Fairmont SW	99	1,869	4,983	23,498
Granada	6,229	30,703	8,315	45,175
Granada SW	3,951	15,037		
LTD	5,421	18,806	4,379	21,871
LTD Crn. Victoria	4,271	16,137	3,332	15,309
Ford SW	1,943	7,551	2,004	8,105
Mustang	10,140	46,106	13,426	74,910
Thunderbird	4,184	17,050	5,192	33,519
Total	79,706	354,539	86,975	438,379
Lincoln Town Car	3,840	12,132	2,890	12,623
Mark VI	2,738	9,535	2,969	14,019
Continental	1,543	9,933		
Total	8,121	31,600	5,859	26,642
Mercury Lynx FWD	6,487	30,645	5,988	26,494
Lynx SW FWD	1,702	8,493	3,568	15,700
LN7 FWD	1,324	6,595	1,703	2,359
Bobcat			140	1,910
Bobcat SW			30	436
Zephyr	3,450	15,678	3,667	20,875
Zephyr SW	38	742	1,105	5,779
Cougar	2,746	13,630	3,444	17,597
Cougar SW	1,789	8,205		
Marquis	979	3,330	571	2,995
Marquis Brougham	1,717	6,900	905	4,658
Grand Marquis	3,393	12,649	1,738	8,760
Marquis SW	1,033	3,650	558	2,950
XR7	1,425	6,222	2,020	12,542
Capri	2,610	12,273	4,405	21,493
Total	28,693	127,212	29,842	144,548
Linc. Merc. Div. Total	36,814	158,812	35,701	171,190
TOTAL FORD MOTOR CO.	116,520	513,351	122,676	609,569

	1982 May	1982 Year	1981 May	1981 Year
Buick Skylark FWD	12,382	66,757	16,177	86,810
Skyhawk FWD	4,024	10,425		
Century '82 FWD	8,364	31,009		
Regal/Century	21,692	83,283	27,633	138,456
Regal/Century SW	1,598	5,456	1,676	6,770
Le Sabre	3,121	11,056	1,884	8,541
Le Sabre Limited	6,212	22,316	4,025	17,609
Electra	5,622	21,652	4,635	21,260
Buick SW	1,501	5,665	967	4,342
Riviera FWD	4,422	16,952	4,134	17,745
Total	68,938	274,571	61,131	301,533
Cadillac de Ville	10,693	39,733	8,904	39,227
Cimarron FWD	958	6,011	36	36
Fleetwood & Chas.	3,721	15,573	2,972	15,384
Eldorado FWD	5,455	21,555	4,477	20,864
Seville FWD	1,818	9,540	1,914	10,635
Total	22,645	92,412	18,303	86,146
Chevrolet Chevette	20,310	99,878	26,537	175,642
Camaro	22,611	62,380	9,824	44,581
Monza			577	14,918
Cavalier FWD	7,689	39,278	198	198
Cavalier SW FWD	2,321	11,025	66	66
Citation FWD	14,906	90,610	21,695	136,950
Malibu	6,486	31,099	14,908	70,952
Malibu SW	4,435	15,366	5,832	24,328
Celebrity FWD	8,885	29,393		
Monte Carlo	10,559	41,192	11,348	70,546
Impala	5,727	21,836	5,304	24,298
Caprice	9,933	38,304	7,304	36,998
Chevrolet SW	4,417	16,560	3,564	17,844
Corvette	2,357	9,272	3,076	13,803
Total	120,636	506,193	110,333	631,124
Oldsmobile Omega FWD	6,183	33,454	9,170	46,088
Firenza FWD	2,549	7,370		
Cutlass Ciera FWD	9,717	37,057		
Cutlass Salon '81			17,211	71,488
Cutlass Sup/Calais '81			21,014	112,410
Cutlass Sup/Calais	26,024	106,647		
Cutlass SW	2,213	8,554	3,430	13,519
Delta 88	941	3,961	1,093	4,968
Delta Royale	15,586	54,253	12,191	48,051
98	8,379	33,327	7,189	31,446
Oldsmobile SW	2,163	7,793	1,806	7,162
Toronado FWD	3,346	12,832	3,395	14,356
Total	77,101	305,248	76,499	349,488
Pontiac T1000	3,908	23,404	5,486	7,865
Firebird	11,486	35,663	4,797	25,338
Sunbird			1,423	26,547
J2000 FWD	3,935	19,266	292	292
J2000 SW FWD	723	3,119	89	89
Phoenix FWD	3,755	23,741	6,469	39,783
LeMans/Bonn.	6,089	24,147	4,384	22,376
LeMans/Bonn. SW	1,559	5,804	2,243	9,171
6000 FWD	4,416	15,649		
Grand Prix	9,541	34,932	9,483	54,098
Catalina	45	403	596	3,100
Bonneville '81	134	1,523	3,360	16,125
Bonn. '81 Brougham	103	1,269	2,621	12,570
Pontiac SW	41	418	783	3,514
Total	45,735	189,338	42,026	220,868
TOTAL GM CORP.	335,055	1,367,762	308,292	1,589,159
(Checker)	379	1,022	90	865
Misc. Domestic	409	1,142	123	1,032
Domestic Station Wagon Total	46,961	201,278	56,188	258,004
Domestic Grand Total	518,746	2,187,094	507,470	2,591,740
Import Total	189,123	873,657	223,589	1,051,663
Grand Total All Registrations	707,869	3,060,751	731,059	3,643,403

Registrations for Delaware temporarily delayed; not available for Oklahoma.
Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Registrations in May hit 2½-year high

Registrations of new trucks of all types in the U. S. in May were the highest for any month in almost 2½ years, but light trucks were the only ones showing any improvement.

During the month, according to R. L. Polk & Co. statistics, 226,177 new trucks were registered, an increase of 14 percent over the 198,392 units tallied in the same month a year ago.

The last time that monthly new-truck registrations exceeded the May total was January, 1980, when the count hit 232,409 units. The 1980 total, however, was 17.6 percent under the record 281,967 new trucks registered in the first month of 1979.

Five-month registrations were up 10.6 percent over a year ago to 979,016 units, with light trucks showing healthy gains and the big trucks significant losses. The 1981 count through May was 885,049 units.

During the January-May period, 907,223 light trucks were registered, with increases in all three weight classifications. The total was 13.5 percent higher than last year's 799,071 units.

• Group 1 tallies through May totaled 503,176, an increase of 13.6 percent over the year-earlier 442,788. The Group 2 count was up 12.9 percent, from 350,838 in 1981 to 396,254. Group 3 rose 43.1 percent to 7,793 units, compared with 5,445 a year ago.

Five-month registrations of non-captive imported compact trucks totaled 125,867 units, a gain of 4.7 percent over the year-earlier 120,270.

The Group 1 count was 123,-

Continued on Page 18, Col. 3

Newmar introduces tow van

Newmar Industries, Inc., Nappanee, Ind., has introduced the London Aire tow van which it said is designed to tow almost any vehicle used in recreation, sports or business.

RV business is hot in Minneapolis-St. Paul

By Ken Berglund
Staff Correspondent

MINNEAPOLIS. — Auto sales may be down, but the recreation-vehicle business has risen dramatically in this area in recent weeks. In the Minneapolis-St. Paul market, both sales and rentals have shown a sharp upturn, according to many dealers.

"We have had one of the biggest months (June) ever in sales of rec vehicles," said Paul Iten, sales manager at Iten Chevrolet in Minneapolis. "Of course, a lot of people got out of this business a few years back, and we're probably doing well because there aren't as many dealers anymore.

"Prices of motor homes are up, of course," he added. "But people trading them in on new models today are getting back as much as they paid for their vehicle.

"For example, a 1977 Winnebago 26-foot Brave model, an average-sized motor home, had a suggested retail of $14,439 new without extras. That vehicle is worth in the neighborhood of $13,000 or $14,000 today . . . if the miles are decent and the coach has been taken care of."

Iten's RV units range from converted vans at $13,000 to luxury sport coaches sleeping up to 10 or 11 persons and costing $50,000 or more.

• At the Twin Cities area's largest RV rental outlet, C & J Mini Motor Home Rentals, business has been "real good," according to owner Cliff Peterson.

"We are booking faster than usual," he said. "Right now, I'm booked up until the last two weeks in August."

C & J rents a motor home that can sleep six for $285 a week plus 10 cents a mile. For a 1,000-mile trip, the total cost would be $385 plus gas in a 23- or 24-foot mid-sized vehicle.

The June issue of an RV publication, one dealer noted, reported a survey of its Dealer Advisory Board showing sales volume of recreational vehicles

Continued on Page 18, Col. 5

U. S. TRUCK REGISTRATIONS

FIVE MONTHS, 1982 VS. 1981★

	5 mos., 1982	Percent Share of '82 market	5 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	321,960	32.89	274,067	30.97	+ 1.92
Ford	288,264	29.44	282,285	31.89	− 2.45
Dodge	90,525	9.25	66,369	7.50	+ 1.75
GMC	88,275	9.02	65,414	7.39	+ 1.63
Jeep	22,908	2.34	20,815	2.35	− 0.01
International	17,771	1.81	25,299	2.86	− 1.05
Mack	6,677	0.68	7,880	0.89	− 0.21
Plymouth*	4,683	0.48	7,220	0.82	− 0.34
Freightliner	3,103	0.32	4,273	0.48	− 0.16
Kenworth	3,022	0.31	3,520	0.40	− 0.99
Peterbilt	2,405	0.24	2,389	0.27	− 0.03
Mercedes	809	0.08	1,216	0.14	− 0.06
White	313	0.03	330	0.04	− 0.01
Western Star	254	0.03	529	0.06	− 0.03
Autocar	186	0.02	527	0.06	− 0.04
Volvo	1,273	0.13	1,530	0.17	− 0.04
Misc.**	126,608	12.93	121,386	13.71	− 0.78
TOTALS	979,016	100.00	885,049	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Delaware, May, 1982.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes Imperts, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

FIVE MONTHS, 1982 VS. 1981★

	5 mos., 1982	Percent Share of '82 market	5 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	12,685	22.71	13,612	20.91	+ 1.80
International	11,857	21.23	16,919	25.99	− 4.76
GMC	11,103	19.88	8,692	13.35	+ 6.53
Mack	5,741	10.28	7,393	11.36	− 1.08
Chevrolet	3,290	5.89	4,397	6.75	− 0.86
Freightliner	3,103	5.55	4,273	6.56	− 1.01
Kenworth	3,022	5.41	3,520	5.41	.....
Peterbilt	2,405	4.31	2,389	3.67	+ 0.64
White	809	1.45	1,216	1.87	− 0.42
Mercedes	362	0.65	372	0.57	− 0.08
Western Star	313	0.56	330	0.51	+ 0.05
Autocar	254	0.45	529	0.81	− 0.36
Volvo	186	0.33	515	0.79	− 0.46
Misc.	728	1.30	939	1.45	− 0.15
TOTALS	55,858	100.00	65,096	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981; Delaware, May, 1982.

Cost cuts trim Fruehauf's loss in second quarter

DETROIT. — Fruehauf Corp. lost money again in the second quarter of fiscal 1982, but the company said cost reductions during the three-month period ended June 30 held the loss below that in the first quarter.

Net loss in the second quarter amounted to $7.2 million, compared with a loss of $10.7 million in the first three months. In the second quarter of fiscal 1981, Fruehauf had earnings of $7.6 million.

Losses in the first two quarters of the current year were the first quarterly losses in more than 23 years, the company said.

Net sales in the second quarter totaled $496 million, almost 17 percent below last year's $591 million.

For the first six months, Fruehauf had a net loss of $17.9 million, compared with net earnings of $12.7 million in the like period a year ago. First-half

Continued on Page 18, Col. 4

recreation on wheels

'82 total climbs to 105,900 units

Shipments of RVs up for May, five months

May shipments of recreation vehicles from manufacturers to dealers were up 7.9 percent over the same month a year ago, and the five-month total was higher by 4.2 percent.

The Recreation Vehicle Manufacturers Assn. reported that its members delivered about 23,200 units during the month, compared with 21,500 last year. Shipments were down in one of the three major RV categories.

Through May, RV manufacturers wholesaled approximately 105,900 units, compared with 101,600 in the corresponding period in 1981, and shipments were higher in all three market segments.

An RVIA spokesman said the Index of Consumer Sentiment increased two points to 67.5 during the month. "Improved readings on inflation continue to be dampened, however, by less favorable future income expectations," he added.

"Nearly half of those surveyed expect unemployment to increase during the next 12 months," the spokesman said.

"A strong favorable reading was made on interest rates, though, with a decline expected by more than two-thirds of those polled.

• Shipments of towable RVs were down for the month, but showed a small inprovement for the five-month period.

In May, the number of towable units wholesaled totaled about 9,200 units, a decline of 9.8 percent from last year's 10,200. Through May, they were up 1.7 percent, from 47,600 units in 1981 to 48,400.

Deliveries of conventional and fifth-wheel travel trailers in May dropped to 5,900 units, off 3.3 percent from the year-earlier 6,100. But they were 3.1 percent higher in the January-May period, from 29,000 a year ago to 29,900.

Folding camping trailers, the least expensive towable units and normally considered the ideal RV-entry vehicle, were down 27.8 percent during the month to 2,600 units, compared with 3,600 a year ago.

The five-month total of folding-trailer shipments was down 3 percent, from 16,500 units in the like period in 1981 to 16,000.

Truck campers were higher for both the month and the five-month period. Manufacturers shipped 700 units in May, up 40 percent over last year's 500, and 2,500 through May, an increase of 19 percent over the year-earlier 2,100.

May shipments of all motor

Continued on Page 18, Col. 4

Champion sales, pretax income up in first quarter

DRYDEN, Mich. — Champion Home Builders Co. reported increases in both sales and pretax income for its first quarter ended May 8, and attributed the results to "continuing improvement in manufactured housing operations."

Joseph J. Morris, president, said quarterly sales and revenue were 11 percent higher than a year ago, from approximately $69.5 million in 1981 to $77.3 million.

Net profit for the quarter, including a tax credit of $635,000, amounted to close to $3.4 million. A year ago, the quarterly profit was about $3.5 million, including a tax credit of $1.7 million.

The pretax income this year amounted to a little more than $4.3 million, compared with about $3.5 million in the like quarter a year ago, Morris said.

Champion's 22 manufactured-housing plants, he said, showed a pretax profit of about $5.2 million, up 35 percent over last year's $3.8 million.

"So far this fiscal year," he added, "unit sales of our manufactured homes are continuing to outpace those of our company last year, as well as those of the industry this year."

The firm's two motor-home plants showed both a decline in

Continued on Page 18, Col. 5

Titan is redesigned for 1983

Champion Home Builders, Dryden, Mich., has redesigned its line of Titan Class A motor homes for 1983. The entire vehicle is fiberglass and features an all-new sloped, fiberglass front end with built-in ground spoiler for improved aerodynamics. An automotive-style grille is flanked by quad headlamps, quartz lights and directional lights in two clusters of four.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FIVE MONTHS, 1982 VS. 1981★

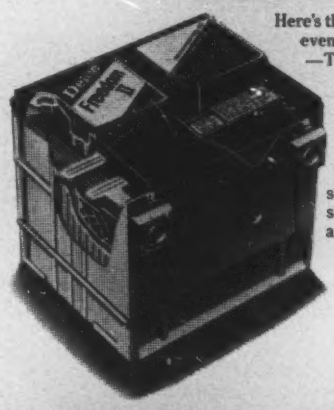
		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May, '82	.....	.....	.....	.....	.....	.....	.....	35	35
	May, '81	.....	.....	.....	.....	.....	.....	.....	106	106
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	254	254
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	529	529
BROCKWAY	May, '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	May, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	May, '82	37,799	30,999	1,631	.....	31	406	782	66	71,714
	May, '81	34,509	24,584	1,137	.....	88	775	981	86	62,160
	Year to Date '82	175,422	134,036	7,230	.....	175	1,807	3,013	277	321,960
	Year to Date '81	148,423	111,824	5,197	.....	385	3,841	3,950	447	274,067
(Memo Units) #	May, '82	22,408	11,061	.....	.....	.....	.....	.....	.....	33,469
	May, '81	13,744	7,596	.....	.....	.....	.....	.....	.....	21,342
	Year to Date '82	105,537	43,183	.....	.....	.....	.....	.....	.....	148,720
	Year to Date '81	59,939	32,131	.....	.....	.....	.....	.....	.....	92,070
DODGE	May, '82	12,500	7,153	1	.....	.....	.....	.....	.....	19,654
	May, '81	8,061	6,097	37	.....	.....	.....	.....	.....	14,195
	Year to Date '82	59,529	30,978	16	.....	.....	.....	.....	.....	90,525
	Year to Date '81	38,657	27,484	227	1	.....	.....	.....	.....	66,369
(Memo Units) #	May, '82	7,563	4,944	.....	.....	.....	.....	.....	.....	12,507
	May, '81	4,727	3,448	2	.....	.....	.....	.....	.....	8,177
	Year to Date '82	38,099	21,054	.....	.....	.....	.....	.....	.....	59,153
	Year to Date '81	23,899	15,493	22	.....	.....	.....	.....	.....	39,414
FORD	May, '82	25,327	43,189	.....	.....	.....	992	2,444	790	72,742
	May, '81	20,893	37,452	.....	.....	.....	1,002	2,133	720	62,200
	Year to Date '82	93,515	177,740	.....	.....	.....	4,324	9,200	3,485	288,264
	Year to Date '81	95,350	168,101	.....	.....	.....	5,222	10,190	3,422	282,285
(Memo Units) #	May, '82	15,271	16,162	.....	.....	.....	.....	.....	.....	31,433
	May, '81	7,507	12,210	.....	.....	.....	.....	.....	.....	19,717
	Year to Date '82	48,042	82,680	.....	.....	.....	.....	.....	.....	108,722
	Year to Date '81	37,123	52,701	.....	.....	.....	.....	.....	.....	89,824
FREIGHTLINER	May, '82	.....	.....	.....	.....	.....	.....	.....	659	659
	May, '81	.....	.....	.....	.....	.....	.....	.....	819	819
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,022	3,022
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,520	3,520
GMC	May, '82	8,693	9,375	160	.....	114	344	1,096	872	20,654
	May, '81	5,499	6,988	7	.....	88	439	999	1,159	15,179
	Year to Date '82	35,736	39,031	545	.....	355	1,505	7,525	3,578	88,275
	Year to Date '81	24,012	30,020	19	.....	268	2,403	4,404	4,288	65,414
(Memo Units) #	May, '82	4,344	2,826	.....	.....	.....	.....	.....	.....	7,170
	May, '81	887	2,162	.....	.....	.....	.....	.....	.....	3,049
	Year to Date '82	17,771	11,059	.....	.....	.....	.....	.....	.....	28,830
	Year to Date '81	3,695	7,933	.....	.....	.....	.....	.....	.....	11,628
INTERNATIONAL	May, '82	.....	.....	.....	.....	.....	1,247	1,125	1,529	3,901
	May, '81	.....	206	.....	.....	.....	1,180	1,714	2,122	5,222
	Year to Date '82	.....	.....	.....	.....	.....	5,914	5,026	6,831	17,771
	Year to Date '81	.....	1,448	.....	.....	.....	6,932	8,345	8,574	25,299
(Memo Units) #	May, '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	May, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	May, '82	3,457	2,080	.....	.....	.....	.....	.....	.....	5,537
	May, '81	3,398	1,736	.....	.....	.....	.....	.....	.....	5,134
	Year to Date '82	12,702	10,206	.....	.....	.....	.....	.....	.....	22,908
	Year to Date '81	12,449	8,366	.....	.....	.....	.....	.....	.....	20,815
(Memo Units) #	May, '82	3,457	1,559	.....	.....	.....	.....	.....	.....	5,016
	May, '81	3,398	1,247	.....	.....	.....	.....	.....	.....	4,645
	Year to Date '82	12,702	7,563	.....	.....	.....	.....	.....	.....	20,265
	Year to Date '81	12,449	6,155	.....	.....	.....	.....	.....	.....	18,604
KENWORTH	May, '82	.....	.....	.....	.....	.....	.....	.....	747	747
	May, '81	.....	.....	.....	.....	.....	.....	.....	888	888
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,103	3,103
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	4,273	4,273
MACK	May, '82	.....	.....	.....	.....	.....	168	44	1,234	1,466
	May, '81	.....	.....	.....	.....	.....	126	17	1,702	1,845
	Year to Date '82	.....	.....	.....	.....	.....	936	251	5,490	6,677
	Year to Date '81	.....	.....	.....	.....	.....	487	61	7,332	7,880
MERCEDES-BENZ	May, '82	.....	.....	.....	.....	.....	178	69	.....	247
	May, '81	.....	.....	.....	.....	.....	.....	.....	.....	272
	Year to Date '82	.....	.....	.....	.....	.....	911	362	.....	1,273
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	1,530
PETERBILT	May, '82	.....	.....	.....	.....	.....	.....	.....	501	501
	May, '81	.....	.....	.....	.....	.....	.....	.....	590	590
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,405	2,405
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,389	2,389
PLYMOUTH	May, '82	435	337	.....	.....	.....	.....	.....	.....	772
	May, '81	953	388	.....	.....	.....	.....	.....	.....	1,341
	Year to Date '82	2,938	1,725	.....	.....	.....	.....	.....	.....	4,663
	Year to Date '81	5,396	1,824	.....	.....	.....	.....	.....	.....	7,220
VOLVO	May, '82	.....	.....	.....	.....	.....	.....	26	20	46
	May, '81	.....	.....	.....	.....	.....	.....	60	95	155
	Year to Date '82	.....	.....	.....	.....	.....	.....	134	52	186
	Year to Date '81	.....	.....	.....	.....	1	11	266	249	527
WESTERN STAR	May, '82	.....	.....	.....	.....	.....	.....	.....	51	51
	May, '81	.....	.....	.....	.....	.....	.....	.....	84	84
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	313	313
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	330	330
WHITE	May, '82	.....	.....	.....	.....	.....	.....	.....	151	151
	May, '81	.....	.....	.....	.....	.....	.....	.....	246	246
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	809	809
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,216	1,216
MISCELLANEOUS*	May, '82	26,536	602	.....	.....	1	.....	6	155	27,300
	May, '81	27,120	513		2	.....	255	182	150	28,222
	Year to Date '82	123,334	2,536		4	4	.....	50	678	126,608
	Year to Date '81	118,501	1,771	2	5	3	1,323	649	612	122,866
TOTALS	May, '82	114,747	93,735	1,792	.....	146	3,355	5,592	6,810	226,177
	May, '81	100,433	77,964	1,181	2	176	3,777	6,986	8,773	198,392
	Year to Date '82	503,178	396,254	7,793	4	534	15,397	25,561	30,297	979,016
	Year to Date '81	442,788	350,838	5,445	6	657	20,219	27,865	37,231	885,094

★—No Oklahoma registrations, 1982 and 1981; Delaware, May, 1982.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

DELUXE INTERIOR.



Here's the inside story on the battery that's even tougher than the original Freedom —The Delco Freedom II Battery.

A new plate design for ready cranking power and reserve capacity. New grid guards and other features resist road shock and vibration.

Delco deluxe interiors are standard equipment in a variety of sizes and shapes for passenger cars and light trucks.

Delco Remy

The leader under the hood

Introducing Europe's Top Seller in the 4Wheel Drive Market. The Range Rover is the Ultimate in Style, Comfort and Performance Both ON and OFF Road. Service Oriented Dealers in the Luxury Market are now being sought to handle these vehicles throughout the U.S.A. and Canada. Versions available will include 2/4Door Manual and Automatic Models with Specialized conversions. High Profit Dealerships are available for selected areas.

For Further Information:

RANGE ROVER (NORTH AMERICA) INC.

3717 KASHIWA STREET
TORRANCE, CALIFORNIA 90505
TEL.: 213-534-2140-1

One Stop Leak Detection!

For sunroofs, windshields, trunks. . .

U.S.V. light-operated leak detector set 107 is simple and easy to use, and enables repairs to be made and rechecked immediately.

Finds leaks in windows, doors, floors, trunks, windshields, sunroofs, wiper assemblies, air vents. Pinpoints leaks not found in car washes or by using water hoses. Locates wind and noise sources, too.

Holmes Associates, Inc.
8700 West Nine Mile Road
Oak Park, Michigan 48237
Telephone: (313) 547-8810

Distributors Wanted East of Mississippi

PRESIDENTS' CHOICE

Offer your customers Hess & Eisenhardt limousines, the choice of every U.S. President since 1945. Three elegant models, each a Hess & Eisenhardt exclusive design, each the utmost in engineering and craftsmanship.

The Park Row is engineered and built to suit the corporate world comfortably. The nine-passenger Park Hill is the favorite of funeral directors worldwide. And the Formal provides the flexibility preferred by livery services.

For information contact your nearest Cadillac dealer or our Director of Limousine Sales.

Hess & Eisenhardt
The Twentieth Century Coachmakers

Blue Ash Road, Cincinnati, Ohio 45242
Phone: (513) 791-8888
Cable Address: HESECO • Telex: 21-4365

Truck total is highest in 2½ years

Pickups pace May registrations gain

Continued from Page 16

334 units, up 4.1 percent over last year's 118,501. Group 2 was 4.3 percent higher, from 1,768 units in 1981 to 2,533. There was one Group 3 registration a year ago, but none this year.

Registrations of medium trucks in the January-May period were down 23.7 percent, from 20,882 units a year ago to \$15,935. Heavy trucks were off 14.2 percent to 55,858 units, compared with 65,096 units in 1981.

There were four Group 4 tallies through May, compared with six a year ago. The Group 5 count was down 23.7 percent, from 657 units in 1981 to 534. In Group 6, the total was 15,397 units, off 23.7 percent from last year's 20,219.

There were 25,561 Group 7 registrations over the five-month span, down 8.3 percent from the year-earlier 27,865. The Group 8 total dropped 18.6 percent, from 37,231 units in 1981 to 30,297.

• Chevrolet was No. 1 in registrations through May, but runnerup Ford cut the margin by slightly more than 1,000 units in May.

Chevrolet's five-month total of 321,960 tallies accounted for 32.89 percent of the industry total, an improvement of 1.92 percentage points over last year's 30.97 percent on 274,067 registrations.

Ford had 288,264 tallies through May good for 29.44 percent of the total. Its share, however, was down 2.45 points from last year's 31.89 percent, when Ford was No. 1 with 282,285 tallies.

Chevrolet, Dodge and GMC were the only nameplates to show an improvement in market share over the five-month period.

In the heavy-truck area, No. 1 Ford increased its lead over International during May and had an 828-unit margin at the end of the five-month span.

Ford had 12,685 Groups 7 and 8 tallies, accounting for 22.71 percent of the industry total. Its penetration was 1.80 points higher than last year's 20.91 percent on 13,612 tallies.

International's share was down 4.76 points, from 25.99 percent of the total a year ago on 16,919 registrations to 21.23 percent this year on 11,857 tallies.

GMC had the biggest gain in penetration through May, boosting its share by 6.53 points. Its 11,103 tallies this year accounted for 19.88 percent of the total, compared with 13.35 percent a year ago on 8,692.

Shipments of RVs climb for May, first five months

Continued from Page 16

homes in May hit 4,200 units, a gain of 31.3 percent over last year's 3,200. The five-month total was 17,900, up 15.5 percent over the year-ago 15,500 units.

• During the month, manufacturers wholesaled 1,800 conventional (Type A) motor homes, an increase of 28.6 percent over last year's 1,400. The five-month total of 8,100 units was 28.6 percent higher than the year-earlier 6,300.

Shipments of van campers (Type B) were up 33.3 percent for the month, but unchanged for the January-May period. In May, 400 units were delivered, compared with 300 a year ago. For the five months each year, 1,900 units were shipped.

Chopped vans — minis, low-profiles and compact — totaled 2,000 in May, up 33.3 percent over last year's 1,500. Through May, 7,900 units were delivered, an increase of 8.2 purcent over the year-earlier 7,300.

Shipments of multi-use vehicles during the month were 21 percent higher, from 8,100 units in 1981 to 9,800. For five months, the total was up 2.9 percent to 39,600 units, compared with 38,500 a year ago.

The multi-use vehicle is one designed for the transportation of people and/or property and altered by the RV manufacturer for aesthetic or decorative purposes. These changes may include windows, carpeting, paneling, seats, sofas and accessories.

RV business hot in Minnesota, dealers report

Continued from Page 16

up 35 percent over the same month a year ago and 19 percent higher for the year to date.

New motor-home sales for the dealer were up 11 percent. New travel trailers were 5 percent higher, and used trailers were up 10 percent. New truck campers were ahead 7 percent, but used units were off 21 percent.

"It does look like the dealers are on their way to a good year despite the recession," said Bob Budd, one of the owners of Landey's recreational vehicles in suburban Shakopee.

"This industry is noted for being one of the first to drop in a recession and one of the first to bounce back on a recovery," he added. "It looks like we're bouncing back."

Cost cuts trim Fruehauf's loss in second quarter

Continued from Page 16

sales dropped 10 percent, from \$1.1 billion in 1981 to \$1 billion.

Robert D. Rowan, Fruehauf chairman, said the company isn't anticipating any quick improvement in the economy or in the industries served by Fruehauf.

"We anticipate that sales will improve in the fourth quarter, which, combined with cost reductions, will return Fruehauf's earnings to more respectable levels," Rowan added.

First-half earnings of Fruehauf Finance Co., which reported its 12th consecutive year of record results in 1981, were down slightly from the previous year, but the company expects it will continue record year-to-year improvements for the full year 1982.

The finance company had second-quarter net earnings of \$4 million, down almost 20 percent from the year-earlier \$4.9 million. Revenues totaled \$22.6 million, off 12.4 percent from last year's \$25.8 million.

First-half earnings amounted to \$8.1 million, compared with \$9 million in the same period a year ago.

Champion sales, pretax income up in first quarter

Continued from Page 16

sales and profitability compared with a year ago.

"This reflects the nagging impact of high interest rates and increasing unemployment among potential first-time motor-home installment buyers," Morris said.

Dollar sales of Champion's motor vehicles for the first quarter, representing 14 percent of total revenues, amounted to about \$10.8 million, down 11 percent from the year-ago \$12.1 million.

Unit sales of motor homes and medium-duty transit buses for the quarter totaled 417, a decline of 37 percent from last year's 665.

Challenge Series Update.

Renault on the Go!

Points standing as of June 30:

1.	Renault	135
2.	Mazda	95
3.	Volkswagen	34
4.	Ford	20
5.	Subaru	18
6.	Saab	10
7.	Dodge	3

Champion Spark Plug Challenge upcoming races:

Portland, August 1
Road America, August 22
Mid-Ohio, September 5
Road Atlanta, September 12
Pocono, September 26
Lime Rock, October 9
Daytona, November 28

At the halfway point of the Champion Spark Plug Challenge, Renault is leading the Manufacturers' Points for front-wheel drive cars.

It hasn't been easy and the racing has been fiercely competitive. The number of front-wheel drive entries is increasing. Which indicates the second half should be as fast and furious as the first.

Champion Spark Plug Challenge

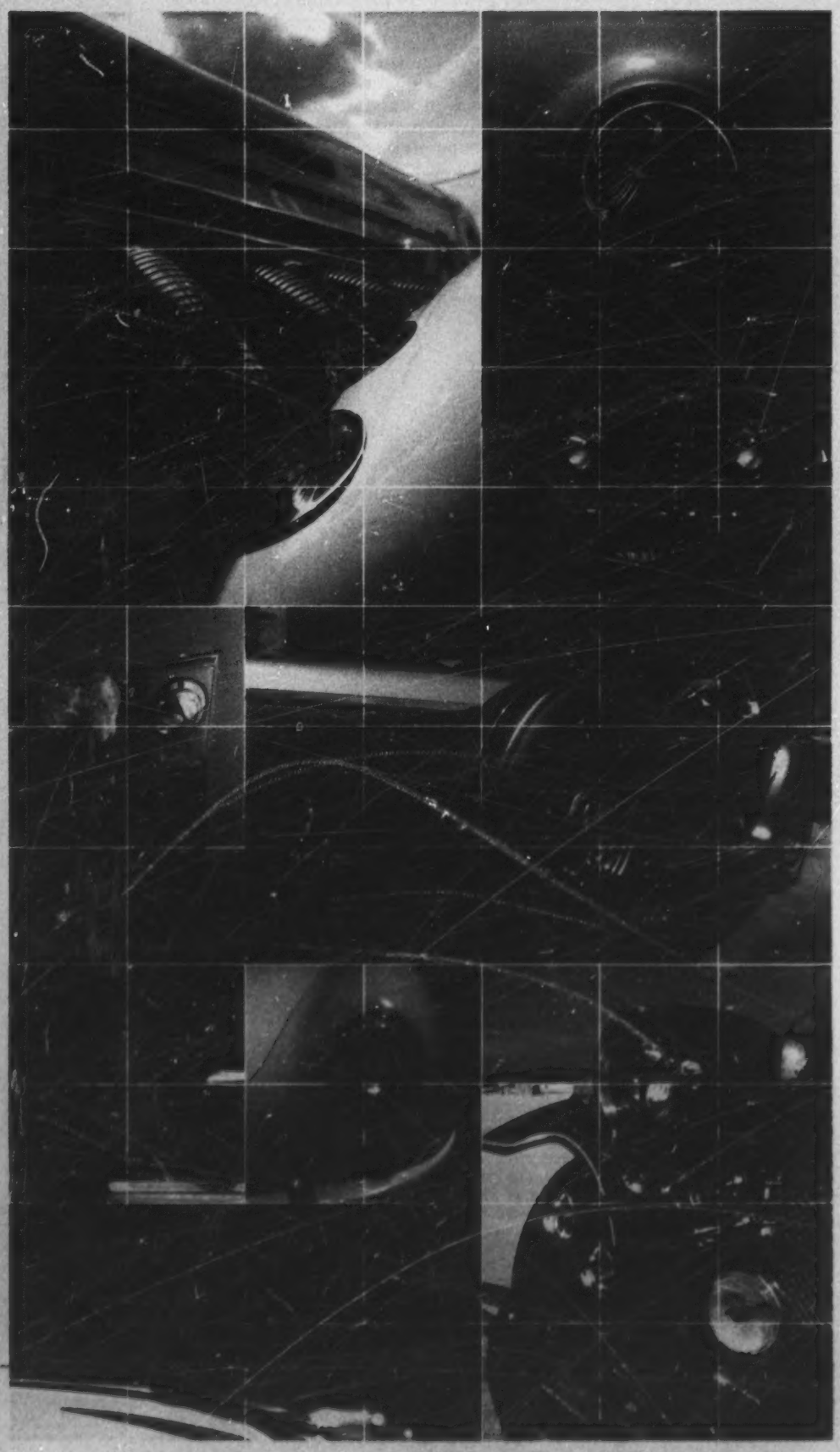
IMSA

CHAMPION
NOTHING SPARKS LIKE A CHAMPION

Champion Spark Plug Company • Toledo, OH 43661

Automotive News EXTRA
JULY 26, 1982

CUSTOM MARKET



Survival is tougher as economy slips

By Jim Plegue
Staff Writer

The Custom Market, land of flash and filigree and cars that can cost as much as a house, is starting to feel the impact of a crumbling economy, interest rates that cause nosebleeds and money that's as scarce as a bank loan.

Business survival under current conditions is at best difficult. Just ask Detroit's major auto makers, who are now intimately acquainted with red ink and the 10-day disappointment.

But survival for smaller specialty makers — those building the shiny neoclassics, replicars, kit-cars, limousines and convertibles — is even tougher. Financial casualties in the specialty field are mounting.

There are a few bright spots in the marketplace, though, namely the kit-car makers — which continue to proliferate — and the add-on and simple conversions market (everything from chromo grilles to whale tails, targa bands to T-roofs).

Always optimistic

Despite the stagnant market, most companies have shown a tenacious ability to survive. And, almost to a company, they remain ever-optimistic about the future, as evidenced by the results of an AUTOMOTIVE NEWS survey of nearly 300 Custom Market companies.

In fact, if optimism were hard currency, the companies that comprise the custom market would be rich beyond compare.

The 300 companies polled represent only a portion of the total number of specialty firms doing business in the U. S. and Canada. It seems virtually impossible to nail down the total number of companies or their total sales. Companies appear and disappear, sometimes in a fortnight. Then, too, there are many markets and sub-markets.

Of the 300 companies surveyed, about one-third responded, and almost all of them said they expected sales increases this year. All told, those companies forecasted sales at between 8,000 and 10,000 units.

The more familiar marques—the popular neoclassic "Gatsybish" cars — gave these sales figures:

	1982	1981
Clenet	50	125
Excalibur	250	235
Baroque	30	—
Moselle	36	20
Phillips	65	85
Bradford	50	—
Zimmer	300	255
Corsair	36	24
Bayliff (Packard)	30	22

Part of what is happening within the custom market can be expected in most young industries: Maturity followed by attrition—growing pains, if you will—among those companies not equipped to bend with the marketplace.

Poor business skills, undercapitalization, inadequate advertising, a narrow product line or substandard product quality can be the death knell for a fledging company, experts said.

"Those people who got into this business on sheer emotion are having trouble," said Joe Molina, an irrepressible public relations agent in Woodland Hills, Calif., who has represented about 25 manufacturers.

"There's going to be a weeding out of the weak, and the strong shall survive. If you don't have the backing of an Excalibur or a Zimmer it's going to be tough going."

An unfriendly economy

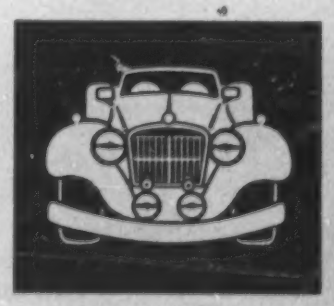
Last year's shakeout in the industry is now being exacerbated by an unfriendly economy. Disposable income is down and those people with thousands of free dollars are looking at other uses for their money.

"If a guy's got $30,000 to $50,000 . . . he's got to be thinking twice about buying a car when he can get 15- or 16-percent interest on it someplace else," said a sales executive with an established specialty firm.

"The industry overextended itself and it got caught in the economy," said Bob Wallach, president, Robert Consulting Group, Inc., a management consultant firm in Nassau City, N. Y., that specializes in exotic-car firms.

"What happened was a bit of bad luck. First, high interest

Continued on Page E-11



HIGHLIGHTS

Checking on dealers E-2
Convertibles E-4
Shrinking limos E-6
Goodbye, Checker cab E-8
Directory of Makers E-15

Economy is speeding custom-market maturity

Continued from Page E-1

rates convinced people to put their money in CDs (certificates of deposit). Then the whole economy went bad and people started putting their money into the value imports (BMW and Mercedes, for example) or started leasing cars."

Wallach said the problems will extend through the year and grimly added: "It's going to be enough to kill off a good percentage of the specialty makers."

Other problems facing the custom makers is a market that's flooded with "look-alike" cars, according to Wallach. And some industry observers feel that consumer tastes are shifting away from flashy cars.

"These cars are amusements for people," added Molina. "They're ego gratifications. And these days, $70,000 is a sizeable amount to spend on ego. The car better be built well. They want more than a pretty body. They want a car that works and doesn't creak or groan when they drive down the road."

Quality counts

Quality will make the difference, said Don Brooks, Classic Cars of London, Ont., which builds an Auburn Speedster replica.

"He (the buyer) has to see real quality. The car has to be a quality product for him not to justify investing his money into something else. Disposable income has to be allocated more precisely now."

Brooks, who was involved in both the custom-van and snowmobile markets and observed the shakeout period in those industries, said the specialty market wll survive, but it also will change.

"There will be properly educated business people who will take a good look at this industry, evaluate it and come in and do it right," Brooks said. "The big companies will eat up the potentially good little companies.

"I would guess that within the next year — maybe even the next six months — you're going to see changes. A lot of companies have been hanging on through the winter, hoping for that summer selling season, which is right now. And if they don't get the sales, they won't be able to hang on through another winter.

The key to survival, most have agreed, is in diversification. That is already starting to happen within the industry. Moselle Coach Works, Inc., for example, recently added a line of limousines to supplement sales of its Moselle II neoclassic car.

Royal Coach Division, Clearwater, Fla., builds high-ticket limousines and convertibles — but also builds trolley cars, perhaps as many as 12 this year.

Explained General Manager Mark Doyne: "We're trying to do a lot of different things so that if the market does fall apart, we won't die."

Add-ons are booming

As noted earlier, the lower-priced add-on and conversion market seems to be booming. E & G Classics, Columbia, Md., which specializes in chrome aftermarket grilles, said business has tripled this year.

Cars & Concepts, Inc., Brighton, Mich., has quadrupled its sales volume in the last year, led by its Chrysler and Ford Mustang convertible conversions and sales of a new sunroof installation.

"We're more in the enhancement business, as opposed to building a car from the ground up, said Phil Edwards, vice president, parts and production, C & C. "So you're not locked in on one car. You've got more options available to you."

Some companies keep plugging along, come rain or shine. Elite Heritage Motors Corp., Elroy, Wis., which sells $100,000-and-up Duesenberg II replicas, is sold out for two years in advance (24 cars), claimed President Richard I. Braund.

And Avanti Motor Corp., which sells the Avanti II, a luxury GT with styling that is virtually unchanged from the original Studebaker Avanti I of 1963, had record sales last year of 191 units. This year, the company expects to sell 200, according to David Walton, assistant sales manager.

"The last two years have been the best in our history," said Walton. "And they've been profit-making years."

More roofs in works for Cars & Concepts

BRIGHTON, Mich. — Cars & Concepts, Inc., is vying for future roof projects with Detroit's auto makers.

The company may build a convertible conversion of the '84 Corvette and is looking at a roof program for Chrysler's upcoming G-24 sports car.

Return to sender

As part of its research into the Custom Market, Automotive News sent out surveys to nearly 300 companies. About 10 percent—as shown above—were undeliverable.

THE IRRESISTIBLE ZIMMER. Golden Spirit

"ALL THAT GLITTERS IS NOT GOLD"
Whoever said that wasn't talking about the Zimmer "GOLDEN SPIRIT."

It not only looks *Great*... it performs *Great*... and it's produced by a *Great* Company with solid resources and sound policies.

We may not be Fort Knox, but we'll be here tomorrow and next year! So if you're looking for a GOLDEN opportunity, look at us.

MAIL TO:
ZIMMER MOTOR CARS CORPORATION
777 S.W. 12th Ave., Pompano Beach, Fla. 33060

Please send me more information about "The Golden Spirit."

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

DESIGNED AND MANUFACTURED BY: ZIMMER MOTOR CARS CORPORATION

ZIMMER. MOTOR CARS CORPORATION

777 S.W. 12th Ave., Pompano Beach, Florida 33060, Telephone (305) 943-7600

And other legislatures considering increases for road repair

7 states hike fuel taxes this year

WASHINGTON. — Legislatures in seven states have voted to raise motor fuel taxes in 1982, two of them for the second year in a row, according to the Highway Users Federation.

Legislatures in six other states are still considering similar increases, which will be used, by and large, for road, street and bridge repairs and Interstate highway completion and rehabilitation projects.

Drivers will be paying higher taxes on motor fuel in Arizona, Idaho, Kentucky, Maryland, Missouri, Vermont and Virginia. Idaho and Vermont also hiked taxes in 1981. Kentucky and Virginia last raised taxes in 1980.

Bills to increase motor-fuel taxes are pending in Illinois, Louisiana, Massachusetts, Michigan, New Jersey and New York. None of them are among the 22 states — a record number — that raised motor fuel taxes last year.

So far this year, bills to increase taxation on motor fuel have failed in Connecticut, Indiana, Kansas, Maine, Oklahoma, Washington and West Virginia.

Arizona's three-year measure boosted the 8-cents-per-gallon tax to 10 cents on July 1. It will become 12 cents on July 1, 1983, and 13 cents on July 1, 1984.

Idaho's one-cent increase raised the tax on gasoline and diesel fuel to 12.5 cents a gallon and to 8.5 cents for gasohol. Last year, Idaho enacted a 2-cent hike.

• Kentucky taxes motor fuel according to a variable rate formula — 9 percent of the wholesale price adjusted quarterly. But a new state law that took effect July 1 specifies that a minimum 10 cents per gallon tax must be collected. The state had been collecting 9.5 cents a gallon.

Maryland's tax rose 2 cents a gallon to 11 cents on June 1, with another 2.5 cent increase scheduled for 1983. In 1984, Maryland's tax formula will switch to 10 percent of the wholesale cost, with a 13.5-cent-a-gallon minimum.

The Missouri legislature approved raising the fuel tax from 7 to 11 cents a gallon, subject to voter ratification in November.

As of July 1, diesel fuel in Vermont is taxed at 14 cents a gallon—3 cents higher than gascline and gasohol. In 1981, Vermon passed a 2-cent hike for those fuels, but had never taxed diesel on a per-gallon basis.

On July 1, Virginia tacked on a 3-percent excise tax to the state's cents-per-gallon structure. The excise tax is based on the wholesale price of motor fuel. Virginia had levied 11 cents on gasoline and diesel and 3 cents on gasohol.

As a side note, Tennessee passed a law this year allowing cities and counties to impose a one-cent motor fuel tax to raise money for mass-transit systems.

Motor fuel tax hikes are possible this year in a number of states.

Michigan legislators are considering bills to raise the state's cents-per-gallon motor-fuel tax or switch to a percent rate formula. An Illinois bill would increase the state's 7.5-cent tax to 12 cents over the next two years. A Louisiana bill would add 2 cents to the state's 8-cent tax.

Proposals in New Jersey and New York would change state tax rates from cents-per-gallon to variable percentage-of-price structures. Another New Jersey bill would add a 5-percent sales tax.

In Massachusetts, legislators are examining percentage increases to the state's 10-percent wholesale tax rate. The effective cents-per-gallon tax in Massachusetts fell along with fuel costs.

factories list auction dates

American Motors

July 27—Aptco Auto Auction, Taylor, Mich.

July 29—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Minneapolis, Minn.

July 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

Ford Motor Co.

July 27—Aptco Auto Auction, Taylor, Mich.

July 28—Concord Auto Auction, Acton, Mass.; Central States Auto Auction, Mason City, Ia., and Golden Gate Auto Auction, Fremont, Calif.

British firm purchases Kansas City auction

KANSAS CITY. — Metropolitan Auto Auction has been purchased by Anglo American Auto Auctions, Inc. Bob Gentle, who formed Metro five years ago, has agreed to stay with the firm for at least a year.

Anglo American is a subsidiary of the British Car Auction Group. The company recently purchased the Nashville Auto Auction.

Used car sales
Auction Averages

July to date	$4,885
Month ago	$4,708
Year ago	$4,359

Model breakdown
Auction Averages

	JULY TO DATE	JUNE	MAY
1982	$9,762	$9,646	$9,102
1981	6,879	6,892	6,995
1980	5,356	5,367	5,439
1979	4,787	4,768	4,807
1978	3,878	3,637	3,874
1977	2,962	2,950	2,986
1976	2,023	2,041	2,146
1975	1,656	1,415	1,539
Overall Average	$4,885	$4,708	$4,799

A replica of a rarity

The Laser J2X, a replica kit built by Elite Enterprises, Cokato, Minn., is a copy of the rare J2X Cad-Allard, a sports car imported to North America in limited numbers (less than 100) during the '50s. The Laser can be built with choice of four-cylinder, V-6 or V-8 engines, mounted in the front or rear. Prices start at $3,995.

Pennsylvania still trying to block emission checks

HARRISBURG, Pa.—Ignoring federal sanctions against the state's highway program, the state Senate is moving on two fronts to insure that no state money is spent for a court-ordered auto emissions inspection program.

Senate Minority Whip Eugene Scanlon, Pittsburgh Democrat, said he will push for an amendment barring the state Transportation Department from implementing the program ordered by a U. S. District Court judge.

At the same time, the Senate Transportation Committee approved identical legislation by Senator Clarence Bell, Republican of Delaware County in suburban Philadelphia. At issue is a program that was supposed to begin in May in 12 counties in the Philadelphia, Pittsburgh, Allentown and Wilkes-Barre areas.

Last year, Gov. Richard Thornburgh vetoed legislation blocking state funds for the emissions program, but the Legislature in October overrode his veto by a substantial margin.

When Thornburgh rejected the bill in July, he said it was because of the possible loss of $400 million in federal highway funds. His fears were realized and $260 million remains frozen because of the ongoing litigation.

In January, U. S. District Court Judge Louis Bechtle in Philadelphia found the state in contempt for not abiding by the agreement to begin checking cars annually for auto exhaust emissions

In May, the U. S. Third Circuit Court of Appeals in Philadelphia upheld Judge Bechtle's ruling.

Close marks 25 years as Volkswagen dealer

HAYWARD, Calif. — James R. Close, of Humphrey Motors, Inc., has received an award from Volkswagen of America in recognition of his 25 years as a VW dealer.

Humphrey Motors, which began in a 6,000-square-foot building with 10 employes, now occupies 15,000 square feet and has 50 employes. Close was chairman of VW's National Dealer Advisory Council in 1970.

used-car auction directory

Display Rates: $30.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Ken Kimball
Every Thursday, 10:30 A.M.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
180 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-545-2403

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M. — OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

Want Quick Action and Good Results? Use Automotive News Want Ads!

Milestone car trails 1981 by 6 weeks

Auto output edges above 3 million

By Patricia Hoffman
Staff Writer

The three-millionth U.S. automobile of 1982 was assembled last Friday (July 23), six weeks later than the point was reached in 1981.

So far this year, the makers have finished 3,002,411 cars, down 25.21 percent from 4,014,562 built through July 25 last year.

The return of all Ford Motor's 10 car assembly plants and Chrysler Corp.'s Belvidere facility upped last week's estimated car production 27.28 percent to 116,604 units from 91,610 built the previous week. Output also was 3.48 percent above the 112,686 cars assembled in the comparable 1981 week.

Breakdown for last week by company was: General Motors, 61.61 percent; Ford, 25.57 percent; Chrysler, 8.32 percent; Volkswagen of America, 3.10 percent and American Motors, 1.40 percent.

Following a two week vacation, Ford resumed operations last week at all 10 of its assembly points, with daily overtime scheduled at the St. Louis and Wixom facilities.

The Ford Lorain plant returned with second-shift operations. Approximately 1,150 workers were recalled from indefinite layoff.

Chrysler's Belvidere facility resumed operations last week after one week of model changeover. Still down at Chrysler is the Jefferson plant which has scheduled a three-week changeover period. Jefferson is slated to return Aug. 2.

GM's Detroit and Leeds plants joined the Linden plant last week in model changeover. Detroit and Leeds have slated a six-week shutdown. Linden is scheduled to return Thursday, Aug. 12.

Ford truck plants return, boost U.S. output 68 percent

The return of all but one Ford Motor Co. facility upped last week's domestic truck production a substantial 68.74 percent from the previous week, and output jumped 37.32 percent from the comparable 1981 period.

Last week, the makers planned 43,686 units, up from 25,889 the previous week and up from 31,814 in the same week last year.

So far this year, the manufacturers have finished 1,153,359 units, a 12.59 percent gain from 1,024,394 built by this time last year.

Eight of Ford's nine truck facilities resumed production last week (July 19) following a two-week vacation. Ford's Kentucky point, idled for vacation July 12, is slated to resume today (July 26).

Ford's Lorain (van), Michigan and Twin Cities points operated on daily overtime last week.

General Motors' Pontiac S-truck facility was idle for model changeover last week and its GMC Truck and Coach lines were down for inventory control.

The GM Moraine plant operated a daily overtime shift last week.

Chrysler Corp.'s Belvidere point also worked daily overtime after being idle one week for model changeover.

International Harvester's Ft. Wayne and Springfield facilities were idle for the fourth week last week. Both points will be down against this week.

Volkswagen of America's Westmoreland line remained down for model changeover. VWoA truck production, which stopped June 26, will return with 1983 models in September.

GM unit signed to supply Toyota valve lifters

ROCHESTER, N. Y.—Toyota Motor Co. has signed an agreement with General Motors' Rochester Products Division to purchase hydraulic valve lifters for Toyota engines starting in the 1983 model year.

Rochester Products said the purchase agreement will make the GM unit the first non-Japanese supplier of a critical component in a Toyota engine.

Initial volume will total more than one million units for 1983. The valve lifters will be used in a new four-cylinder engine Toyota plans to use in three taxi and six truck models.

The valve lifters will be made at Plant 1 of Rochester Products' Grand Rapids (Mich.) plant. The lifters will be similar to those used in GM engines.

3 plants idle; car output dips 31 pct. in Canada

Downtime at three car plants pulled last week's Canadian auto production down 31.09 percent from the previous week's total, and output was 36.46 percent below the comparable 1981 figure.

Auto production last week was estimated at 8,089 units, down from 11,738 the previous week, and down from 12,730 units built in last year's comparable week.

To date, there have been 513,262 cars assembled, up slightly from the 512,897 units completed at this time last year.

The truck makers targeted output last week at 6,670 units, about the same as 6,621 the previous week but down 17.90 percent from 8,124 in the same week last year.

So far this year, the truck manufacturers have finished 304,062 units, down 6.12 percent from 323,895 built the same 1981 period.

Ford's Oakville and St. Thomas facilities were idle last week for vacation. Both points are scheduled to return today (July 26).

Also down for vacation last week was Chrysler's Windsor car plant. It is slated to return Aug. 2 with production of 1983 models.

American Motors' Brampton plant returned last week with two-shift operations. Output was upped from 122 units a day on one shift to 244 units a day on two shifts.

General Motors' Oshawa (No. Two) and Ste. Therese facilities have slated vacation downtime beginning today. Oshawa is scheduled to return Aug. 2, and Ste. Therese is expected to resume Aug. 9.

Volvo's Halifax plant will be idled three weeks beginning Aug. 2.

Ford's Oakville truck plant returned last week from a two-week vacation shutdown.

Chrysler's Windsor truck plant and International Harvester's Chatham and Vancouver facilities remained idle last week.

GM to replace fuel valves in Z-28s, Trans Ams

DETROIT. — General Motors is recalling about 26,000 1982 Chevrolet Camaro Z-28 and Pontiac Firebird Trans Am models equipped with 5.0-liter V-8 engines with fuel injection to replace a vent valve and a pressure valve in the fuel system.

GM said it has determined that if the fuel filler cap is removed on these cars when the tank is more than three-quarters full, particularly if there is pressure in the tank as evidenced by a whistling sound from the fuel vent system, gasoline may be forced out of the filler neck.

The cars represent about 12 percent of 1982 Camaro and Firebird production.

GM has received 17 reports of fuel spillage. There have been no reports of injuries or fires, GM said.

U. S. CAR PRODUCTION

	Week Ended July 24, 1982	Week Ended July 25, 1981	Week Ended July 17, 1982	July to Date	Jan. 1 to July 25, 1981	Jan. 1 to July 24, 1982
AMERICAN MOTORS	1,620*	3,200*	1,600*	5,620*	68,754*	33,919
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,700	15,404	8,520	35,806	496,659	344,252
Plymouth Total	4,900	7,293	2,974	16,138	257,300	142,388
Horizon	2,600	2,808	.....	5,591	96,304	44,759
Reliant	2,300	4,485	2,974	10,547	151,409	97,629
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,200	.....	1,296	6,622	22,098	67,379
LeBaron	1,200	.....	1,296	6,622	17,236	67,379
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	3,600	8,111	2,250	13,046	217,261	134,485
Omni	1,700	3,812	.....	4,740	81,540	41,695
Aries	1,400	4,299	1,619	6,052	119,395	72,643
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	.....	631	2,254	.....	20,147
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	29,819	29,085	.....	39,532	809,609	642,029
Ford Division	18,510	20,067	.....	24,279	552,467	409,090
Escort	6,261	6,737	.....	6,261	206,020	162,234
Fairmont	2,559	4,181	.....	4,370	118,666	71,752
Must./Must. II	3,459	4,153	.....	5,294	97,481	76,144
Granada	3,925	2,758	.....	6,048	49,050	70,787
Thunderbird	2,134	2,238	.....	2,134	40,364	23,843
Ford	.....	.....	.....	.....	40,886	.....
EXP	172	.....	.....	172	.....	4,330
L-M Division	11,309	9,018	.....	15,253	257,142	232,939
Mercury Total	9,435	9,018	.....	12,396	220,845	178,960
Lynx	2,688	2,782	.....	2,688	72,341	49,811
Capri	1,117	1,466	.....	1,724	34,100	19,320
Zephyr	835	904	.....	1,377	36,331	23,610
Cougar	2,051	1,530	.....	2,947	25,335	33,746
XR-7	825	1,026	.....	825	17,786	8,070
Mercury	1,840	1,310	.....	2,756	34,952	43,430
LN7	79	.....	.....	79	.....	993
Lincoln Total	1,874	.....	.....	2,857	36,297	53,959
Continental ('82)	375	.....	.....	571	.....	11,319
Lincoln	919	.....	.....	1,401	17,699	24,420
Mark VI	580	.....	.....	885	18,598	18,220
GENERAL MOTORS	71,845	61,317	79,961	265,723	2,531,411	1,923,603
Buick Division	15,581	10,461	17,059	59,885	537,819	445,970
Skylark	4,075	6,595	3,992	13,154	156,828	83,460
Skyhawk J	.....	.....	994	3,934	.....	47,922
Century	3,495	.....	3,483	11,551	86,881	77,817
Regal	4,367	2,262	4,453	16,007	161,779	116,390
Buick	3,644	1,010	4,137	13,904	97,039	99,173
Riviera	.....	594	.....	1,335	35,292	21,206
Cadillac Division	422	2,036	3,828	11,784	168,200	138,402
Cimarron	422	1,121	322	1,114	7,940	3,061
Seville	.....	209	.....	404	15,911	12,590
Eldorado	.....	706	.....	1,765	40,037	34,312
Cadillac	.....	.....	3,506	8,501	104,312	88,439
Chevrolet Division	27,146	25,482	27,355	89,759	941,233	609,129
Chevette	5,590	8,918	5,766	18,770	207,485	132,860
Cavalier	2,793	4,654	2,407	7,805	40,908	51,470
Celebrity	1,448	.....	1,632	5,504	.....	40,260
Camaro	5,318	.....	4,959	16,512	87,073	130,833
Citation	4,845	6,553	4,960	16,289	225,651	107,121
Malibu	3,262	2,333	3,252	10,741	159,073	69,745
Monte Carlo	1,596	2,074	1,918	6,098	89,973	40,245
Chevrolet	1,695	3	1,853	6,044	112,127	19,619
Corvette	600	947	608	1,996	18,943	16,976
Oldsmobile Division	14,671	12,181	17,668	57,387	562,994	446,058
Omega	2,411	3,735	2,436	7,887	93,531	51,001
Firenza	.....	.....	1,103	3,757	.....	34,011
Cutlass	5,100	2,549	5,808	18,202	273,012	116,087
Cutlass/Ciera	1,705	.....	1,714	5,965	.....	68,379
Oldsmobile	5,455	5,435	6,607	20,522	167,056	157,229
Toronado	.....	462	.....	1,054	29,395	19,351
Pontiac Division	14,025	11,157	14,071	46,908	321,165	284,044
Acadian†	370	226	258	1,168	13,999	7,763
J2000	1,705	2,423	1,752	5,611	32,137	25,695
T1000	1,480	2,303	1,506	4,853	45,887	22,468
Firebird	3,593	.....	3,257	11,139	43,457	78,708
Phoenix	1,660	1,949	1,732	5,767	70,828	31,255
Grand Prix	1,815	2,319	1,838	6,059	64,991	46,637
Bonneville ('82)	1,969	.....	2,010	6,530	.....	47,095
A6000	1,433	.....	1,718	5,781	.....	24,423
LeMans	.....	1,570	.....	.....	40,507	.....
Pontiac	.....	367	.....	.....	9,359	.....
VOLKSWAGEN	3,620	3,645	3,509	7,129	106,806	56,445
CHECKER	.....	35*	.....	150*	1,323*	2,163*
Total Cars, U. S.	116,604	112,686	91,610	353,960	4,014,562	3,002,411

TRUCK PRODUCTION IN U. S.†

	Week Ended July 24, 1982	Week Ended July 25, 1981	Week Ended July 17, 1982	July to Date	Jan. 1 to July 25, 1981	Jan. 1 to July 24, 1982
CHEVROLET	15,367	7,637	15,732	52,418	333,458	406,414
DODGE	3,000	1,470	2,348	9,786	58,556	77,602
FORD	18,190	15,770	.....	28,578	362,928	404,351
GMC	4,479	2,057	5,159	17,346	111,852	148,226
INTERNATIONAL	.....	.....	.....	404	38,522	27,222
VOLKSWAGEN	.....	930	.....	.....	26,282	8,103
JEEP	1,600*	2,500*	1,600*	5,600*	53,471*	47,111*
AM GENERAL	50*	50*	50*	175*	2,525*	1,330*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,500*	36,800*	33,000*
Total Trucks, U. S.	43,686	31,814	25,889	117,809	1,024,394	1,153,359

CANADIAN TRUCK PRODUCTION

	Week Ended July 24, 1982	Week Ended July 25, 1981	Week Ended July 17, 1982	July to Date	Jan. 1 to July 25, 1981	Jan. 1 to July 24, 1982
CHRYSLER CORP.	.....	14	2,069	5,243	47,046	59,279
FORD MOTOR	3,070	3,217	484	5,150	93,419	80,961
GENERAL MOTORS	3,600	4,893	4,068	12,569	177,024	157,397
INTERNATIONAL	.....	.....	.....	84	6,406	6,425
Total Trucks, Canada	6,670	8,124	6,621	23,046	323,895	304,062
N. American Trucks	50,356	39,938	32,510	140,855	1,348,289	1,457,421

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 24, 1982	Week Ended July 25, 1981	Week Ended July 17, 1982	July to Date	Jan. 1 to July 25, 1981	Jan. 1 to July 24, 1982
AMERICAN MOTORS	715	730	.....	893	19,497	14,907
CHRYSLER CORP.	.....	2,541	2,931	7,996	29,709	95,715
FORD MOTOR	.....	1,032	150	1,733	129,003	172,105
GENERAL MOTORS	7,149	5,202	8,432	26,504	328,431	224,268
VOLVO	225	225	225	765	6,257	6,267
Total Cars, Canada	8,089	12,730	11,738	37,891	512,897	513,262
N. American Cars	124,693	125,416	103,348	391,851	4,527,459	3,515,673
N. American Trucks	50,356	39,938	32,510	140,855	1,348,289	1,457,421
North American Cars and Trucks	175,049	165,354	135,858	532,706	5,875,748	4,973,094

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 8/2/82

Automotive News

August 2, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Chrysler's G-24

Camera zooms in on '84 sports car

Chrysler's G-24 sports car, due as an '84 model, is shown in full trim in these unofficial photos. The G-24 will be sold by both Chrysler and Dodge dealers with standard 2.2-liter four-cylinder fuel-injected engine and five-speed manual transmission. A turbocharged version of that powerplant, as well as the Mitsubishi-built 2.6-liter four, will be optional. The front-drive four-place hatchback is based on the K-car chassis.

Canada 'goes by the book' to slow Japanese imports

By Roger Rowand
Engineering Editor

Japanese car makers have the advantage over their Western counterparts in terms of labor costs, a favorable yen/dollar relationship and a hand-in-glove government policy.

But when it comes to rolling cars down ship gangways into the Canadian market, the Canadians have the Japanese in an icy grip of undeclared protectionism.

Japanese cars are moving into the land of the maple leaf at a snail's pace.

Keith Dixon, president of the Canadian Importers Assn., said the fact that 10,000 to 12,000 cars are stuck in Vancouver is hurting all importers.

"The number of customs inspectors assigned to this silliness has reduced customs clearance on all sorts of goods, including European cars," he said.

"It is childish and illogical," Dixon said.

The situation stems from the fact Canadian customs inspectors since April have been giving a careful once-over to each and every Japanese vehicle that enters the Port of Vancouver.

The busy blue-uniformed inspectors are checking vehicle identification numbers and safety and exhaust emissions documentation. They're looking above visors and into trunks to see if anything is tucked away there. They're checking options to see if they are on the vehicle as stated in import documents.

Toyota Motor Co.'s most recent ship to arrive at Vancouver was held up by customs for over a month. Only after 34 days was its cargo of 1,708 vehicles discharged.

Other importers have experienced similar slowdowns and shortages of cars are becoming extreme.

• Dealers, who call the Vancouver maneuver harassment, report some layoffs, chiefly of sales personnel.

The alleged harassment has no roots in customs but is a political tactic being used to force Japan to the negotiating table to talk about voluntary restraining its exports to Canada.

Under an earlier voluntary restraint program, Japanese makers limited exports to Canada to 174,000 passenger cars a year. That agreement expired in March.

Canada wants a new agreement with imports reduced by 28,000 to 146,000 units. It also wants a limit on pickup trucks. Previously, there was no ceiling on the number of the popular little trucks brought in.

Canada has about 937 Japanese car dealerships employing some 12,000.

"If you have six or eight salesmen, you obviously can't keep them busy if you're not getting cars," said one importer.

Unemployment is critical in Canada today. It is a major political football, along with inflation and skyrocketing interest rates.

Bill Rowley, of Toronto, is the attorney for the newly formed Canadian Assn. of Japanese Automobile Dealers. He is pragmatic.

"Salesmen tend not to get paid till the car leaves the lot," he said. "Even though demand for the product stays up and orders are written, the dealer can't deliver. That effects not only the customer but the salesman's ability to make a living. The harassment is starting to effect a lot of people."

Lacking an exact figure, Row-

Continued on Page 43, Col. 4

breaking news

Clenet facility padlocked

SANTA BARBARA, Calif. — Clenet Coachworks, neoclassic-car builder, has been padlocked by court order. Minority stockholder S. Prestley Blake, who owns the assembly plant here, sought the action for nonpayment of debts. Company founder Alain Clenet was charged with offering a potential investor inventory owned by Blake as loan collateral.

New $200 million sale by Chrysler Financial

DETROIT. — Chrysler Financial Corp. is selling another $200 million worth of retail receivables (installment contracts) to provide funds for dealer floorplanning and for financing up to 50,000 cars and trucks. The buyer is Associates Corp. of North America, and the receivables will be available for purchase in September. Late in July, CFC sold $500 million worth of retail receivables to Chrysler Corp. and 39 banks, with the funds to be used to finance up to 100,000 new vehicles and for dealer floorplanning.

Current picture called 'bleak,' future 'uncertain'

Auto revolution afoot, study says

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A new study of the competitiveness of the domestic auto industry finds what is happening "akin to a cultural revolution" that needs time to effect a "true reformation."

But while suggesting rather guarded optimism, the report offers no firm conclusions, opting instead for a choice of three scenarios which have quite different policy implications both externally (regulation, taxes and trade, for example) and internally (labor and management, for example).

The report, "The Competitive Status of the U. S. Auto Industry: A Study of the Influences of Technology in Determining International Industrial Competitive Advantage," was done for the National Science Foundation by the National Academy of Engineering's Office of the Foreign Secretary in cooperation with the Commission on Engineering and Technical Systems of the National Research Council.

It is one of six industry-specific studies. The auto panel was chaired by Prof. William J. Abernathy, professor in the Harvard Graduate School of

Continued on Page 43, Col. 1

The '83 models: Survey of what's new shows Ford has lion's share; intros staggered

By Jim Plegue
Staff Writer

The sell-when-they're-ready approach to new-model showings is gradually replacing the traditional fall introduction as auto makers rush to bring competitive products to an ever-changing market.

The 1983-model intros are a further example of the shift away from the fall shows. The model year no longer denotes a span of time as much as it does the set of government regulations that a new car has met.

Though the '83 introductions start in the traditional month of September, most of those products are carryover cars from General Motors and Ford Motor (bowing Sept. 23). The new models from both domestic and import makers will be sprinkled throughout the fall, winter and well into the spring of next year —the staggered approach to introducing cars.

All the upcoming models will be promoted as "new," but here's what's really new for 1983:

Ford has the lion's share of the new domestic products. The company said it has invested $3 billion in its '83-model program.

First of the new Fords will be the downsized Ford LTD and Mercury Marquis, which bow Oct. 14. Those cars, based on the lame-duck Granada/Cougar platform, will be sold as base family sedans alongside the upscale and larger LTD Crown Victoria and Grand Marquis. Sporty Ford Escort GT and Lynx RS models will also bow Oct. 14.

Among the option additions to Escort and Lynx will be a new fuel-injected version of the 1.6-liter engine and a five-speed transmission.

The new Mustang convertible, built by Cars & Concepts, will follow on Nov. 1. The convertible features full rear seat, power top and roll-up rear-quarter windows.

• The all-new Ford Thunderbird and Mercury Cougar are next in line, debuting on Jan. 20.

Sometime next spring—probably in April—Ford will introduce its new front-drive compacts, the Ford Tempo and Mercury Topaz, which replace

Continued on Page 8, Col. 1

NEWSPAPER

AN JANB3
MD20814CNGLIAO OE 1N09S 920013
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Earnings up 8.7 percent from 2nd quarter last year

GM reports $560 million profit . . .

By Edward Lapham
Financial Editor

General Motors said its net income for the second quarter ended June 30 rose 8.7 percent to $560 million ($1.82 a share) from $515 million ($1.72 a share) in the same period last year. Sales in the second quarter declined 4.8 percent to $17.145 billion from $18.015 billion.

The amount of the earnings was generally larger than had been forecast by most Wall Street analysts. It was GM's highest quarterly profit in three years.

In a statement by Chairman Roger B. Smith and President F. James McDonald, the company said the results were due to "success in controlling costs and improving manufacturing efficiency, which helped offset a significant decline in passenger-car volumes."

Wall Street analysts said the company also was aided by a richer U. S. sales mix in the third period.

The better-than-expected showing in the second quarter brought net income for the first half of the year to $688 million ($2.23 a share) on sales of $31.9 billion compared with net income of $705 million ($2.35 a share) on sales of $33.7 billion in the same period last year.

The cost/efficiency improvements were reflected in the income statement. Largely due to the renegotiated contract with the UAW, the total cost of an hour worked by a U. S. hourly employe declined to $20.80 in the second quarter from $21.25 in the first quarter of 1982, for a first half total of $21.05. The comparable second-quarter figure in 1981 was $19.40.

In the April-June period, the cost of sales and other operating charges dropped to 82.4 percent of total sales from 83.5 percent in the year-ago period. However, selling, general and administrative expense rose to 4.3 percent of sales from 3.6 percent of sales.

Depreciation and amortization in the second quarter was $1.43 billion compared with $1.29 billion last year. For the first six months, depreciation and amortization was $2.53 billion compared with 2.42 billion.

• Working capital at June 30 totaled $1.33 billion compared with $1.6 billion at the end of the first quarter, $1.16 billion at Dec. 31, 1981, $1.75 billion at June 30, 1981 and $5.4 billion at June 30, 1980.

GM's current ratio (current assets to current liabilities) at the end of the period was 1.1 to 1, identical to the current ratio at June 30, 1981, although only half of what is generally considered "good" for a manufacturing concern.

Return on sales in the quarter

Continued on Page 46, Col. 1

Big Four Profit Roundup
Net Income (Loss) in Millions of Dollars

	2nd Quarter		Six Months	
	1982	1981	1982	1981
American Motors	($68.8)	($19.9)	($119.7)	($72.6)
Chrysler	106.9	20.7	258.6	(268.6)
Ford	204.9	60.2	(96.6)	(379.3)
General Motors	560.0	514.6	688.3	704.9
TOTAL	$803.0	$575.6	$730.6	($15.6)

E & G 'tops' the Celebrity

E & G Classics, Inc., Columbia, Md., offers this half-top "Designer Classic" vinyl roof package and spare tire holder for the 1982 Chevrolet Celebrity. The roof also fits General Motors' other front-drive A-body cars.

'Mr. Motivation' seeks way out of tax jam

By Joseph Bohn
Marketing Editor

Dennis Doyle, the "Mister Motivation" of AUTOMOTIVE NEWS classified ads, is hopeful of clearing up a large debt in back taxes with a new joint business venture.

Doyle's Showroom Traffic Builders, Inc., has run countless special sale events for dealers across the country. It specializes in private "by-invitation-only" sales to customers.

However, Doyle reportedly owes close to $250,000 in back taxes to the IRS which he's struggling to repay.

He was forced to close his Southfield (Mich.) office and has worked out of various locations, while trying to negotiate repayment of his IRS debt.

Doyle's problems with the IRS actually go back about 2½ years, according to James Cummins, revenue officer, Collections Division, Pontiac (Mich.) office.

"In some periods there was a truce, and he was paying on what he owed," said Cummins.

• Within the past few weeks, the firm with which Doyle has been negotiating a joint venture reportedly paid a small, indeterminate portion of his debt.

Doyle has not concluded his agreement with the firm, but is hopeful of doing so.

A high-ranking official with the firm confirmed that no agreement had been reached, but he said discussions were still going on.

"As far as we and Showroom Traffic Builders are concerned, there is no story right now. There might be a story later on," he said.

"Some good things are happening for Dennis right now, particularly on a new product he is marketing," added the official.

• Said Doyle, "I'm putting together two of the biggest programs I've ever put together right now."

One is a series of promotional ventures with a major regional import distributor.

Another is an even larger event, involving a considerable number of dealers, held in conjunction with another major import distributor.

And Doyle is negotiating a third deal with a major auto firm that would eclipse the first two.

AUTOMOTIVE NEWS confirmed these sale events were either going on (first distributor), planned (second distributor) or in process of being negotiated (manufacturer).

He added that he is also test-

Continued on Page 46, Col. 4

Total is biggest quarterly profit in three years

Ford earns $204.9 million . . .

By Edward Lapham
Financial Editor

Ford Motor Co. last week said its net income for the second quarter ended June 30 was $204.9 million ($1.70 a share) compared with net earnings of $60.2 million (50 cents a share) in the second quarter last year. Sales declined 2.9 percent to $10.93 billion from $11.26 billion last year.

It was the largest quarterly profit for Ford in three years, although it was boosted by a number of non-U. S., non-operational factors.

Included in the net income for the second quarter was a gain of $56 million from the sale of the fallow Los Angeles assembly plant.

Also, Ford switched to a new way of accounting for foreign currency exchange losses, using Financial Accounting Standards Board standard 52, which avoided $69 million being charged against net income by charging it against shareholder equity. The switch in accounting standards also involved restating the first-quarter loss, reducing it by $53 million to $302 million.

In addition. income from unconsolidated subsidiaries added $69.9 million before taxes.

In a statement by Chairman Philip Caldwell and President Donald E. Petersen, the company said the profit improvement over year-ago reflected reduced operating costs and the "non-recurrence" of the losses associated with foreign currency translations, although lower volume and higher marketing costs in the U. S. partially offset these improvements.

The two executives said that in the quarter, the company earned $23 million after taxes in the U. S., compared with $82 million last year. In Canada the company lost $8 million after taxes, compared with $28 million last year, while overseas operations generated $190 mil-

Continued on Page 46, Col. 1

But AMC suffers 9th quarterly loss in row

By Edward Lapham
Financial Editor

Several factors, including plant shutdowns and an early changeover to Alliance output, caused American Motors to report its ninth consecutive quarterly loss for the three-month period ended June 30.

AMC reported a net loss of $68.8 million ($1.24 a share) on sales of $667 million. One year earlier, the company reported a net loss of $19.9 million (35 cents a share) on sales of $722 million.

AMC Chairman W. Paul Tippet Jr. cited standard problems like the high-finance-rate-caused sales depression for the company's dismal showing but said there were extraordinary factors as well.

"During the period, automotive and Jeep production facilities were closed for up to three weeks to permit an early changeover and preparation for the launch of the new Renault Alliance," he said.

"In past years, close-downs for model changeover occurred during the third quarter. Our second quarter results also reflect extraordinary one-time costs for the Alliance launch," he said.

"In addition, recent devaluation of the Mexican peso negatively affected the performance of the company's international operations."

The net loss for the first half of 1982 was $119.7 million ($2.17 a share) on sales of $1.27 billion compared with a January-June 1981 net loss of $72.6 million ($1.27 a share) on sales of $1.43 billion.

Total worldwide vehicle wholesale sales in the April-June period were off 29.0 percent to 66,393 from 93,541 last year, leaving the six-month total down 25.5 percent at 122,-793 from 164,818 in 1981.

• In the U. S. and Canada, total vehicle wholesale sales dropped 24.6 percent in the quarter to 55,346 from 73,451. Car deliveries (including Renault) plummeted 30.4 percent to 39,075 from 56,121, while Jeep wholesale sales dipped 6.1 percent to 16,271 from 17,330.

The one bright spot was factory sales of imported Renault vehicles, which rose 71 percent

Continued on Page 8, Col. 1

Continuing delays raise doubts about project—and some relief

Nissan UK plant still up in the air

By Anne Hope
Special Correspondent

LONDON. — Nissan Motor, Japan's second largest auto producer, is still undecided about whether to go ahead and set up an $870-million plant in the United Kingdom.

The longer they dither, the more it seems that they won't start up — to the relief of General Motors, Ford, Renault, Fiat and BL, but especially BL, now planning a new range of cars with Honda, still only known as Project XX.

These cars would compete head-on with the two models Nissan wants to make in the UK, while the Nissans, with their 1.6-liter motors, would also clash with Ford's new Sierra which will debut this fall.

According to Masataka Okuma, Nissan executive vice president in charge of overseas operations, "our feasibility study continues. We haven't decided either way. There are still eight sites on our short list."

Meeting the world's media in London, he read a 276-word statement about why no decision had yet been reached, citing the recession and the uncertain state of the auto industry worldwide.

• But that does not mean that Nissan has abandoned all plans to make 200,000 cars a year in the UK. Nissan could act fast, once an upturn comes.

It has a 13-man main executive board which meets each Monday in Tokyo. All that is needed is a unanimous decision either way — and that has not been forthcoming up to now.

Okuma did say, when asked if a decision might be reached in six months, a year or longer, "I hope by next year the world economy will start to pick up and the demand for motor vehicles, too."

So a decision might be made next year? "I hope so — at the latest," he replied.

To assemble cars? "No, to manufacture cars and engines, not merely to be an assembly plant."

A suggestion that the project was being mothballed and post-

Continued on Page 46, Col. 1

Shades of the '60s—he's negotiating with Iacocca

Shelby may build high-performance cars for Chrysler

By Jim Plegue
Staff Writer

Carroll Shelby, who designed and built the legendary Cobra and Shelby Mustang sports cars for Ford Motor Co. during the '60s, may soon be building performance cars again—this time for Chrysler Corp.

Shelby and Chrysler have been negotiating for several months on a proposal that would have Shelby design and perhaps build high-performance versions of both current and future Chrysler Corp. products. The talks are nearing the decision stage.

"I think the decision will be made by the 15th of August," said Shelby, 59, who is currently involved in everything from chili and cattle to sportswear and tires through his Carroll Shelby Industries in Gardena, Calif.

Chrysler's "point man" in the negotiations is Chairman Lee Iacocca, who approached Shelby with the idea. It was Iacocca, who, while serving as general manager of Ford Division, approached Shelby with the idea of building a performance Mustang model nearly 20 years ago.

"I go back a long way with Lee Iacocca," said Shelby. "We've been talking about this for a couple years. I like to work with Lee."

Shelby, a native of Texas who was one of America's premier race drivers during the '50s, said he wants to produce "driving machines" for Chrysler. He would like the cars to bear the Shelby name.

Shelby said he was "optimistic about coming together" on the deal with Chrysler but was also candid about his stipulations.

"It all hinges on one thing—away my dealership. "I wish want," he said. "I want to build cars like I feel they should be built. I want to build cars that are driving machines that I conceive. If I have to work with stripes or mirrors, I'm not interested.

"There are things that can be done in this day and time that are exciting."

Shelby said he was impressed with Chrysler engineering.

"I feel they really have some nice things coming along engineering-wise that are ahead of the other people," he said, "especially their little four-cylinder engine (the 2.2-liter K-car engine). There's a lot of nice things that can be done with that engine."

Shelby did not want to specify which Chrysler cars are being considered for performance packaging under the proposal. The cars would be assembled by Shelby and/or the company, he said. Volume would be based on the market reception. Then, again, Shelby isn't concerned about the number of cars he would build.

"I don't care about volume," he said. "I just want to build something better than what the other guys are building."

Burger will succeed Kennard at Cadillac

Robert D. Burger, 58, will become general manager of Cadillac on Oct. 1, succeeding Edward C. Kennard, 62, who will retire after 35 years with General Motors.

GM announced the change last week, but it had been expected since last February when Burger went to Cadillac as assistant general manager.

Burger had been vice president in charge of the GM Sales and Marketing Staff. In going to Cadillac, he kept his corporate vice presidency, and observers reasoned that vice president was an awfully high ranking for an assistant general manager unless he was assistant general manager with right of succession.

So GM has made the speculation official.

Burger is a 40-year GM veteran, having joined the firm in 1942 as a General Motors Institute student with Fisher Body in Lansing.

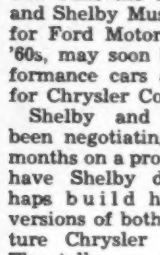
After obtaining an industrial engineering degree, he began a 28-year association with Oldsmobile that saw him advance through sales posts in Lansing, Detroit, Cleveland, Buffalo and Atlanta before becoming assistant general sales manager in 1969.

Burger was named executive assistant to the corporate marketing vice president in 1973 and was appointed Buick general sales manager the following year.

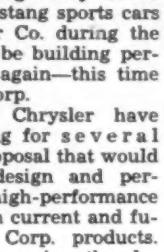
In 1977, he was promoted to vice president in charge of the corporate Sales and Marketing Staff. He continued in that job until moving to Cadillac last February.

The latter move was part of a three-way shuffle that brought Robert C. Stempel back from Europe to head Chevrolet and sent Robert D. Lund from Chev-

Continued on Page 46, Col. 1



Robert D. Burger



Edward C. Kennard

Only four dozen Limiteds from Moselle

The Moselle Limited, new model manufactured by Moselle Coachworks, Canoga Park, Calif., is based-priced at $39,500. Options for the hand-built specialty car include turbocharged and diesel engines, leather interior, Recaro seats and convertible conversion. Moselle Coachworks estimates production of 50 cars per year.

Deming, the evangelist of the doctrine, stages seminar

Ford pushing statistical control

By Edward Lapham
Financial Editor

Ford Motor Co. has intensified its evangelism on behalf of the W. Edwards Deming statistical process control doctrine.

Ford sponsored a 4-day training program, conducted by Deming and his staff, for "decision makers," that is, senior officers and operating personnel, of 135 suppliers. Ford previously has sponsored one-day lecture programs for supplied executives for about 18 months.

The intensified program intends to "move the executives beyond awareness into understanding" and hopefully, involvement in the statistical control process, according to William W. Scherkenbach, director of statistical methods for Ford's Operations Support Staff.

Scherkenbach, who coordinated the program, said the response has been "very great" and Ford will continue to sponsor the expanded program.

"The Ford philosophy is that we have a responsibility to see that decision makers in supplier companies understand the commitment we're making to try to instutionalize the Deming system," he said.

"We are taking a top-down approach for our own managers as well as for suppliers, because in line with Deming's system it is necessary to get top manage-

Continued on Page 42, Col. 4

Congress hears lament—'Volcker, Volcker, Volcker!'

High interest killing us, dealer says

By Miles Moore
Washington Staff Writer

WASHINGTON. — A lot of automobile salesmen "will have to go on welfare unless someone does something about interest rates, and damn soon," a former Maryland Chevrolet dealer told the Interest Rate Task Force of the Senate Democratic Policy Committee.

Stanley Kaufman, former proprietor of ABC Chevrolet, Owings Mills, Md., told the task force he was forced out of his dealership last December through no fault of his own.

"I was a good operator," Kaufman said, noting he had won several awards for dealer excellence during his years in business. "But I couldn't pay 20-percent interest on an SBA loan or 22 percent on floorplan."

When Federal Reserve Board Chairman Paul Volcker and outgoing Chief Economic Advisor Murray Weidenbaum say nothing is wrong with the economy, he said, "I wish they could have been there with my wife and my brother when I signed away my dealership. "I wish they could have been there when I told my employes there would be no severance pay. I wish they could have been there when I told my creditors I couldn't repay the capital on a $200,000 loan."

The task force meeting, which had the ostensible purpose of inquiring into the effects of the Reagan Administration's tight-money policies, soon turned into an indignation meeting against the Administration in general and against Volcker and Weidenbaum in particular.

• "Businessmen are losing their cars, losing their trucks, losing their livelihoods, and they are getting no response from the Administration," said Senator Riegle, the Michigan Democrat who chairs the task force. Office of Management and Budget Director David Stockman says unemployment is part of the cure!"

Gilbert Ziegler, a Michigan businessman, said all the economy's problems could be summed up in three words: "Volcker, Volcker, Volcker!"

Kaufman, now the general manager of another Maryland dealership, joined in the condemnation, calling on the Senate to "get to these two men (Volcker and Weidenbaum) who are not allowing us to live."

Kaufman soon got half his wish: The day after the hearing, Weidenbaum resigned as the President's chief economic advisor to return to his teaching post at Washington University, St. Louis.

Mid-July sales sag to lowest since 1958

By Jenny L. King
Staff Writer

Mid-July domestic new-car sales dropped to their lowest level for the period since 1958 as buyers took summer vacations from dealer showrooms.

Sales of U. S.-built new cars tumbled 17.51 percent from their 1981 level, but were up 22.72 percent from the first July period.

July 11-20 sales totaled 132,438, down 17.51 percent from 160,544 a year earlier and lowest since 104,655 retail deliveries in 1958. Compared with the preceding period, though, sales climbed 22.72 percent, to 132,438 from 107,918.

The daily selling rate averaged 16,555 compared with 20,068 a year ago. There were eight selling days each year.

Year-to-date sales lagged 11.74 percent behind the 1981 pace through July 20: 3,175,180 compared with 3,597,393.

Chrysler Corp. was the only U. S. auto maker to report a sales gain in mid-July. Chrysler was up 4.82 percent, to 18,698 from 17,839 last year, earning it 14.12 percent of the domestic market, its second best showing this calendar year.

General Motors was down 21.46 percent, to 78,382 from 99,792 a year ago. Ford Motor Co. dropped 16.51 percent, to 30,686 from 36,753. Volkswagen of America was down 21.75 percent, to 2,472 from 3,159, and American Motors was down 26.67 percent, to an estimated

Continued on Page 8, Col. 1

DOMESTIC SALES

	July 11-20, 1981	July 11-20, 1981
AMERICAN MOTORS	2,200†	3,000†
Chrysler	4,676	1,747
Imperial	31	81
Plymouth	7,165	8,513
Dodge	6,826	7,498
CHRYSLER CORP.	18,698	17,839
Ford	21,431	26,332
Mercury	7,575	9,301
Lincoln	1,680	1,120
FORD MOTOR CO.	30,686	36,753
Buick	16,245	16,343
Cadillac	6,001	4,958
Chevrolet	26,071	43,704
Oldsmobile	18,721	19,528
Pontiac	11,344	15,260
GENERAL MTRS.	78,382	99,793
VOLKSWAGEN	2,472	3,159
INDUSTRY TOTAL	132,438	160,544

† Estimated

index

Auction reports	34
Classified advertising	35
Editorial page	12
Production by makes	47
Registrations, car, truck	4
Service highlights	10
Truck highlights	16

57th year — No. 4926

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Volume in May down 15 pct. from last year

Import share lowest in 14 months

By Jenny L. King
Staff Writer

Registrations of new imported cars in May accounted for their leanest hunk of the total market in 14 months, according to figures compiled by R. L. Polk & Co.

New import registrations represented 26.72 percent of the market during the fifth month of this year, lowest since their 26.59-percent share in March of 1981. They were, however, part of a steady climb in numbers which began in January, 1982. Import registrations have been up each month this year compared with the preceding month.

Import registrations were 189,123 in May, down 15.41 percent from 223,589 a year ago. They represented 26.72 percent of the market, down from 30.58 percent in May, 1981.

Import registrations for the first five months of 1982 totaled 873,657, down 16.93 percent from 1,051,663. Imports accounted for 28.54 percent of the five-month total, down slightly from 28.86 percent a year earlier.

First-place import Toyota was up 1.10 percentage points in May, to 25.23 percent of the import total from 24.13 percent last year. Nissan was up 1.93 percentage points, to 20.62 percent from 18.69 percent and third-place Honda was up 0.94 percentage points, to 16.17 percent from 15.23 percent.

Mazda took fourth place and Volkswagen was fifth, as each lost ground compared with year-ago shares. Mazda was down 2.29 percentage points, to 7.12 percent from 9.41, and VW dipped 0.59 percentage points, to 6.16 percent from 6.75 percent of the import market.

Subaru was up 0.24 percentage points, Volvo was up 0.52 percentage points and Mercedes was up 0.61 percentage points.

• BMW made it into the top 10 imports in May, taking ninth place with 2.26 percent of the market. Audi was 10th, at 1.97 percent, unchanged from its year-ago share. Fiesta, no longer imported into the U. S., was bumped from the top-10 list, while other imported cars accounted for 8.28 percent of the market.

In the year-to-date column, Toyota was down 0.60 percentage points, to 23.61 percent from 24.21 percent last year. Nissan was up 1.04 percentage points and Honda was up 1.57 percentage points.

Mazda dipped 0.57 percentage points and Volkswagen was off 2.38 percentage points, while Subaru was up 0.91 percentage points, Volvo was up 0.93 percentage points and Mercedes was up 0.71 percentage points.

Japanese-built passenger cars accounted for 77.82 percent of the May import market, up from 73.78 percent a year earlier. German products dropped to 14.19 percent from 17.91 percent and Swedish cars were up to 4.40 percent from 3.59 percent. The remaining 3.59 percent (4.72 percent in 1981) came from Britain, France, Italy and Ireland.

For the first five months, Japanese cars captured 77.56 percent of the import market, up from 75.49 percent last year. Germany was the source of 14.75 percent, down from 17.44 percent, and Swedish-built products earned 4.10 percent, up from 2.96 percent. The remaining 3.59 percent (4.11 percent in 1981) were built in Britain, France, Ireland and Italy.

• Imported-car totals by country of origin in May, 1982, compared with the previous year were:

	May 1982	May, 1981
Japan	147,181	164,953
West Germany	26,845	40,040
Sweden	8,318	8,035
France	4,116	4,256
Italy	1,536	4,145
Britain	922	2,160
Ireland	205	.....

Registrations by country of origin for the first five months of 1982 and their year-ago comparisons were:

	5 mos., 1982	5 mos., 1981
Japan	677,628	793,907
West Germany	126,827	183,409
Sweden	35,833	31,161
France	19,173	19,002
Italy	7,333	15,910
Britain	3,478	8,273
Ireland	1,385	.....

Registrations of imported trucks were down in May compared with the total for the month a year ago. Truck imports numbered 33,410, down 24.87 percent from 44,469.

Truck figures for May, 1982, compared with May, 1981, were:

	May 1982	May, 1981
Toyota	11,631	10,498
Nissan	7,384	10,254
Mazda	3,542	.....
Volkswagen	2,276	.....
Chevrolet LUV	.....	7,500
Ford Courier	.....	5,579
Others	8,577	10,638

Truck imports for the first five months were down 15.86 percent, to 170,038 from 202,090 in 1981. Totals were as follows:

	5 mos., 1982	5 mos., 1981
Toyota	54,359	48,431
Nissan	37,697	45,537
Dodge Ram 50	13,937	.....
Ford Courier	13,609	.....
Chevrolet LUV	.....	32,548
Ford Courier	.....	28,698
Others	50,436	48,876

TOP CARS

U. S. registrations for the first five months of 1982. Registrations delayed for Delaware, not available for Oklahoma.

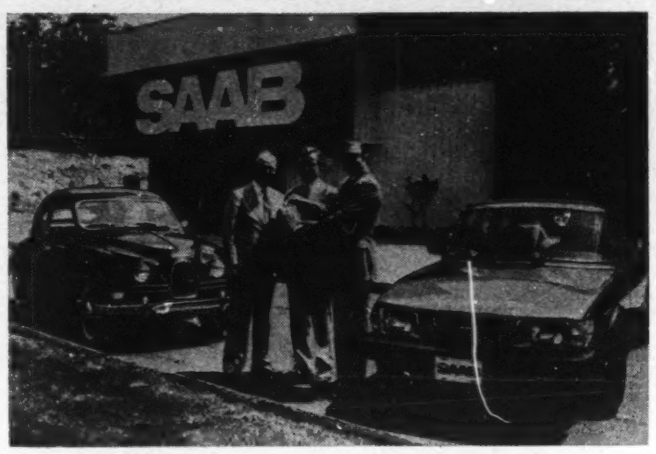
1982 Position		Make	1981 Position	
1—	506,193	Chevrolet	631,124—	1
2—	354,539	Ford	438,379—	2
3—	305,248	Oldsmobile	349,488—	3
4—	274,571	Buick	301,533—	4
5—	206,242	Toyota	254,570—	5
6—	189,338	Pontiac	220,868—	6
7—	167,097	Nissan	190,196—	7
8—	148,252	Honda	161,971—	8
9—	127,212	Mercury	144,548—10	
10—	103,365	Plymouth	148,324—	9
11—	101,844	Dodge	135,403—11	
12—	92,412	Cadillac	86,146—13	
13—	61,053	Chrysler	45,635—17	
14—	59,974	Volkswagen	97,196—12	
15—	59,625	Mazda	77,786—14	
16—	55,170	Subaru	56,802—16	
17—	38,577	AMC	62,618—15	
18—	31,600	Lincoln	26,642—18	
19—	29,067	Volvo	25,284—20	
20—	26,410	Mercedes	24,293—21	
21—	19,169	BMW	.....	
22—	18,074	Audi	.....	
	.....	Fiesta	25,584—19	
	.....	Colt	19,304—22	
	84,577	Other Imports	118,677	
	1,142	Misc.	1,032	
	3,060,751	TOTAL	3,643,403	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1982, Automotive News

Trip for a V-12

Workers at the Jaguar factory in Coventry, England, lower a V-12 engine into place. This is the powerplant used in the XJ-S luxury sports car sold by the company in the U. S. Increased productivity at Coventry has sparked a 122-percent increase in Jaguar sales in the U. S. during the first half of 1982.



A happy Saab story

Gaston Andrey, center, Gaston Andrey of Framingham, Inc., Framingham, Mass., receives a Swedish crystal vase marking his 25th anniversary as a Saab dealer. Robert J. Sinclair, right, president of Saab-Scania of America, and Ralph T. Millet, a director who was the company's president when Andrey was appointed a dealer, make the presentation. With them is a 1957 Saab 93 sedan as well as the special anniversary edition of the Saab 900 Turbo.

Dealers bring suit to block Illinois Sunday closing law

By Nancy I. Phillips
Staff Correspondent

CHICAGO. — No sooner had the Sunday-closing law been passed by the Illinois House and Senate and signed by Gov. James R. Thompson than a group of auto dealers filed suit in Circuit Court, charging that the law is discriminatory.

Allen Gaines, president of Fireside Chrysler-Plymouth, Schaumburg, a northwest Chicago suburb, filed suit seeking that the law be declared unconstitutional because it singles out auto dealerships for Sunday closing, while other types of retail operations can continue to be open.

Joining Gaines in the suit are Celozzi-Ettleson Chevrolet, Elmhurst; Fencle-Tufo Chevrolet, Glendale Heights; Shepard Chevrolet, Lake Bluff; John Bybee Chrysler-Plymouth, Chicago, and the Illinois Used Car Dealers Assn., Springfield.

The law was sought by the Chicago Automobile Trade Assn. (CATA) and its more than 450 member dealers.

For some years the association has sought legislation to close dealerships on Sundays, since members have said that in no other way would all dealerships be closed.

According to Gilbert Gordon, one of the attorneys for Gaines and his group, a similar law was found unconstitutional by the Supreme Court of Illinois in 1962.

While Chicago-area dealers point out that similar laws are on the books and have stood the test of court battles in neighboring states, Gordon believes that the new law also will be found unconstitutional.

He hopes that the case will come up before the Jan. 1, 1983, effective date of the law.

"If it does not come up in the Chancery Division of the Circuit Court before than," said Gordon, "we will seek a temporary injunction to prevent Sunday closing."

Before Gov. Thompson signed the bill the CATA used its drawing for space in the 75th Chicago Auto Show as an occasion to plead with the press to side with the association in its desire for a means of cutting dealership overhead and giving employes a day of rest.

One observer here believes the strategy which brought about the legislation was meant to ward-off efforts of new-car salesmen to unionize. In earlier union attempts, some as recently as a year ago, one of the items of contention was long hours the salesman worked, including weekends and holidays.

Ed Mathieu, of Bauer Buick Co., Harvey, Ill., president of the CATA, asked the press to understand that salesmen, dealers and managers applaud the new law which they consider "a giant step forward."

Honda reports 33 pct. drop in quarterly profit

TOKYO. — Honda Motor Co., Ltd., said net income for its first fiscal quarter ended May 31 declined 33 percent to $70 million from $105 million in the comparable period last year.

Sales in the quarter rose 13 percent to $2.216 billion from $1.964 billion the previous year, the company said, computing the dollar at 244 yen for both periods.

The earnings decline "reflected a substancial increase in spending for research and development as well as higher inventory carrying costs and other expenses" associated with new-model introductions, the company said.

Total unit car sales rose 4 percent in the period, Honda said, to 275,000 from 265,000 last year. Domestic-market car sales rose 21 percent to 94,000 units while overseas market sales declined 3 percent to 181,000 units. Dollar sales generated by car sales rose 14 percent to $1.192 billion, or 54 percent of total revenues.

Unit sales of motorcycles declined 4 percent in the period to 869,000 from 905,000, although dollar value rose two percent to $586 million, or 27 percent of total revenues.

Unit sales of power products rose 17 percent to 275,000 units in the period.

IMPORT REGISTRATION SHARES IN U. S.

	MAY					FIVE MONTHS					
	Regis., May, 1982	Percent Share of Market	Regis., May, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 5 Mos., 1982	Market Percent Share of	Regis., 5 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	47,723	25.23	53,946	24.13	+ 1.10	206,242	23.61	254,570	24.21	— 0.60
Nissan	38,995	20.62	41,781	18.69	+ 1.93	167,097	19.13	190,196	18.09	+ 1.04
Honda	30,569	16.17	34,058	15.23	+ 0.94	148,252	16.97	161,971	15.40	+ 1.57
Mazda	13,467	7.12	15,097	9.41	— 2.29	59,625	6.83	77,786	7.40	— 0.57
Volkswagen	11,659	6.16	21,038	6.75	— 0.59	59,974	6.86	97,196	9.24	— 2.38
Subaru	10,440	5.52	11,799	5.28	+ 0.24	55,170	6.31	56,802	5.40	+ 0.91
Volvo	6,709	3.55	6,773	3.03	+ 0.52	29,067	3.33	25,284	2.40	+ 0.93
Mercedes	5,906	3.12	5,603	2.51	+ 0.61	26,410	3.02	24,293	2.31	+ 0.71
BMW	4,272	2.26	.....	.....	.....	19,169	2.19			
Audi	3,730	1.97	4,416	1.97	0.00	18,074	2.07			
Fiesta	.....	.....	4,248	1.90	.....			25,584	2.43	
Colt	.....	.....	.....	.....	.....			19,304	1.84	
Others	15,653	8.28	24,830	11.10	— 2.82	84,577	9.68	118,677	11.28	— 1.60
TOTAL	189,123		223,589			873,657		1,051,663		
Share of U. S. Total		26.72		30.58			28.54		28.86	

Registrations for Delaware temporarily delayed; not available for Oklahoma.

26-year-old store finds success in keeping employes, customers happy

GMC-Volvo deal goes the extra mile

Continued from Page 16

trucks or less," Perrault says.

Even though he is involved in daily happenings at his large dealership, Perrault delegates many decisions to middle managers.

"I depend a great deal on all my supervisors. They make most of the decisions—as long as they are right," he says.

Service employes handle a hefty volume of truck work, which, Perrault said, can be far heavier and more complicated than cars.

His 18 technicians, service manager, foreman and service clerk handle an average of 22 repair orders a day.

General has its own radiator, paint and body, and the mechanical shops. Perrault tried to farm out some of the work, but found his own facilities more reliable.

The dealership, which opened its doors in 1924 as a leasing firm, uses no special service incentives to attract business, but has an interesting twist in contacting customers.

Perrault encourages his parts and service managers to make calls with salesmen.

"It's very enlightening to them. They can find out about mistakes they've made. Although the remarks aren't overcritical, they sometimes find customers complaining about things they thought they were experts on," Perrault says. "It provides a learning experience, and they usually come away from these visits with new ideas or business.

"Service is becoming more complex as electronics increases on trucks. This puts a burden on our technicians," Perrault notes. "Sometimes the product is in the field before we get all the information."

One way the dealership tries to cope is by extensive use of factory diesel schools. With every new diesel engine or development, General sends service technicians to school to learn about it.

This pays off with continuing diesel work which keeps the service bays filled. General has 3,200-square-feet devoted to motorhome service—the firm sold nearly 300 GMC motorhomes from 1973 to 1978 and continues handling their service—and another 3,200-square-feet in the body shop.

The shop has seven drive-through bays that are up to 80-feet long and can house a tractor-semi combination. In car terms, the space is equivalent to about 22 service bays, Perrault says.

Revenue that service brings in more than covers the dealership's yearly overhead cost of $1.08 million. Although it doesn't claim to be the biggest parts wholesaler around, General averages about $100,000 monthly in parts sales, Perrault says.

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1982	$9,371	$9,646	$9,182
1981	6,024	6,892	6,995
1980	5,377	5,367	5,439
1979	4,823	4,768	4,807
1978	3,872	3,637	3,874
1977	2,935	2,950	2,988
1976	2,103	2,041	2,148
1975	1,686	1,415	1,539
Overall Average	$4,885	$4,708	$4,799

Used car sales

Auction Averages

July	$4,885
Month ago	$4,775
Year ago	$4,398

factories list auction dates

Chrysler Corp.

Aug. 10—Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Aug. 11—Northway Exchange, Route 146, Clifton Park, N. Y.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Aug. 17—Dallas Auto Auction, 4226 E. Main, Dallas.

Aug. 19—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Aug. 25—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Boulevard L-M opens

Facilities of the new Boulevard Lincoln-Mercury, Long Beach, Calif., were the site of a grand opening at which Robert L. Rewey, right, Lincoln-Mercury Division general sales manager, was on hand to congratulate dealership chairman James A. Willingham.

Caterpillar sales, profits plunge in second quarter

Continued from Page 16

construction, mining and petroleum activity worldwide generally continue to be less favorable than previously anticipated," he added. "The company currently sees little chance for improvement in the second half, as economic trends are giving no clear indication that business conditions will improve in the near term."

Profit, however, is expected to improve somewhat from the first half due to company actions to reduce production schedules and costs, the spokesman said, but profit for the full year will be well below the levels of recent years.

"Caterpillar expects some improvement in economic conditions in 1983, contingent on declining interest rates in the U.S. and some strengthening of commodity prices in the developing countries," he added. "When this occurs, profit should recover quickly as sales levels increase."

Sheller-Globe buying Olsonite for cash, stock

TOLEDO. — Sheller-Globe Corp. is acquiring Olsonite Corp., Detroit, for an undisclosed amount of cash and securities.

Olsonite, with annual sales of about $68 million, produces foam auto parts, steering wheels and other plastic components.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. No registration fee unless car sold. 516-968-8844.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

APTCO'S ANNIVERSARY SALE
Well planned activities for the day with prizes and gifts galore.
CHRYSLER SALE
AMC SALE
Tuesday, August 10, 1982
10 A.M.
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)
APTCO DETROIT

PENNSYLVANIA

Commonwealth Auto Auction
Metro-Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
***Telephone:* (215) 328-7100**
Ken Kimball
Every Thursday, 10:30 A.M.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
4 LANES
Averaging 600-700 cars
• Our 30th Year • New Expanded Facilities • Cab fare paid from Airport
• Buy and Sell with Complete confidence • Guaranteed Titles • Truck fleet for Quick Pick-up and Delivery
• Auction Checks
Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

—Use Automotive News Want Ads for Quick Action—

6 GM plants, one Chrysler point idle

Changeovers cut week's car output

By Patricia Hoffman
Staff Writer

Another General Motors' facility joined the model changeover lineup last week, bringing the total to seven plants idle for changeover and pulling domestic auto production down 5.77 percent from the previous week's total.

Output, however, jumped 18.60 percent from the comparable 1981 figure when there were eight plants down for changeover.

The makers targeted 111,683 units last week, down from 118,522 the previous week but up from 94,167 built the same week last year.

Year-to-date, the car manufacturers have assembled 3,116,012 units, down 24.18 percent from 4,109,965 completed in last year's comparable period.

Breakdown for last week by company was: GM, 60.15 percent; Ford Motor, 26.20 percent; Chrysler Corp., 8.95 percent; Volkswagen of America, 3.24 percent, and American Motors, 1.46 percent.

GM's Framingham facility was idle last week for model changeover.

Changeover activities continued last week at GM's Lansing, Leeds, Linden, Lordstown and Detroit plants. They will remain down this week (Aug. 2) and GM's Janesville plant will also be idle for changeover this week.

Chrysler Corp.'s Jefferson plant wrapped up a three-week model changeover period last week, with operations slated to resume today. About 3,300 hourly workers will return from temporary layoff. The Jefferson point will produce the new Chrysler E Class and Dodge 600 four-door sedans during the 1983 model run along with its current lineup of Dodge Aries, Plymouth Reliant, Dodge 400 and Chrysler LeBaron.

Daily overtime was scheduled last week at Ford's St. Louis and Wixom facilities.

A second shift will be added at the Ford St. Louis point effective Aug. 11. About 1,200 hourly workers will be added.

GM's Norwood plant worked last Saturday (July 31).

Canadian production rises as Ford resumes assembly

Canadian auto production last week jumped 29.73 percent from the previous week's total as downtime at two General Motors' points was offset by the return of all Ford Motor facilities and the resumption of second-shift operations at American Motors' Brampton plant.

The auto makers scheduled output last week at 10,909 units, up from 8,409 the previous week, but down 8.37 percent from 11,906 in the comparable 1981 period.

So far this year, the manufacturers have completed 524,491 cars, down slightly from 525,437 at this time in 1981.

Truck production last week dropped 8.33 percent to 5,247 from 5,724 built the previous week, and the total fell 17.90 percent from 6,391 in the same week last year.

For the year-to-date, truck output totaled 308,363 units, down 6.69 percent from 330,483 built the same period in 1981.

Idle for vacation last week were GM's Oshawa (No. Two) and Ste. Therese plants. Ste. Therese will be down another week, and Oshawa is slated to return today (Aug. 2).

Ford's Oakville and St. Thomas facilities resumed operations last week following vacation downtime.

Still idle for changeover were Chrysler Corp.'s Windsor car and truck points. Both plants closed July 19 and are slated to return today with production of 1983 models.

International Harvester's Chatham and Vancouver points remained down last week for inventory adjustment / model changeover. The plants have been idle since July 12.

Volvo's Halifax point is scheduled to go down today for a three-week vacation.

Buick dealers elect Miller in Connecticut

NORWALK, Conn. — Paul S. Miller, of Miller Buick, Inc., Bridgeport-Fairfield, has been elected president of the Connecticut Nutmeg Buick Dealers Assn.

Other new officers are Rennie Minchin, New England Motors, Greenwich, vice president; Jack Backus, Wallingford Auto Co., Wallingford-Meriden, secretary, and John Atwood, Atwood Buick, New Haven, treasurer.

Truck production holds steady at 44,650 for week

Overtime at four assembly plants kept last week's domestic truck production even with the previous week's total, and output jumped 61.78 percent from the comparable 1981 period when four plants were idle for model changeover.

Last week, the truck makers scheduled 44,650 units, up from 44,614 the previous week, and a considerable gain from 27,599 built in the year-ago week.

So far this year, 1,198,937 trucks have been assembled, up 13.98 percent from 1,051,913 finished at this time last year.

Daily overtime was scheduled last week at General Motors' Moraine facility and Ford Motor's Lorain and Twin Cities points. GM's St. Louis plant worked six days last week.

Ford's Kentucky point, idle for vacation since July 12, resumed production last week.

Volkswagen of America's Westmoreland plant remained idle for model changeover. The plant is slated to return in September with production of 1983 models.

GM's Pontiac (GMC Truck & Coach) facility is planning to add a second shift Oct. 4 for assembly of compact pickup trucks. The action will add about 750 hourly jobs at the Pontiac plant, and an estimated 1,100 jobs will be added to component operations serving the assembly point.

At about the same time, GM's Chevrolet-Flint facility will initiate a shift transfer to balance its production between regular-size pickup trucks, Blazers and Suburbans. It will result in working two shifts on Blazers and Suburbans and one shift on regular-size pickups, the reverse of the present procedure. No additional employment is expected to result from the move.

Layoff insurance spurs sales for Lada of Canada

AJAX, Ont. — A unique job-loss insurance program, offered by Lada Cars of Canada here as an incentive for both car buyers and banks, is apparently getting results.

Sales of the Russian-made Lada sedan in Canada during June were up 15 percent from May, according to John Wright, Lada national sales manager. The job-loss insurance program started during the last 10 days of June, he said.

Under the program, which expires Aug. 31, buyers of new Lada sedans or Niva 4WD vehicles are insured for one year from the purchase date. If involuntarily laid off during that period, the buyer receives $200 per month for up to one year from the date of the job loss.

"It's raised the morale of our dealers about 20 notches," said Wright. "Our dealers are reporting good showroom traffic."

The program is offered in conjunction was a free 24-month/50,000-kilometer extended warranty. The Lada sedan's price tag of $4,998, lowest in Canada, remains unchanged.

U. S. CAR PRODUCTION

	Week Ended July 31, 1982	Week Ended Aug. 1, 1981	Week Ended July 24, 1982	July Est.	Jan. 1 to July 31, 1981	Jan. 1 to Aug. 1, 1982
AMERICAN MOTORS	1,620*	3,150*	1,600*	7,220*	71,954*	35,519*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,000	11,732	10,792	46,898	508,363	355,344
Plymouth Total	3,900	5,731	4,916	20,054	263,393	146,304
Horizon	2,000	3,184	2,447	7,438	99,912	46,606
Reliant	1,900	2,547	2,469	12,616	153,894	99,698
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,100	.....	1,208	7,730	22,098	68,487
LeBaron	1,100	.....	1,208	7,730	17,236	68,487
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	5,000	6,001	4,668	19,114	222,872	140,553
Omni	1,900	4,760	2,070	7,010	85,752	43,965
Aries	2,600	1,241	2,050	9,302	120,794	75,893
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	.....	548	2,802	.....	20,695
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	29,264	20,255	29,780	68,757	836,960	671,254
Ford Division	17,795	14,068	18,159	41,723	571,619	426,534
Escort	6,590	3,507	6,368	12,958	212,584	168,931
Fairmont	2,857	1,238	2,221	6,889	122,259	74,271
Must./Must. II	3,300	3,993	3,319	8,454	101,451	79,304
Granada	3,661	3,150	3,813	9,597	51,862	74,336
Thunderbird	1,216	2,180	2,271	3,487	42,577	25,196
Ford	.....	.....	.....	.....	40,886	.....
EXP	171	.....	167	338	.....	4,496
L-M Division	11,469	6,187	11,621	27,034	265,341	244,720
Mercury Total	9,592	6,187	9,744	22,297	229,044	188,881
Lynx	2,961	957	2,581	5,542	74,277	52,665
Capri	1,280	1,351	1,290	3,177	35,549	20,773
Zephyr	1,080	378	1,029	2,651	37,291	24,884
Cougar	1,955	1,111	2,195	5,046	26,827	35,845
XR-7	397	1,085	727	1,124	18,838	8,369
Mercury	1,840	1,305	1,837	4,593	36,262	45,267
LN7	79	.....	85	164	.....	1,078
Lincoln Total	1,877	.....	1,877	4,737	36,297	55,839
Continental ('82)	376	.....	376	948	.....	11,696
Lincoln	927	.....	925	2,334	17,699	25,353
Mark VI	574	.....	576	1,455	18,598	18,790
GENERAL MOTORS	67,179	55,223	72,717	333,774	2,580,879	1,991,654
Buick Division	16,170	9,850	16,438	76,912	547,676	462,997
Skylark	4,035	6,764	3,980	17,094	163,423	87,400
Skyhawk J	.....	.....	.....	3,934	.....	47,922
Century	3,490	.....	3,470	15,016	86,881	81,282
Regal	4,795	2,150	5,162	21,597	164,041	121,980
Buick	3,850	936	3,826	17,936	97,991	103,205
Riviera	.....	.....	.....	1,335	35,340	21,208
Cadillac Division	427	988	326	12,115	169,373	138,733
Cimarron	427	988	326	1,445	9,061	3,392
Seville	.....	.....	.....	404	15,919	12,590
Eldorado	.....	.....	.....	1,765	40,081	34,312
Cadillac	.....	.....	.....	8,501	104,312	88,439
Chevrolet Division	26,159	29,921	27,697	116,469	964,868	635,839
Chevette	5,685	8,156	5,820	24,685	215,591	138,775
Cavalier	2,812	5,408	2,396	10,220	45,562	53,885
Celebrity	200	.....	1,672	5,928	.....	40,684
Camaro	5,732	.....	5,354	22,280	87,073	136,601
Citation	4,750	6,354	5,009	21,203	231,180	112,035
Malibu	3,193	2,200	3,390	14,062	161,409	73,066
Monte Carlo	1,492	2,004	1,741	7,736	92,043	41,883
Chevrolet	1,695	4,799	1,710	7,754	112,130	21,329
Corvette	600	1,000	605	2,601	19,880	17,581
Oldsmobile Division	11,676	3,520	14,381	68,773	567,373	457,444
Omega	2,415	2,919	2,221	10,112	97,266	53,226
Firenza	.....	.....	.....	3,757	.....	34,011
Cutlass	3,566	.....	4,991	21,659	272,940	119,544
Cutlass/Ciera	1,710	.....	1,682	7,652	.....	70,066
Oldsmobile	3,985	601	5,487	24,539	167,744	161,246
Toronado	.....	.....	.....	1,054	29,423	19,351
Pontiac Division	12,747	10,944	13,875	59,505	331,589	296,641
Acadian†	370	123	274	1,442	14,065	8,037
J2000	1,672	2,746	1,637	7,215	34,982	27,299
T1000	1,480	2,023	1,462	6,315	48,040	23,930
Firebird	3,876	.....	3,128	14,549	43,457	82,118
Phoenix	1,600	1,949	1,769	7,476	72,587	32,964
Grand Prix	1,815	2,263	1,847	7,906	66,796	48,484
Bonneville ('82)	1,935	.....	1,978	8,474	.....	49,039
A6000	.....	.....	1,780	6,128	.....	24,770
LeMans	.....	1,500	.....	.....	41,928	.....
Pontiac	.....	340	.....	.....	9,734	.....
VOLKSWAGEN	3,620	3,782	3,633	10,762	110,451	60,078
CHECKER	.....	25*	.....	150*	1,358*	2,163*
Total Cars, U. S.	111,683	94,167	118,522	467,561	4,109,965	3,116,012

TRUCK PRODUCTION IN U. S.†

	Week Ended July 31, 1982	Week Ended Aug. 1, 1981	Week Ended July 24, 1982	July Est.	Jan. 1 to July 31, 1981	Jan. 1 to Aug. 1, 1982
CHEVROLET	15,144	2,926	15,799	67,994	336,705	421,990
DODGE	2,800	.....	3,019	12,607	57,926	80,421
FORD	19,131	16,866	18,238	47,757	379,951	423,530
GMC	4,925	1,683	4,908	22,700	113,201	153,580
INTERNATIONAL	.....	1,693	.....	404	40,212	27,222
VOLKSWAGEN	.....	981	.....	.....	27,212	8,103
JEEP	1,600*	2,000*	1,600*	7,200*	55,971*	48,711*
AM GENERAL	50*	50*	50*	225*	2,535*	1,380*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,500*	38,200*	34,000*
Total Trucks, U. S.	44,650	27,599	44,614	163,387	1,051,913	1,198,937

CANADIAN TRUCK PRODUCTION

	Week Ended July 31, 1982	Week Ended Aug. 1, 1981	Week Ended July 24, 1982	July Est.	Jan. 1 to July 31, 1981	Jan. 1 to Aug. 1, 1982
CHRYSLER CORP.	.....	.....	.....	5,243	47,060	59,279
FORD MOTOR	3,087	3,065	2,103	7,270	96,624	83,081
GENERAL MOTORS	2,160	3,077	3,621	14,750	180,148	159,578
INTERNATIONAL	.....	249	.....	84	6,651	6,425
Total Trucks, Canada	5,274	6,391	5,724	27,374	330,483	308,363
N. American Trucks	49,897	33,990	50,338	190,734	1,382,396	1,507,300

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 31, 1982	Week Ended Aug. 1, 1981	Week Ended July 24, 1982	July Est.	Jan. 1 to July 31, 1981	Jan. 1 to Aug. 1, 1982
AMERICAN MOTORS	1,141	728	784	2,103	20,227	16,117
CHRYSLER CORP.	.....	250	.....	7,996	29,682	95,715
FORD MOTOR	8,080	6,633	96	9,909	136,439	180,281
GENERAL MOTORS	1,463	4,070	7,304	28,122	332,607	225,886
VOLVO	225	225	225	990	6,482	6,492
Total Cars, Canada	10,909	11,906	8,409	49,120	525,437	524,491
N. American Cars	122,592	106,074	126,931	516,681	4,635,402	3,640,503
N. American Trucks	49,897	33,990	50,338	190,734	1,382,396	1,507,300
North American Cars and Trucks	172,489	140,063	177,269	707,415	6,017,798	5,147,808

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Ford has lion's share of changes

What's new in 1983 model lineup

Continued from Page 1

the carryover '82 Ford Fairmont and Mercury Zephyr. Those cars will be powered by Ford's new 2.3-liter High Swirl Combustion (HSC) four-cylinder engine.

In addition, Ford's spring showings will include the SVO (Special Vehicle Operations) Mustang turbo, propelled by a blown 2.3-liter four-cylinder engine with multi-point fuel injection, mated to a five-speed transmission. At about the same time, a turbo-powered Thunderbird will bow.

A turbo version of the new Cougar is also on the drawing board and will probably debut as an '84 model in the fall of 1983. It will likely carry and XR-7 badge.

Ford's spring products may be certified as 1984 models, though they will debut in what is generally considered the '83 model year.

Finally, Ford will unveil its Bronco II, a small 4WD utility/recreation truck based on the downsized Ranger pickup. That vehicle is slated for a spring introduction.

• Most of GM's products will bow Sept. 23 with several notable exceptions. The '83 versions of the redesigned Chevrolet Camaro and Pontiac Firebird models will debut in November. A five-speed transmission will be added to the powertrain.

Chevrolet's much-ballyhooed '83 Corvette, first all-new version of the car in 14 years, will make its national debut in March, though there may be select West Coast introductions as early as February.

The new Corvette will feature several suspension options, including one that uses unidirectional tires. Those tires, designed specifically for the left and right side of the car, enhance road-holding. In prototype tests, the new Vette has reportedly logged a phenomonal .95 G rating on the skidpad.

Also available on the new Vette will be an optional four-speed manual transmission with an electronically controlled overdrive working on each of the four forward gears.

General Motors will shore up its disappointing J-car line for 1983 with by adding a 2.0-liter four-cylinder engine and five-speed transmission. Buick and Oldsmobile will add station wagon versions to their Skyhawk and Starfire J-cars.

Chevrolet is also prepping its new mini-Bronco S-15 model for the spring. The 4WD vehicle is based on the company's S-10 mini pickup truck.

Buick will broaden its sporty image for '83 with the introduction of T-Type versions of the front-drive Century, Skyhawk and Skylark and its turbo-powered rear-drive Regal model.

Sources report that the convertible versions of the Chevy Cavalier and Pontiac 2000 J-cars are still in the works. The convertibles could bow next February, about the time of the Chicago Auto Show.

• The new E-body Chrysler Corp. cars are due to arrive in early October. The front-drive sedans are based on a stretched K-car chassis and will be called the Chrysler E Class and Dodge 600 and 600ES. A luxury front-drive New Yorker model will bow later in the model year.

New products for American Motors/Renault dealers in '83 are the Renault Alliance models and the new downsized XJ Jeep series. The Alliance, built at AMC's Kenosha assembly plant, will debut Sept. 22. The Jeep XJ series will be introduced next spring.

Volkswagen will hop up its Rabbit line this fall with the introdutcion of a performance GTI version of the front-drive car. The GTI will be powered by a 1.8-liter fuel-injected engine, coupled to a five-speed transmission. The GTI, as well as other Volkswagen models, will debut in mid-October.

Not to be outdone, the Japanese makers are countering with their own fall and spring introductions. Job One for the first made-in-the-U.S.A. 1983 Honda Accord model is scheduled for Nov. 1, with public introduction sometime thereafter.

The U. S.-built Accord will be basically unchanged from those Accords assembled in Japan. Honda's Marysville (O.) assembly plant is geared up to build as many as 140,000 Accord models during the first year.

In addition, Honda will launch a redesigned 1983 Prelude model, probably in the fall of this year.

Nissan will show its new Pulsar line Nov. 1. The Pulsar, which replaces the 310 series, will be available in two-door and four-door hatchbacks and a new sporty four-seat NX model. The front-drive cars will be powered by a 1.6-liter engine. A 1.5-liter turbo will bow later in the year.

At the same time, Nissan will unveil a diesel-powered Sentra model, which the company expects to become the EPA diesel mileage leader. Powertrain will be a 1.7-liter four-cylinder diesel with choice of four-speed (MPG model) or five-speed manual and three-speed automatic transmissions.

Sometime in the spring, Nissan will also unveil a redesigned truck line. Nissan's truck plant in Smyrna, Tenn., is scheduled to begin building Datsun trucks in August, 1983.

Toyota this fall will introduce a redesigned front-drive Corolla Tercel and will supplement that line with a four-wheel-drive station wagon. A new front-drive Corona line is also set to bow after the first of the year.

U.S. car sales in mid-July lowest since '58

Continued from Page 3

2,200 from an estimated 3,000 in 1981.

GM sales accounted for 59.18 percent of the domestic market, down from 62.16 percent last year. Ford had 23.17 percent, up from 22.89 percent. Chrysler drove away with 14.12 percent, up from 11.11 percent. VWoA cornered 1.87 percent, down from 1.97 percent, and AMC had an estimated 1.66 percent, down from 1.87 percent.

Chrysler, Lincoln and Cadillac were the only U. S. makes to beat their year-ago sales in mid-July. Chrysler more than doubled its sum, going to 4,676 from 1,747. Lincoln was up 50.00 percent, and Cadillac was up 21.04 percent.

Plymouth was down 15.83 percent, Imperial was down 61.73 percent and Dodge was off 8.96 percent. Ford slipped 18.61 percent and Mercury was down 18.56 percent.

Buick narrowly missed its year-ago sales mark, down 0.60 percent this time around. Chevrolet was down 40.35 percent, Oldsmobile was down 4.13 percent and Pontiac was down 25.66 percent.

Volkswagen dropped 21.75 percent and AMC was down 26.67 percent.

DeLorean ready to acquire North Ireland plant again

By Edward Lapham
Financial Editor

DeLorean Motor Co. late last week was preparing to begin reacquisition of its Northern Ireland assembly plant, barring a last-minute investment package by British investors.

Last Saturday (July 31) was the deadline for the receivers of the plant to put together an investment group to provide financial backing for the Dunmurry operation, which went into voluntary receivership Feb. 19.

DMC Chairman John Z. DeLorean said last Thursday that he had yet to have any indication from the receiver that such an investment group would be assembled prior to the July 31 deadline.

"As of Monday (Aug. 2), assuming they haven't done anything, their option will have expired and we'll be in a position to step in ourselves," DeLorean said.

"The government will continue to finance the internal operations of the company, like engineering and the changeover to '83 models, and then we theoretically take the plant over Sept. 1."

DeLorean said there "is nothing tricky" about the financial package he has put together to reacquire the plant.

"It's the financing called for under our agreement," he said, "essentially $25 million in export financing and $10 million in cash. We have it and it's ready to go in the minute the deal is legal."

He said that some details of the agreement have to be finalized, in particular the "three-year holiday" on interest and principal payments proposed by one of the receivers, Sir Kenneth Cork.

DeLorean said the sitdown strike by laid-off workers ended last week. He also said that during August DMC officials will have to go in and make sure the plant and equipment are ready to operate.

The company hopes to begin producing '83 models this autumn after the current stock of cars is depleted.

Loss is suffered by AMC for 9th quarter in a row

Continued from Page 2

in the period to 17,557 from 10,275 last year. Renault accounted for 44.9 percent of AMC's car sales in North America.

For the first half of the year, North American factory automobile sales fell 26.4 percent to 70,686 from 96,092, and Jeep factory sales were off 3.1 percent to 30,588 from 31,572. The total of 101,274 was down 20.7 percent from 127,664 in 1981.

Imported Renault vehicles accounted for 41.6 percent of North American car factory sales and rose 55 percent for the January-June period to 29,421 from 18,895.

The international market, without the benefit of Renault vehicles, was worse than the North American situation. AMC automobile factory sales were down 58.1 percent for the quarter and 55.5 percent for the half. Jeep factory sales dropped 35.2 percent in the quarter and 31.3 percent for the half, dropping the international vehicle wholesale sales total 45.0 percent in the quarter and 42.1 percent in the first six months.

Tippett said there were several positive developments in the quarter which portend well for the current and future quarters, including the launch of the Fuego and the new labor pact.

"We expect a substantial improvement in our third-quarter results, since dealer inventories need replenishing, our changeover shutdowns are behind us and our international business should be operating on a more normal basis," Tippett said.

IH restructuring program is presented to lenders

By Edward Lapham
Financial Editor

International Harvester last week unveiled its long-awaited restructuring plan which includes paring domestic and international operations, converting 25 percent of its private debt to equity and lowering its breakeven sales level by $1 billion annually.

IH presented the proposed restructuring plan to its lenders in Chicago last Friday. All of the company's lenders must approve the Financial terms.

Paine Webber Mitchell Hutchins analyst Eli Lustgarten said the tentative restructuring plan "is a first step in stemming the company's hemorrhaging."

The analyst said IH was "bankrupt, whether technically or not" and it was apparent it had to shrink. He said the plan, if approved, will certainly get IH through the current period, but he was less certain about the long-term outcome. "Conceptually, it makes sense," Lustgarten said.

Under the terms of the proposed plan, IH would be a truck and agricultural equipment producer in the U. S. and Canada and an agricultural equipment maker in the UK, France and Germany. Other markets would be serviced by exports.

The company hopes to "consolidate" many of its operations by the end of fiscal 1983. One North American truck plant will be closed, and one engine plant will likely be closed along with several components plants and agricultural equipment plants.

IH also said it is negotiating with potential buyers for its construction equipment business.

News roundup

Tolley heads public affairs for Chrysler

DETROIT.—James L. Tolley has joined Chrysler Corp. as head of the Public Affairs Office. He will be nominated for election as a vice president at the Sept. 2 board of directors meeting. Tolley succeeds Wendell W. Larsen, who resigned to join IC Industries. Tolley has been with American Motors since 1978, first as public relations vice president and, since February, as public affairs vice president. Before going to AMC, he was public relations director for Chevrolet. At Chrysler, he will direct public relations, communications programs, government affairs and the Washington office.

Walter P. Chrysler estate sold

WASHINGTON. — Pokety Farms, Walter P. Chrysler's estate on Maryland's Eastern Shore, belongs to the Chrysler family no more. The 20-room mansion located on an isolated 483-acre tract on the Choptank River was sold to an Arab buyer for slightly less than $3 million. Used by Chrysler in the 1930s as a hunting lodge, it was left to his son-in-law and daughter, Edgar and Bernice Garbisch, upon Chrysler's death in 1940. They turned it into a showplace of art and antiques. The Garbisches died in 1979.

Alfa Romeo chooses Marsteller

ENGLEWOOD CLIFFS, N. J.—Alfa Romeo, Inc., ended a three-month search by choosing Marsteller, Inc., of New York, to handle its $3 million advertising account in the U. S. Marsteller was selected over two other agencies—Mathieu, Gerfen & Bresner and Lord, Geller, Frederico & Einstein. Prior to May 1, Alfa Romeo's advertising program was handled by Laurence, Charles & Free, New York.

Earnings up 8.7 percent from 2nd quarter last year

GM reports $560 million profit

Continued from Page 2

(net income as a percent of sales) was 3.3 percent compared with 2.1 percent for the first half, 2.9 percent in the second quarter last year and 2.1 percent for the first six months of 1981.

Return on investment (net income as a percent of total stockholders equity at the end of the preceding year) was 3.85 percent, which would annualize to just under 8 percent, or less than half of the traditional 20 percent annual corporate target.

The statement by Smith and McDonald said there are "discernable factors," including the U. S. income tax cut and declining interest rates, which "suggest a modest recovery in the global economy and in vehicle sales" for the balance of the year and into 1983.

GM's total worldwide factory sales in the second quarter declined 11.3 percent to 1,833,000 units from 2,066,000 last year, while the first-half total dropped 12.1 percent to 3,303,000 from 3,756,000.

• Factory sales of cars built in the U. S. declined 23.7 percent to 955,000 from 1,251,000 in the quarter and fell 25.7 percent to 1,640,000 from 2,208,000 in the first six months.

Factory sales of trucks and buses built in the U. S. rose 35.6 percent in the quarter to 278,000 from 205,000 last year and were up 21.7 percent to 499,000 from 410,000 for the first half.

Canadian-built-vehicle factory sales declined 18.1 percent in the April-June period to 176,000 from 215,000 last year and for the first six months of the year were off 19.9 percent to 322,000 from 402,000. Factory sales of vehicles built overseas rose 7.3 percent to 424,000 from 395,000 in the second quarter and were up 14.4 percent to 842,000 from 736,000 for the January-June period.

Total worldwide employment averaged 680,000 in the second quarter and 671,000 for the first half of this year compared with 771,000 for the quarter and 764,000 for the half last year.

Total worldwide payrolls in the quarter were $4.5 billion, or 26.4 percent of sales, compared with $5.2 billion, or 28.6 percent of sales, in the year-ago period.

Dealer council chairman previews, reviews

Edward A. Soukup, left center, president of Hempstead Lincoln-Mercury Motors Corp., Hempstead, N. Y., and newly elected chairman of Lincoln-Mercury Division's National Dealer Council, previews the 1983 Mercury Marquis in the upper-crust company of Ford President Donald E. Petersen, left, company Chairman Philip Caldwell, right center, and William Clay Ford, vice chairman of the board. Soukup, helping represent the division's 900 dealers, was in Detroit to meet with Ford management.

Total is biggest quarterly profit in three years

Ford earnings hit $204.9 million

Continued from Page 2

lion after taxes compared with $6 million last year.

The company was quick to note that its cash position improved during the period as the balance sheet entry for cash and marketable securities rose to $2.6 billion at June 30 from $2.0 billion at March 31.

However, the company did not mention that its net working capital (current assets less current liabilities) declined in the period to a negative $269.4 million from a negative $211 million at March 31.

The effects of the cost reduction programs, including the recently negotiated concession contract with the UAW, was reflected in the income statement. Ford reduced its cost of sales to $9.3 billion from $9.9 billion in the year-ago quarter.

The company listed amortization of special tools at $253.3 million in the quarter and $494.4 million for the half compared with $274.1 million for the quarter last year and $535.3 million for the first half of 1981.

Depreciation in the quarter was $286.2 million compared with $280.3 million last year, while the six-month total was $576.5 million compared with $544 million.

The second-quarter results made the first-half net loss $96.6 million (80 cents a share) on sales of $19.8 billion compared with a net loss of $379.3 million ($3.15 a share)on sales of $20.6 billion last year.

Ford's total worldwide vehicle factory sales in the quarter rose 1.0 percent to 1,334,882 from 1,322,063 last year as factory sales of cars and trucks built outside the U. S. and Canada rose 2.3 percent to 532,198 from 520,091. In the quarter, factory sales of U. S./Canadian cars and trucks rose 0.9 percent to 783,888 from 776,630.

For the first six months of the year, total worldwide vehicle factory sales declined 1.6 percent to 2,333,025 from 2,370,759. Overseas car and truck factory sales in the half rose 6.1 percent to 1,052,634 from 992,325 while North American car and truck factory sales in the January-June period fell 6.7 percent to 1,241,037 from 1,330,800.

Burger to head Cadillac; Kennard to retire Oct. 1

Continued from Page 3

rolet to GM's top sales and marketing post.

While Burger has spent most of his GM years with Oldsmobile, Kennard has served with every car division except Oldsmobile.

• Kennard joined Buick in 1947 and became general sales manager of the division 10 years later. He had a setback in 1961 when he was put back to assistant general sales manager, but he resumed his march up the ladder.

In 1969, Kennard became director of the sales section of the GM Marketing Staff, and later that year he was named director of that staff.

He went to Pontiac in 1970 as general sales manager and moved to Chevrolet as general assistant sales manager in 1973. On Nov. 4, 1974, he was named Cadillac general manager and was elected a GM vice president.

Kennard has headed Cadillac for nearly eight years, the longest tenure of any Cadillac general manager since World War II.

Under his direction, Cadillac introduced the Seville and the Cimarron, two new types of cars for the division, and set consecutive sales records in 1977 and 1978. In those years, Cadillac dealers sold 335,785 and 350,813 cars respectively.

Nearly 2.2 million Cadillacs have been delivered during Kennard's term, more than under any previous Cadillac general manager.

Continuing delays raise doubts about project—and some relief

Nissan UK plant still up in the air

Continued from Page 2

poned indefinitely was corrected by Lord Marsh, a former British transport minister and a consultant to Nissan Motor on its UK project.

"I have just had my contract with Nissan renewed for another year," he said. "Would that have happened if Nissan had abandoned its UK plans?"

• Nearly 10 years ago, on Nov. 25, 1972, Nissan announced that it hoped to open a plant in the Common Market. In 1972, it began its first feasibility study. So its UK plans, though announced only 19 months ago, are nothing new.

And Nissan is determined to become multi-national or "really international," which explains its U. S. plans and its moves in Europe including a tie-in with Volkswagen (Nissan is to make VW Santanas at its Zama plant in Japan and also possibly in China), Alfa Romeo (a joint company, Arna, is to produce cars in Italy with a high local content, higher than envisaged in the UK) and Motor Iberica in Spain.

Okuma insisted that Nissan's indecision had nothing to do with British industrial relations or local content requirements.

"We have reached broad agreement with the UK government," he said. The British government wants Nissan to start up. The projected investment, if it goes ahead, will be the largest foreign investment ever made in the UK.

Planned is a plant more than a mile long and a mile and a half wide in an unemployment black spot or development area eligible for generous grant aid.

The day before the press conference, the Nissan team met UK government officials, including Industry Secretary Patrick Jenkin. Local content was not discussed.

Another meeting isn't scheduled, but Prime Minister Margaret Thatcher is due to visit Japan in September and her itinerary includes a visit to Nissan.

'Mister Motivation' seeking way out of financial jam

Continued from Page 2

marketing a new "do-it-yourself" program for dealers on invitation sales and ran 10 of them over the July 23-25 weekend. The biggest reported success was Voss Chevrolet, Dayton, which, Doyle said, used his program to sell 61 cars in four hours. Generally, Doyle added, the program has been netting dealers an average of 25 car sales. It costs $2,500.

AUTOMOTIVE NEWS contacted a number of Detroit-area dealers and found them generally satisfied with past Doyle sales. However, some angry letters, and even threats of lawsuits, have been received from dealers who said they paid for his service, but never received it.

Hammond, Cromer, Jackson & Borgmann, attorneys for Dan Young Chevrolet, Indianapolis, said they were filing a "cause of action" against Showroom Traffic Builders for "failure to provide the agreed-upon sales promotion for which my client paid $6,800," according to Lynn E. Jackson.

He claimed his client received "no benefits whatsoever from Showroom Traffic Builders."

Along with Jackson, Roy A. Smith, president of H. P. Smith Motors, Omaha, sent a mailgram last week in which he said:

"We are experiencing a difficulty in receiving a refund of $8,000 from Showroom Traffic Builders for payment made on June 18 for a sales program to be held in Omaha, but which they were unable to put together."

Similarly, other dealers have phoned to express their anger.

Doyle's comment on Dan Young Chevrolet was that he offered to do the promotion on a different date than originally agreed upon, and that was unsuitable to the dealership.

• Doyle said that any dealer to whom he owed money would get it back, but "obviously this IRS thing has tied my money up."

He said that if his current negotiations with a major manufacturer go through, they would provide him enough money to settle his IRS debt immediately.

Other than that, he was confident of clearing his debt up before the end of the year.

Doyle claims, though, it is really ex-employes of Showroom Traffic Builders, now competing against him, who have stirred up bad publicity to undermine him.

"There are probably five or six of my ex-employes, people I fired or are in business (against him) that started these" reports of his problems, he said.

Doyle claimed many of his ex-employes are doing versions of his successful sales, "copying what I do. I get constant phone calls" from dealers who have been approached by competitors, he added.

Doyle continued to run special sales for dealers and dealer groups after a lien was put against him by the IRS. He says he's negotiating a repayment and vows to pay back "every penny."

Added the IRS' Cummins: "I'm pessimistic. I've been pessimistic from the beginning. Salesmen are optimistic; tax collectors pessimistic."

• How did Doyle fall into the tax soup?

An ex-employe said the lack of enough tent sales may have been his undoing.

"That's where he made most of his money," he said. He couldn't keep it (his business) going with individual sales for dealers, although they represented the bulk of his business last year."

Doyle said simply: "I'm an entrepreneur. A salesman. I'm on the road a lot. There were not enough people watching the backtrail (his business affairs).

"I'm making a lot of money. I'll probably be audited every year for the rest of my life. But the IRS will get every penny. I'll emerge stronger from this than before," he said.

C2700-1 8/9/82

Automotive News

August 9, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

America's sports car

All-new 1983 Corvette bows in March

The 1983 Chevrolet Corvette, first all-new version of America's sports car in 14 years, will bow nationally next March. The new fiberglass-bodied car will feature unique optional unidirectional tires and four-speed manual transmission with electronic overdrive working on each of the forward gears.

U.S. dealer attrition continues at high level; total declines by 556 in first half of 1982

By John K. Teahen Jr.
Managing Editor

The mortality rate of domestic new-car dealerships continued at a dangerous level during the first half of 1982, according to the semiannual AUTOMOTIVE NEWS census.

The latest count found 21,124 dealers handling the products of the five domestic auto manufacturers on July 1, down 556 from the 21,680 outlets in business at the beginning of this year.

This year's decline was much worse than last year's when the first-half dip was 325 establishments.

But it was not nearly so bad as the horrendous first half of 1980 when 930 dealerships bit the dust.

Chrysler Corp. was the only bright spot this year. After losing 29 dealers in the first quarter, Chrysler rebounded with a gain of 10 in the second quarter for a net dip of 19 for the half.

The other makers weren't that fortunate. General Motors suffered a decline of 285 dealers in the first half, and Ford Motor Co. was down 158. There were drops of 39 for Volkswagen and 37 for American Motors.

That's an aggregate dip of 538.

U. S. CAR OUTLETS

	July 1, 1982	Jan. 1, 1982
American Motors	1,510	1,547
Chrysler Corp.	3,665	3,684
Ford Motor Co.	5,527	5,685
General Motors	10,370	10,655
Volkswagen	967	1,006
TOTALS	22,039	22,577
Minus Intercorp. Duals	915	897
NET OUTLETS	21,124	21,680

Copyright, 1982, Automotive News

A change in the number of intercorporate duals brought the industry's decline to 556 for the first half.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

• This year, the industry lost almost the same number of dealers in each of the first two quarters — 276 in the first and 280 in the second.

Last year's numbers were more encouraging — 221 in the first quarter and 104 in the second. The lighter second-quarter decline last year stirred hopes that better days had arrived for the nation's dealers. The hopes didn't pan out.

The 1980 quarterly breakout

Continued on Page 43, Col. 1

Peck, overruled on rescinding the standard, finds deregulating isn't easy

Court orders passive restraints back into 1984 models

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Deregulating, as NHTSA head Raymond Peck is learning, is not always so easy.

The U. S. Court of Appeals for the District of Columbia has overturned Peck's attempt to throw out the passive-restraint standard that would have required U. S. and foreign auto makers to begin installing automatic safety belts or air bags in large and mid-size cars by 1983 model year and in smaller vehicles by the 1984 model year.

In a brief opinion last week, the court said NHTSA had not shown "good cause" to void the standard and that as a consequence it was ordering installation of the devices beginning with the 1984 model year, one year later than the standard had called for.

Additionally, the court gave NHTSA until Oct. 1, 1982, to advise it as to whether the compliance date is achievable, or whether a longer period of time is required.

Safety and legal experts inside and outside the government expect the Department of Transportation to ask the Supreme Court to review the decision.

The court's decision comes in the wake of a recent NHTSA request for more time to address issues raised in the court's June 1, 1982, decision overturning rescission of the standard, but holding it in abeyance pending the delivery of a schedule by the safety agency for resolving questions the agency still had about the efficacy of the devices.

Peck had rescinded the standard last Oct. 29, and his action was challenged in court by insurance and safety groups, leading to the June 1 ruling.

The court said last week that NHTSA's latest request and the agency's accompanying Notice of Proposed Supplement Rulemaking was not inconsistent with its June 1 order but that "at the same time, no party benefits from open-ended DOT decision making, and some dates must be fixed."

You can go ahead with your plan, but Standard 208 is now in effect, the court said.

• Clarence Ditlow, Director of the Center for Auto Safety, one of the parties that had sued NHTSA when it announced the rescission of the passive restraint standard, called it "a victory for safety and consumer groups."

"It means the Reagan Administration, like the rest of us, has to obey the law," he said.

"With passive restraints finally in cars, it means we will be-

Continued on Page 8, Col. 1

Alfa talks with two U.S. suppliers about licensing of modular engine

By John A. Russell
New York Staff Writer

BALOCCO, Italy.—Two U. S. companies are talking with Alfa Romeo to obtain licensing agreements for the Alfa technology involved in the Italian auto maker's modular engine concept which allows a cutoff of two cylinders of the Alfa four-cylinder engine.

The companies, Motorola and Stanadyne, have been meeting with Alfa executives. Filippo Surace, chief of Alfa's research and development, said the talks involve the rights to both the hardware and software of the electronically controlled system.

He added that in Europe, Fiat also has been talking with Alfa about the system. Alfa will begin limited production of cars equipped with the system this fall.

Alfa Romeo is interested in selling the technology to other companies, Surace said, and he indicated that "at this moment Motorola looks best for us."

• The interest expressed in the computer-controlled system by the two U. S. companies probably goes deeper than Surace revealed because of the links both companies have to U. S. auto makers.

Stanadyne produces injectors for General Motors diesel engines and Motorola is closely linked with Ford Motor Co.

General Motors has marketed its modular engine concept in

Continued on Page 43, Col. 1

NEWSPAPER

AN
DC2001◆CNGL1A0 0EA FMJT M
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

breaking news

Next transmission: A six-speed automatic?

TRAVERSE CITY, Mich.—The next generation of transmissions will not be the continuously variable transmission, as many expect, but a six-speed automatic, according to Howard Freers, chief body and electrical engineer, Body and Assembly Operations, Ford Motor Co. He told a University of Michigan seminar a six-speed will have each gear mated with the input shaft with gear selection electronically controlled. The torque converter will be eliminated.

Clean Air Act changes proposed

WASHINGTON.—A Senate committee has proposed easing high-altitude emissions standards and a Clean Air Act amendment that would virtually outlaw anyone except a car maker from certifying emissions. The latter provision is designed to outlaw importation of "gray market" performance cars. The high-altitude proposal, backed by the auto industry, would ease diesel particulate standards and set up a proportional HC and evaporative emission standard.

UAW to demand St. Louis reopening

DETROIT. — The UAW will ask that Chrysler Corp. reopen its St. Louis truck plant as part of the current contract negotiations, union sources said. Chrysler has been talking about putting the new front-wheel-drive New Yorker into that plant but no firm decision has been reached, sources said. The

See BREAKING NEWS, Page 8, Col. 1

GM's Fremont plant most likely for Toyota assembly, Smith says

By Kathleen Hamilton
News Editor

WARREN, Mich. — General Motors Chairman Roger B. Smith, revealing details of the company's several Japanese connections, confirmed last week that GM's vacant Fremont (Calif.) assembly plant is the most likely candidate for production of any GM-Toyota car.

Smith expressed confidence in the sincerity of Toyota in negotiating to build an auto with GM. He said representatives of the two auto giants will meet again later this month to discuss cost-on-investment studies and sourcing. He expressed confidence that the two will meet their self-imposed fall deadline for project announcement.

Smith also ended the speculation on GM's European truck plans involving its Japanese partner, Isuzu (AUTOMOTIVE NEWS, July 19). Isuzu's medium-weight forward-control trucks would fit especially well into a GM product hole in Europe, Smith said. The trucks haven't obtained a similar popularity in the U. S., so GM will not necessarily sell the Isuzu line here, he indicated.

He said GM's U. S. operations have tentatively won bids to product catalytic converters and some electronics for the Isuzu subcompacts that GM will sell in North America. The Isuzu cars will replace the Chevette in 1984.

The car under consideration for the Toyota-GM project is the new front-drive Toyota Corolla.

• Smith denied published reports that GM has substantially trimmed its fourth-quarter production plans from levels it had forecast early in the model year. Actual production will differ only slightly from those early forecasts, he said, adding that GM "has aggressive plans for the fourth quarter."

"We have the tough things behind us," Smith said, citing at various times the newness of 30 percent of GM's product, labor concessions, slowed inflation rates, GM's ability last quarter to improve profitability despite lower sales volume, tax cuts and recent reductions of the prime interest rate.

"I do look for a good boom—not one of the big jumps up, but a slow, steady increase," he said.

Whether GM will increase its profitability or its dividends will depend largely on the economy, he said. He said both sales projections and 1983 pricing will partially depend on interest rates, and he expressed a hope that the interest rates will continue to fall.

"Some economists are predicting 14 percent" will be the prime rate around 1983 intro time, he said, grinning. "I'd like to believe that."

Smith joined some of the company's top engineering and design men for the unveiling here of Aero 2000, a concept car that will be on permanent display beginning Oct. 1 at GM's Epcot Center pavilion at Florida's Walt Disney World.

GM is invcsting more than $50 million in the Disney project. It is expected to draw 13 million visitors a year.

The Aero 2000 is one step closer to automotive reality than many show cars, because it started life in the GM design studios as an aerodynamic study —not as a mere showpiece—and later was adapted for display at GM's World of Motion exhibit.

Still, the futuristic Aero 2000, fitted with an experimental Buick three-cylinder turbocharged diesel engine, will move only on paper; there are no plans to make a running model.

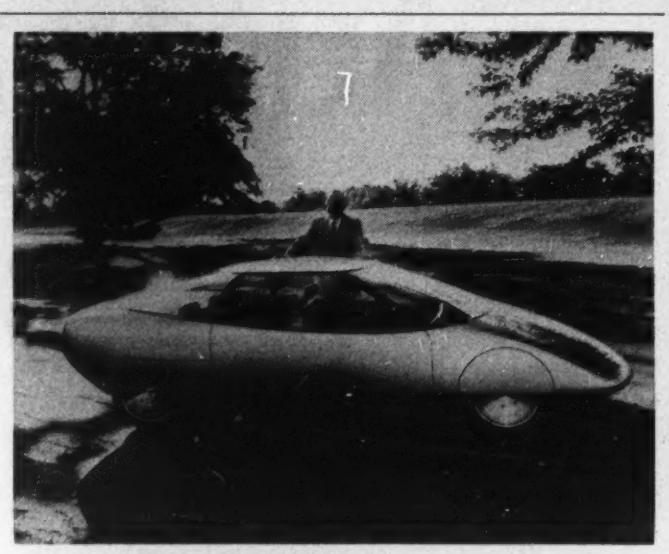
Smith said the appearance of the engine was not a hint that GM will be bringing out a similar plant: "Even as I sit here, we are looking at maybe 10 three-cylinder engines," he said. This particular one has 68 HP and a displacement of 1.8 liters. Improvements in throttle-body injection are showing more promise at this time, he said.

Smith rebutted a suggestion that the size of the Aero 2000 (its interior space is close to that of the Cadillac Cimarron) is indicative of a GM decision to abandon small-car making to Toyota or its Japanese affiliates —Suzuki and Isuzu. This was just a convenient size to work on, Smith said.

• The four-passenger Aero 2000 comes close in dimensions to today's J-cars, but provides extra interior space because of thin door panels and seats, and a small engine.

Sculpted in the new GM wind tunnel here, it has a drag coefficient of 0.23, compared with the 0.37 cd rating given to Chevy's J-car of today, the Cavalier. GM expects the Aero 2000's sleek lines and 1,800-pound curb weight could double

Continued on Page 8, Col. 1



Shaping GM's future

GM Chairman Roger Smith poses wtih the Aero 2000, a show car to be displayed at GM's $50 million exhibit at Walt Disney World. The show car, described as "the shape of cars to come" from GM in the late 1980s and beyond, was originally modeled as an aerodynamic study at the company's new wind tunnel.

Rolls-Royce to lose U.S. Lotus distribution

Lotus Cars, Ltd., last week said it would withdraw from its two-year-old joint marketing and distribution program with Rolls-Royce Motors, Inc., but left unclear what future plans are for Lotus in the U. S.

Both companies issued brief statements, acknowledging the breakup but making no announcement about Lotus' future. Lotus did say, however, that it would continue certification work on 1983 models, including the Turbo Esprit.

In its statement, Rolls-Royce said the withdrawal would require a three-to-six-month transition period, during which Rolls-Royce would continue to oversee Lotus warranty, parts and accessories.

The reasons behind the split were not announced by Lotus.

In the U. S., a Rolls-Royce spokesman said: "We believe they were satisfied with the program but our arrangement fitted in with their short-term and not their long-term plans."

Rolls-Royce took over Lotus operations in the U. S. in January, 1980, and assumed a 300-car inventory of 1980 models. During 1980, about 100 of those cars were sold. Another 150 were sold in '81. Only a handful of the $35,000 to $40,000 cars are still unsold, the spokesman said.

Lotus sold the Esprit, Eclat and Elite models in the U. S. The sporty Esprit and Turbo Esprit models are seen as likely cars for the U. S. market.

The spokesman said Rolls-Royce spent $250,000 during the first year in advertising aimed at repositioning the Lotus in the marketplace. Lotus has 34 dealers in the U. S., some of whom are dualed with Rolls-Royce.

The future of those dealers and of Lotus distribution in the U. S. has not yet been announced. Speculation centers around three possibilities. One is that Lotus would establish its own independent distribution network; another is that Lotus could pick up some of the U. S. DeLorean dealers if that enterprise fails.

The third possibility is that Lotus may distribute cars through U. S. Toyota dealers. Toyota has a joint car project with Lotus to build 5,000 vehicles per year at Lotus' plant in Norwich, England. The car, set for a 1984 debut, uses Toyota's six-cylinder Supra drivetrain in a Lotus-designed body.

Auto makers set up last round of incentives

By Joseph Bohn
Marketing Editor

It's getting close to new-model introductions, giving auto companies just barely enough time to squeeze in a last round of '82 sales incentives.

Ford and Datsun managed that last week, while Chrysler extended a consumer rebate on trucks to late September.

Ford Division's program is called "Big Buck Bonanza." It runs from Aug. 1 to Sept. 22. There are three separate sales objectives and payment schedules.

A combined objective on Escort/EXP and Mustang pays dealers nothing for 0-35 percent, $300 per unit for 35.1 to 75 percent and $500 per unit for 75.1 percent and over. Payments are not retroactive.

Again, there's a separate combined objective on all F-100 to F-350 series pickups and Bronco. Dealers receive nothing for 0-20 percent of objective; $200 per unit for 20.1 to 80 percent and $350 per unit for 80.1 percent and over. If they hit 100 percent, they get an extra $50 retroactively, making it $250 and $400, instead of $200 and $350, in the payment categories.

Finally, there's a separate objective on compact Ranger pickups. Dealers earn zero for 0-20 percent; $200 per unit for 20.1 percent to 80 percent and $350 per unit for 80.1 percent and over. There is no bonus payment here for hitting 100 percent.

• The incentives cover new '81/'82 units leased or retailed. If a major leasing company were to place a single large order, the rule of 10 would apply. Dealers could count only the first 10 units of the lease deal to earn qualifying payments.

Lincoln-Mercury has a similar incentive running from Aug. 1 to Sept. 22.

It has a four-car combined objective on Lynx/LN7/Capri/XR-7 which pays off in the following way: 0-20 percent, nothing; 20.1-60 percent, $300 per unit; 60.1 percent and over, $500 per unit.

A separate luxury-car objective combines Lincoln, Mark VI and Continental. It pays nothing for 0-30 percent, $500 per unit for 30.1-75 percent and $1,000 per unit for 75.1 percent and over.

L-M also has a separate objective on Continental alone, paying $1,000 for every unit dealers sell or lease during the period. There are no qualifiers.

The "Ford Care" 24-month, 24,000-mile free maintenance and warranty program will continue to be offered on the '81/'82 Escort and Lynx and the '82 EXP/LN7.

• Nissan launched a 49-state incentive to go with an interest subvention program on trucks it is offering in California. It pays dealers up to $900 in combined retail/wholesale incentives.

Nissan's 49-state program is called "Big Bucks for Trucks." It runs from Aug. 1 to Sept. 30.

The incentive covers all trucks retailed during the period. There is a combined objective on all trucks, with a two-unit qualifier before payment starts.

After selling two units, a

Continued on Page 8, Col. 1

Imports slip, too, but penetration sets any-month record

July domestic sales lowest since '61

By Jenny L. King
Staff Writer

There was good news and bad news in the July new-car sales reports.

Unfortunately for the domestic industry, most of the good news came from import offices, while the U. S. auto makers' combined total for the month was the lowest since 1961.

Imports accounted for 31.68 percent of the total July market, an any-month record. The former high was 31.61 percent last December, and the previous July peak was 29.76 percent in 1980.

The import total was down about 5 percent from 1981, but it was weighed against a domestic total that was 13.53 percent away from the comparable 1981 month.

The domestic auto makers retailed 429,908 new cars in July, down 13.53 percent from 497,151 a year earlier, and down 4.77 percent from 451,430 in June of this year. It was lowest total for July since 1961 when 419,969 units were tallied. Best July total was 807,906, recorded in 1973.

Import sales numbered 199,364, down 4.66 percent from 209,105 in July of 1981, and up slightly from 199,093 in June of this year.

Total industry sales in July were 629,272, down 10.90 percent from 706,256 a year ago.

Year-to-date sales for the domestics were 3,364,732, down 11.59 percent from 3,805,620 in 1981. Imports were down 12.30 percent for the first seven months, to 1,300,529 from 1,482,968. The industry total was off 11.79 percent, to 4,665,261 from 5,288,588.

Where auto market was in July

	Total Sales	Pct. of Total
SUBCOMPACT	101,126	16.07
COMPACT	101,270	16.09
INTERMEDIATE	129,538	20.59
STANDARD	67,800	10.77
LUXURY	30,174	4.80
IMPORT	199,364	31.68
TOTAL	629,272	100.00

• Ford Motor Co. was the sole U. S. auto maker to move ahead of its year-ago July sales total. Ford was up 1.79 percent, to 110,988 from 109,031, as its top-selling Escort had its best month ever.

General Motors' 18.59-percent sales decline was most responsible for dragging the industry total down. The leading U. S.

Continued on Page 42, Col. 1

GM's Collier predicts long-term growth

World sales gain seen, but tough market too

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich. — Worldwide auto sales are going to pick up and return to long-term trend volume in a couple of years, but competition still will be fierce, said David C. Collier, General Motors vice president in charge of Operating Staffs Group.

Speaking at a University of Michigan management seminar, Collier predicted world gross national product will grow at an annual rate of 2.7 percent through 1985, then jump to 3.7 percent a year through 1990—or at about the boom level of the '70s.

He said regional GNP discrepancies will grow throughout the decade. Some less-developed countries will see growth of better than 5 percent a year, while North America will have a rate below 3 percent, with Europe only slightly better.

"In just two years, free world vehicle sales are expected to total about 41 million units—essentially a return trend volume," Collier said. "Subsequent growth could push sales to a record 50 million units by 1990. That's 25 percent above the record set in 1979."

Competition will continue to be fierce through the '80s, and the prospect of worldwide overcapacity through 1985 will result in intense price competition, Collier said.

He predicted consistent growth for U. S. vehicle sales but said they probably won't establish any records before 1986.

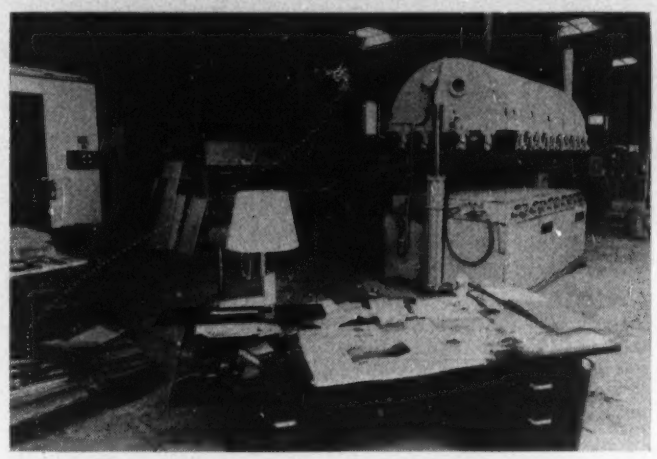
In the past, the GM company line has had a record year occuring before 1985.

Collier warned that younger people lack a strong preference for U. S. cars. Some 38 percent of all new-car buyers under 25 bought Japanese cars in the second quarter of this year, he said. For those aged 25-34, or one quarter of the total new-car market, a full one-third bought a Japanese car, he said.

"Obviously, we face an enormous challenge in getting the younger generation to buy American. To do this, U. S. manufacturers must win back product recognition and respect from the imports," he said.

"In 1990, we predict that quality will be the most critical consumer concern because fuel economy will be comparable and aerodynamic design will constrain styling, accordingly man-

Continued on Page 41, Col. 4



Empty workshop

Only two persons plus guards are allowed in Clenet Coachworks's Goleta (Calif.) plant that built 125 neoclassic cars in 1981. The firm also made aftermarket burlwood panels for mass-produced cars.

Neoclassic builder says he will buy out partner

Clenet evicted, vows he'll come back

By Kathleen Hamilton
News Editor

Evicted from his assembly plant because of unpaid rent bills, Alain Clenet claimed he would buy out his financial partner within two weeks and resume production of his $80,000 neoclassic cars.

As reported by AUTOMOTIVE NEWS last week, Clenet Coachworks, Goleta, Calif., was closed by court order after Clenet failed to meet financial commitments to the company's minority stockholder, S. Prestley Blake.

Clenet now claims he will buy Blake out completely, although he refused to confirm inside reports that he indeed has a potential investor. It is known he has been looking for new money for a year.

In any case, the price tag to buy out Blake is escalating, in accordance with a consent decree reached between the partners one year ago.

But the French designer's financial and legal problems predate that agreement.

Clenet first soared to fame in 1976, a young, good-looking designer who photographed well with his good-looking luxury roadsters, built from MG components and styled in the Gatsby tradition.

• But then, in 1979, the Series II bowed. It was a four-passenger closed car built on Mercury mechanicals that never quite captured the imagination of wealthy buyers who preferred open-air driving in the 1930s tradition.

It also was priced well above its main competition, the Excalibur. Adding to Clenet's problems were the many knockoffs that were springing up, most priced considerably below his $80,000-range cars.

Meanwhile, Clenet moved from Santa Barbara into extravagant assembly facilities in Goleta, owned by Blake. As the economy worsened, Blake pumped money into the company in the form of loans.

Then, one year ago, the partners went to court. Blake said he hadn't been receiving rent. Clenet claimed he owed Blake no interest — that Blake's cash infusions were merely a stockholder's investments and not subject to interest accrual.

The dispute was settled with a court-enforced consent decree. Blake and his son, S. Benson Blake, were given a 49-percent stake in the company and an agreement that if Clenet were to fall behind in the graduated rent payments, Blake could immediately get a court order and regain the $4.5 million building.

He would also get majority control of the company if Clenet failed to pay interest and dividends that were deferred until September, 1982.

• The negotiated settlement provided Clenet with enough money to put an early end to Series II production and launch the Series III.

Called the Asha, after Clenet's daughter, it is a two-seater that held out hope of turning the company around. But it was rushed into production before a convertible was ready. That turned out to be a marketing mistake, for the lure of open-air driving is especially strong among buyers of the neoclassics.

Instead, a T-top bowed first, in November, 1981. Plagued by leaks and squeaks, it was quickly abandoned for a hardtop. By the time the $84,500 convertible arrived — to the applause of neoclassic critics — the luxury-car market was in a severe slump.

And Clenet was facing monthly bills that had been increasing

Continued on Page 41, Col. 5

Chrysler tells UAW: No boost in labor cost

By Marjorie Sorge
Labor Editor

Chrysler Corp. wants to move pennies around, not increase its labor cost, in any new agreement with the UAW, according to Thomas W. Miner, Chrysler industrial relations vice president.

Last week, Miner told the UAW that Chrysler "simply cannot increase its overall labor costs" and the only way to generate money in paychecks is to cut costs in other areas. Labor costs at Chrysler are currently $19.60 an hour, about $1.50 less than at Ford and General Motors when Chrysler's high pension and health care costs are considered.

"We can't agree to a settlement package which increases our labor costs and paves the way to put us out of business in the future," he said.

The current agreement, which covers 58,000 hourly and salaried UAW workers at Chrysler, expires Sept. 14.

The UAW has indicated it wants cost-of-living-adjustments (COLA) and an annual raise reinstated in the workers' paychecks. The UAW gave up those benefits, among others, to help Chrysler qualify for federal loan guarantees almost two years ago.

"Where the union seeks restoration of economic equity for our members who have sacrificed to help Chrysler survive and rebuild, the corporation proposes nothing more than a takeaway shell game," said Marc Stepp, UAW vice president and director of the Chrysler department.

"They would rob dollars from the left pocket in workers' health care and other benefits, and perhaps put a few tokens in the right pocket that holds an ever-shrinking paycheck."

Chrysler's major target for cuts is health care, followed closely by pensions. Other areas

Continued on Page 41, Col. 1

Correction

Stanley Kaufman was incorrectly identified in an article which appeared in the Aug. 2 issue of AUTOMOTIVE NEWS. The article concerned his testimony before the Interest Rate Task force of the Senate Democratic Policy Committee in Washington.

Kaufman currently is general manager of ABC Chevrolet, Owings Mills, Md. He formerly was proprietor of Capitol Chrysler-Plymouth, Annapolis, Md. The article incorrectly said ABC Chevrolet had gone out of business.

Justice Department won't be 'rolled'

EPA emissions deal falls through

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An elaborate agreement between the EPA, U. S. and foreign auto makers and parts builders that would have settled seven lawsuits against the agency in exchange for substantially eased emission systems warranty liability for the makers has collapsed.

The Justice Department found it illegal.

Not that Justice hadn't warned the EPA and auto and parts makers. More than eight months ago, Justice told the parties it would not go for what they were planning.

But the agency and the auto parts makers went ahead with settlement negotiations anyway, figuring they could "roll Justice" later on, knowledgeable sources told AUTOMOTIVE NEWS.

But, Justice wouldn't be "rolled" and, as a consequence, the parties are now back in court, having wasted 18 months of time and expense.

• Involved here are the EPA's emissions short test procedures, emission system performance warranty regulations and the aftermarket parts certification regulations, which in total constitute the heart of the EPA's Inspection and Maintenance program.

This program was designed to

Continued on Page 44, Col. 4

index

Auction reports	32
Automotive World News	14
Classified advertising	34
Editorial page	10
Engineering	25
Obituaries	42
Personnel	40
Production by makes	46
Truck highlights	22

57th year — No. 4927

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

CARB says visibility threatened by growth in fleet

California considers diesel particulate controls

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — The California Air Resources Board will consider adopting diesel emission control standards for particulate matter as well as changes in passenger-car diesel nitrogen oxide requirements when it meets here Aug. 25.

The board's staff is recommending the adoption of a particulate standard allowing no more than 0.4 grams per mile over 50,000 miles for 1985-model-year diesel cars and light trucks.

That standard would be tightened to 0.2 gpm for 1986-88 and even further to 0.08 for the 1989 and subsequent model years.

The current federal EPA standards are 0.6 gpm for 1982-84 and 0.2 gpm for 1985 and subsequent model years. The 1985 standard for light trucks is slightly higher at 0.26 gpm.

The proposed action would be CARB's first attempt at establishing particulate standards for the state.

The staff recommendations grew out of a two-day informational seminar on diesel emissions held last March. At that meeting, CARB Chairwoman Mary Nichols concluded that in light of efforts to relax federal particulate standards, "we are clearly vulnerable here in California, having no particulate standards of our own."

According to the report issued by the board's staff, increased diesel penetration in the California vehicle fleet may result

Continued on Page 44, Col. 1

Company to 'remanufacture' 1,000 '82s as '83s at Northern Ireland facility

DeLorean, receivers discuss plant

By Edward Lapham
Financial Editor

DeLorean Motor Co. officials will begin meeting this week with the receivers of its Belfast car-building unit to hash out the details of the company's Sept. 1 takeover of DeLorean Motor Cars, Ltd. (1982). DMC plans to resume operations by initially "remanufacturing" 1,000 '82 models as '83 models.

Sir Kenneth Cork, one of the receivers, is due to meet with DMC Chairman John Z. DeLorean in the company's New York offices this week. The two will begin working out the details of the takeover in the wake of the receiver's inability to line up a British investment group to acquire the Northern Ireland operations which went into voluntary receivership Feb. 19.

It is expected that DMC will seek to integrate DMCL (1982) into the corporate structure, eliminating much of the complicated intra-unit structural, financial and communications lattice work.

The company also will further consolidate its North American operations. "We plan to maintain a California facility," John DeLorean told AUTOMOTIVE NEWS last week, "but we will eventually move our key people to the Bridgewater (N. J.) facility."

The Irvine (Calif.) office which had been established as the sales headquarters by former DMC vice president C. R. Brown, will become a zone office, DeLorean said.

David R. T. Wood, new DMC marketing vice president, said last week he believes his field staff will remain essentially intact, "although there might be a few personnel changes."

Wood, who rejoined DMC last month after J. Bruce McWilliams left the company, said he is hopeful DMC can clear out its inventory of remaining '82 models "within 60 to 90 days," opening the pipeline for new shipments from Northern Ireland.

He said the company currently has less than 1,000 units in its inventory while dealer stocks are about 1,700.

The 1,000 cars which have been sitting dockside at Belfast Harbor since spring will be remanufactured as 1983 models, Wood said, eliminating what had been viewed as a potential problem for the company in the form of yet another glut of new cars that will soon be one model year old.

Wood said he hopes the company can begin shipping the remanufactured '83 models to the U. S. "in early October."

Wood also confirmed the company is shopping for a new ad agency to start a "preliminary print" ad campaign in selected publications. The "moderate" cost campaign will be aimed at stressing the product and its unique features, Wood said.

Earlier ad campaigns were handled by Avrett, Free & Fischer, New York.

IH renegotiating agreements with its 200 lenders

By Edward Lapham
Financial Editor

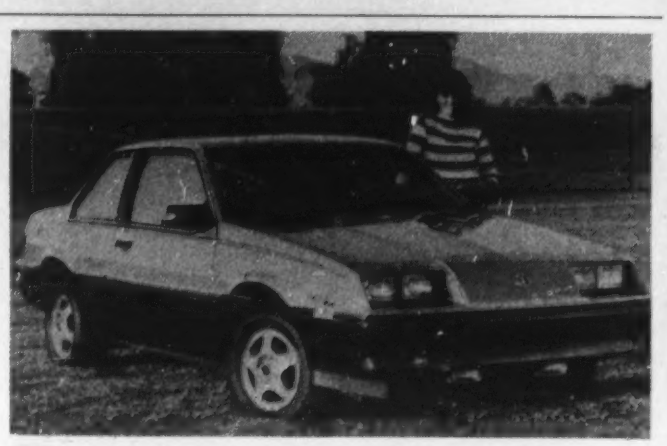
International Harvester last week began the arduous task of renegotiating its loan agreements with 200 lenders as part of the restructuring plan necessary for its survival.

The plan, which would close several facilities, sell the construction equipment group and consolidate the truck and farm equipment groups, also includes a proposal to convert about $400 million in debt to equity and eliminate interest payments.

Although there has been some dissatisfaction reported among the lender group, most analysts and officials close to the negotiations believe the company and its lenders will eventually amend the loan agreement, although perhaps not exactly as IH wants it amended, to facilitate the restructuring plan.

"It's a lot like the Chrysler

Continued on Page 8, Col. 3



T-Type Skyhawk coupe

This Buick Skyhawk T Type is one of five T Types in six body styles which Buick is introducing for 1983, first in California, later in the rest of the U. S. The Skyhawk T Type is offered as a coupe with silver upper body and charcoal lower, with black accent stripes. Fog lamps are mounted below the front bumper. Other T Types will be a Skylark coupe, Century coupe and sedan, Regal coupe and Riviera coupe.

Import fighters slated for '83 lineup

Buick to unveil six T Type models

FLINT. — Buick will offer five of what it calls "balanced performance" cars in six body styles for 1983 — tailored to meet import competition, first in California, then in the rest of the nation.

Called the Buick "T Types," the cars will be available in Skyhawk coupe, Skylark coupe, Century coupe and sedan, Regal coupe and Riviera models.

The Skyhawk T Type coupe has silver upper body, charcoal lower and black accent stripes. The grille has black accents, and moldings, door handles, door locks and mast antenna are black. Marchal high-intensity fog lamps are mounted below the front bumper.

Standard engine on the Sykhawk T Type is a 1.8-liter overhead-cam four-cylinder with fuel injection, aluminum crossflow cylinder head and electronic spark timing. It is rated at 84 HP at 5,200 RPM with 9.0:1 compression ratio.

The Skylark T Type, also offered only in a coupe, features a 2.8-liter high-output V-6, with special camshaft and tuned exhaust system. It is rated at 135 HP at 5,400 RPM. Compression ratio is 8.94:1.

A four-speed manual transmission is standard, with a 3.65 final drive ratio. The optional three-speed automatic transmission with converter clutch has a final drive of 3.06.

The Century T Type is the only one of the five that is available in both coupe and sedan models. Offered only in silver with charcoal lower, it features blacked-out grille, moldings, headlamp and tail-lamp bezels, bumper fillers, door handles and locks, fixed mast antenna and accent stripes.

Standard seats are 45/45 in charcoal cloth with full-length console. Special Lear-Siegler bucket seats with leather inserts and embroidered V-6 logo are available.

Charcoal trim plates replace the standard woodgrain on the instrument panel, console and doors. A leather-wrapped sport steering wheel is included, and voltmeter and temperature gauges and trip odometer are available. The digital instrument cluster available at midyear on other Centurys also will be offered on the T Type.

Standard engine on the Century T Type is the 3.0-liter V-6, which develops 110 HP at 4,800 RPM.

The Regal T Type coupe is offered in either a choice of colors or a special decor package featuring black upper paint and silver lower, blacked out grille, headlamp and tail-lamp bezels and bright rocker panel molding.

Bucket seats have been redesigned to have adjustable headrests and seat-back recliners. A sport steering wheel is standard, and gauges include turbo boost, temperature and trip odometer.

Powerplant is a 3.8-liter turbocharged V-6, developing 180 HP at 4,000 RPM.

A refined electronic spark control system uses a new piezoelectric sensor instead of an accelerometer to detect detonation. Exhaust manifolds are a welded tubular design. The air cleaner adapter is chrome plated, and the turbocharger itself is painted silver.

The Regal T Type has a four-speed automatic transmission with converter clutch. The clutch is engaged in first gear during wide-open throttle operation for maximum torque transfer and acceleration, and in third and fourth gears for good fuel economy.

Riviera T Type is the only model heretofore designated a T Type — in 1981 and 1982.

The 1983 Riviera T Type, unlike its predecessors, is available in nearly every color offered on the standard Riviera. (The 1982 version was offered only with a silver firemist paint and gray interior.)

June Service Index up for 16th straight month

By Francis J. Gawronski
Service Editor

June marked the 16th consecutive month that service and parts business in dealerships showed an increase over the business recorded in the same month the year before.

Although the rate of growth of shop volume in June slipped slightly — 1.3 percentage points — from the May pace, business for the month amounted to 107.2 percent of that recorded by dealers in the same month a year ago. In May, shop business was 108.5 percent of the year-earlier volume.

Despite the dip in June, new-car dealers' parts and service business for the first six months of the year was a healthy 8.4 percent above the same period a year ago.

All but one of the five indicators used in the Service Index increased in June. Repair orders written were down slightly—1.9 percent—from the year-ago figure.

The biggest gainer among the indicators was sales of all parts and P&A with an increase of 13.5 percent, followed by gross profit on all labor, parts and P&A sales, the most important indicator from the dealers' viewpoint, up 7.6 percent.

Shop parts sales, those used on both customer-paid and warranty work, were up 6.7 percent in June, while total labor sales, both customer-paid and warranty, were up 5.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

As in June, all indicators except repair orders written, down 7.8 percent, made strong showings during the January-June period.

The leader at the mid-year point was shop parts sales, up 13.8 percent, followed by sales of all parts and P&A, up 12.5 percent.

Gross profit followed closely behind with an increase of 11.5 percent, while labor sales were up 6.0 percent.

SERVICE INDEX
107.2*

	July, '82 vs. July, '81	6 mos., '82 vs. 6 mos., '81
Gross Profit on All Labor and P&A Sales	+ 7.6%	+11.5%
Repair Orders Written	— 1.9%	— 7.8%
Total Labor Sales (Customer & Warranty)	+ 5.4%	+ 6.0%
Shop Parts Sales (Customer & Warranty)	+ 6.7%	+13.8%
Sales of All Parts and P&A	+13.5%	+12.5%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1982, was 107.2 percent of business in July, 1981. Service business in the six months of 1982 was 108.4 percent of business in the corresponding period in 1981.

V-8-6-4 class action filed against Cadillac in Florida

By Marjorie Sorge

A class-action lawsuit has been filed against General Motors in Florida, charging that the company knowingly sold defective Cadillacs equipped with a V-8-6-4 engine.

The suit was filed Aug. 3 in Palm Beach County Circuit Court by attorney Michael Eriksen on behalf of four plaintiffs.

It is one of 10 class-action lawsuits which charge that cars equipped with GM's V-8-6-4 engine surge and stall out without warning during normal operation.

Other lawsuits have been filed in South Dakota, New Jersey, Illinois, Texas, Ohio, Pennsylvania, New York, Maryland and California. There is also a product liability case in U. S. District Court in Dallas which charges that GM is liable for a death which allegedly occurred when a V-8-6-4-powered car surged forward.

According to Eriksen, the class action could involve more than 10,000 V-8-6-4 owners in Florida. The current plaintiffs are Stephen Gertner, Emery Hapworth, Raymond Nottoli, and Building Products International Corp.

The V-8-6-4 was introduced by Cadillac in 1981 as a fuel-saving device. It runs on either eight, six or four cylinders, depending on the power needed. It was replaced in 1982 by a new V-8. Only the Cadillac limousines have the V-8-6-4 as standard equipment in 1982 and will continue to have it in 1983.

The Florida suit charges that GM knew of the surging and stalling defects in the Cadillac V-8-6-4 before the cars were put on the market but concealed the defects from consumers, Eriksen said. It charges GM with fraud, negligence and breach of warranty.

A dealer service bulletin, issued by GM in mid-1981, advised dealers that some of the problems occurred in the V-8-6-4 engine and cannot be fixed. It said these actions are "normal" with the engine and told dealers not to attempt to repair them.

The Florida suit asks for compensatory and punitive damages for members of the class "in excess of $5,000."

A Cadillac spokesman said GM has no comment on the lawsuit because of the pending litigation. But he said GM has increased the warranty on the V-8-6-4 and fully backs the engine.

The V-8-6-4 warranty was extended to five years and 50,000 miles a year ago after much criticism of the engine.

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	6 mos., 1982	6 mos., 1981
Alfa Romeo	4,402	3,177
BL	141,403	159,300
BMW	12,349	9,056
Colt	3,816	6,659
Daihatsu	2,457	1,201
Datsun	44,225	50,027
Fiat Auto	25,876	29,693
Ford	234,932	242,997
FSO	1,384	957
General Motors	93,251	70,269
Honda	7,787	8,513
Hyundai	1,165	.....
Jeep	3	41
Lada	7,666	6,456
Lotus	199	128
Mazda	6,356	10,050
Mercedes-Benz	6,585	5,740
Panther	17	24
Peugeot SA	51,633	64,904
Reliant	66	207
Renault	36,115	39,007
Rolls-Royce	462	756
Saab	4,910	5,068
Skoda	4,075	4,148
Subaru	1,182	1,538
Suzuki	1,385	1,336
Toyota	12,742	11,153
VAG	46,342	41,148
Volvo	26,055	22,403
Zastava	1,025	.....
Others	2,016	1,981
Total	781,881	797,937

Trucks, buses

BL	21,426	21,283
Daf	1,037	705
Daihatsu	1,863	1,342
Datsun	2,450	3,393
ERF	677	608
Fiat Auto	1,184	1,533
Foden	276	315
Ford	42,792	33,709
General Motors	15,499	16,923
Hestair-Dennis	324	250
Honda	1,252	1,755
IVECO	1,184	789
Karrier	2,588	2,671
Jeep	98	66
Mazda	1,036	1,946
MCW	33	.....
Mercedes-Benz	3,986	2,680
Mitsubishi	604	1,060
Peugeot SA	3,843	4,815
FSO	206	133
Renault	2,373	1,122
Roman	1	6
Scania	744	430
Seddon Atkinson	892	957
Subaru	839	781
Suzuki	375	1,152
Toyota	1,660	2,589
VAG/MAN	5,699	4,894
Volvo	2,104	1,415
Others	730	873
Total	117,795	110,195
Total vehicles	899,676	908,132

SWEDEN
Cars

	6 mos., 1982	6 mos., 1981
Alfa Romeo	264	263
BL	14	35
BMW	1,846	1,466
Daihatsu	618	444
Datsun	2,802	2,354
Fiat Auto	2,150	1,818
Ford	11,273	11,145
General Motors	11,058	8,846
Honda	2,038	1,886
Lada	1,579	1,548
Mazda	4,889	4,647
Mercedes-Benz	2,931	2,690
Mitsubishi	702	978
Peugeot SA	3,042	3,417
Porsche	81	63
Renault	1,177	1,532
Saab	15,203	12,577
Skoda	243	144
Subaru	136	.....
Toyota	4,136	2,797
VAG	13,208	11,467
Volvo	28,984	25,079
Others	17	9
Total	108,391	95,235

WEST GERMANY
Cars

	5 mos., 1982	5 mos., 1981
Alfa Romeo	5,347	6,047
American Motors	103	240
Bertone	123	.....
BL	1,923	2,799
BMW	61,130	59,386
Daihatsu	2,729	4,264
Datsun	17,886	19,077
Fiat Auto	46,693	43,548
Ford	114,154	147,393
General Motors	200,212	185,648
Honda	14,108	16,882
Lada	3,053	2,849
Nuova Innocenti	293	799
Mazda	17,141	21,327
Mercedes-Benz	106,206	109,581
Mitsubishi	15,390	23,331
Peugeot SA	47,496	50,499
Citroen	20,639	21,598
Peugeot	11,732	13,978
Talbot	15,125	14,932
Porsche	4,842	4,913
Renault	46,702	49,650
Saab	1,220	1,338
Skoda	649	857
Subaru	1,682	686
Suzuki	4,550	3,478
Toyota	17,633	25,843
VAG	318,158	339,005
Audi	60,117	77,194
Volkswagen	258,041	261,811
Volvo	5,341	6,573
Others	543	1,349
Total	1,055,487	1,127,362

AUSTRIA
Cars

	5 mos., 1982	5 mos., 1981
Alfa Romeo	1,295	967
BL	337	425
BMW	3,621	3,379
Daihatsu	145	181
Datsun	5,122	6,003
Fiat Auto	5,968	5,835
Ford	7,615	8,780
General Motors	14,369	10,921
Honda	1,085	1,092
Lada	953	1,167
Mazda	8,731	8,488
Mercedes-Benz	2,150	2,835
Mitsubishi	1,713	2,933
Peugeot SA	7,503	8,876
Porsche	202	218
Renault	5,663	5,472
Saab	255	371
Skoda	136	201
Subaru	1,312	1,567
Suzuki	543	627
Toyota	3,011	4,675
VAG	19,600	20,795
Volvo	1,389	1,743
Others	69	112
Total	92,585	97,658

SOUTH AFRICA
Cars

	5 mos., 1982	5 mos., 1981
BL	2,637	2,184
BMW	5,992	5,171
Datsun	10,737	12,517
Fiat/Alfa Romeo	3,672	3,712
Ford	20,013	17,603
General Motors	9,703	13,856
Mazda	13,152	11,717
Mercedes-Benz	6,316	3,638
Mitsubishi	2,813	4,467
Peugeot	4,350	5,837
Toyota	22,933	16,242
VAG	18,740	23,072
Total	121,183	120,199

BELGIUM
Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	1,240	879
BL	3,214	1,471
BMW	4,819	2,845
Daihatsu	519	500
Datsun	4,595	6,684
Fiat Auto	6,391	6,924
Ford	11,178	7,184
Honda	5,398	6,431
Hyundai	308	652
Lada	6,134	2,752
Mazda	4,040	4,264
Mercedes-Benz	2,900	2,563
Mitsubishi	4,179	5,125
Opel	9,801	6,376
Peugeot SA	17,013	17,660
Renault	11,154	10,568
Saab	349	224
Skoda	614	403
Subaru	411	392
Suzuki	413	284
Toyota	8,274	8,273
VAG	16,051	13,240
Volvo	2,172	2,498
Others	39	860
Total	121,205	109,052

PRODUCTION OVERSEAS

FRANCE
Cars

	5 mos., 1982	5 mos., 1981
Peugeot SA	589,652	543,072
Citroen	233,824	232,164
Peugeot	237,789	231,243
Talbot	118,039	79,665
Renault	594,533	569,823
Total	1,184,185	1,112,895

Trucks, buses

CBM	50	34
Peugeot SA	61,829	78,180
Citroen	13,224	20,979
Peugeot	41,395	51,496
Talbot	7,210	5,705
Renault	99,476	101,782
Sovam	32	57
Unic	2,596	5,032
Total	163,983	185,085
Total vehicles	1,348,168	1,297,980

SPAIN
Cars

	4 mos., 1982	4 mos., 1981
Citroen	30,632	19,726
Ford	74,682	82,678
Renault	100,751	102,012
Seat	86,496	72,402
Talbot	18,666	20,113
Total	311,227	296,931

Trucks, buses

CAF	146	559
Citroen	13,542	8,332
Enasa	3,673	5,406
Ford	2,838	1,768
Land Rover	4,675	5,928
Mercedes-Benz	4,740	4,865
Motor Iberica	6,212	7,108
Renault	11,098	8,209
Seat	747	555
Talbot	1,012	1,059
Total	48,683	43,789
Total vehicles	359,910	340,720

Six-cylinder cars spark Aussie sales

By John Mellor
Australian Correspondent

Ford Australia and General Motors-Holden's, the only two American car manufacturers left in Australia, recently announced vastly improved results for 1981 following an unexpected swing back to six-cylinder cars.

The two companies, which between them control almost half of the Australian vehicle market, battled neck and neck for outright market leadership most of last year.

GM has been market leader in Australia since 1952. During 1981 Ford overhauled Holden's for five months and looked set to take outright leadership for the year for the first time ever. However, a prolonged strike at Ford's main assembly plant in Melbourne late in the year saw GM slip past to regain its crown.

But when the dust settled on the year, Ford made an all-time record profit of $A87.7 million before tax (compared with a pre-tax profit of about $A400,000 in 1980). The previous best profit by a car maker in Australia was about $A70 million by GMH in 1964 when GM controlled more than 40 percent of the Australian vehicle market.

The XE Falcon was introduced in March.

The Commodore station wagon is popular with Australian families.

Ford's after-tax profit was $A49 million ($A283,000 in 1980) on sales of $A1.1 billion — the first time Ford sales have topped the billion dollar mark. In 1980 total net sales were $A878.8 million.

The main areas contributing to Ford's improved result were:

- Strong public acceptance of Ford's manufacturing mainstay, the Falcon, following the introduction of a more fuel efficient "alloy head" six-cylinder engine and very strong sales of the Toyo Kogyo-sourced Laser which was introduced in March, 1981. Both TK-sourced and U.S.-sourced light trucks also sold well.
- Slashing of inventories to the bone combined with the introduction of a dealer ordering system that amounts to building cars to order at the plant.
- Improved plant quality and productivity methods (many of them picked up from Toyo Kogyo manufacturing engineers working with Ford on the Laser) which means lower warranty costs and less rectification within Ford's plants.
- A lower level of interest costs flowing from reduced inventories and improved cash flow.

GM's Holden's Division also had a remarkably improved result over 1980 with a 1981 profit of $A6.1 million — a $A135.9 million turnaround on the 1980 result.

In 1980 GM did extensive housekeeping on its Australian operation with the closure of an assembly plant in Sydney and the killing off of a number of redundant model lines. The company also incurred heavy losses in building a new 300,000 unit a year four-cylinder engine plant as part of the J-car world manufacturing plan.

The considerable change in the fortunes of both companies in such a short time reflects an Australian car market running at almost record levels and a renewed interest by the Australian car buyer in six-cylinder cars.

The existence of both Ford and GM in Australia has been based on the Australian six-cylinder family car and the health of both companies still depends enormously on six-cylinder car production.

Last year saw their prime six-cylinder models, Ford's Falcon and GM's Commodore, racing for sales leadership, and for the first time since the oil shortage panic of 1979 and the serious slide in six-cylinder sales that followed in 1980, the traditional six-cylinder Australian family car has begun to win back share taken by four-cylinder cars.

At the beginning of 1981 four-cylinder cars were dominating the market in Australia with a penetration of 68 percent. Six-cylinder and eight-cylinder cars had been reduced to a penetration of just 32 percent. But by the end of the year six-cylinder cars were attracting about 36 percent of the passenger market.

It is significant that sales of four-cylinder cars (1.6 liters and under) improved dramatically mainly due to the Ford Laser, so the increased six-cylinder penetration was at the considerable expense of two liter passenger cars dominated by the Mitsubishi Sigma, Datsun Bluebird and Toyota Corona, in that order.

Recovery of the fortunes of the Australian family six follows gasoline price stability in Australia in the last 12-18 months flowing on from the world oil glut, substantial gains in the fuel economy of six-cylinder engines (making two-liter cars only marginally more economical than much larger-bodied six-cylinder cars) and a realization by car buyers, especially company fleet operators (about 45 percent of Australian passenger cars are purchased by company fleets), that the two-liter four-cylinder medium sized car is not all it was cracked up to be during the gasoline panic.

GMH managing director Chuck Chapman says his company believes the six-cylinder engine was written off prematurely: "As long as the rate of increase in fuel prices is at about inflationary levels or not too much above, as long as there are no traumatic supply interruptions, and looking at the overall scheme of operating costs, the transition from six cylinder to four cylinder is going to be very gradual. The six-cylinder market is going to endure much longer than anyone forecast two years ago."

NADA offers advice for office controls

Stopping dealership embezzlement

WASHINGTON. — To prevent employe theft, NADA Dealership Operations Services has recommended a number of safeguards and checks dealers should make in their cash-handling practices.

In some cases, operational practices can indeed be changed, but in small dealerships with few employes, dealers probably will have to settle for careful, inconspicuous checks on employe functions, NADA said.

It is dangerous to have the office cashier also open the mail or list incoming checks because payments received in the mail can be used to cover thefts from office cash, according to NADA.

It recommended three control measures: The dealer or general manager could open the mail. The checks could be listed by someone who doesn't have access to cash. Or spot checks could be made of payments against accounts receivable.

If the cash disbursements bookkeeper also opens the mail or accounts for incoming checks, the bookkeeper could make intentional overpayments to accounts. These would result in refunds, which could be pocketed by the employe.

NADA recommended that all checks submitted for signature be documented with invoice. It also recommended tight control over listed checks. Accounts should be checked to see that funds have been properly credited.

If the same person keeps the daily sales summary, accounts receivable and cash receipts journal, the employe could alter accounting records to cover theft of cash or checks, NADA warned.

It recommended these functions be separated whenever possible. It also recommended spot checks of the three books, comparing them to source documents in each department.

Another control is to allow no one who handles cash to have access to the records which account for it. NADA also recommended that checks for the proper accounts be identified within the office, rather than routed to cashiers or departments.

If the cash disbursements bookkeeper also balances the checking account, checks can be written to fictitious payees, cashed and then destroyed when returned by the bank. Another method of embezzlement can occur if the employe converts checks to cashiers checks at the bank, then cashes these and leaves no accounting.

NADA recommended all canceled checks be accounted for. Checks that are not returned by the bank should be traced. The bank should also be instructed not to draw cashier's checks from dealership checks without specific personal approval from the dealer.

If a single person mails all checks, they can be altered after they are signed. To prevent this, the person who prepares the checks should have no access to them after they are signed.

NADA recommended checks be submitted for signature with envelopes so the dealer can mail them directly.

It is dangerous to have the service cashier check off accountable documents, NADA warned. Theft of payments can be covered by simply checking off repair orders as paid and then destroying the repair order.

To prevent this, no one who handles repair orders, parts tickets and the like for payment should be allowed to check them off.

If a service cashier also compares source documents detail to sales summaries, the employe could change the source documents or sales summary to hide cash thefts.

These functions should be separated, and spot checks should be made comparing documents and summaries, NADA advised. It also recommended use of a cash register which imprints sales totals on source documents and also on a running tape.

If the accounts receivable bookkeeper also mails statements, a payment can be stolen and then covered with later payments. The employe also could fail to mail statements to friends or relatives and carry the balance on other customer accounts.

To avoid these problems, NADA recommended statements be mailed every month to each customer with an outstanding balance. The responsibility of preparing and mailing statements can be rotated. Another control measure is to make sure the accounts receivable bookkeeper has no access to cash.

If the person who delivers payments to the bank also totals the cash, balances source documents, records purchases or keeps the cash receipts journal, thefts from deposits can be covered by alternating the documents or journals.

NADA advised that the dealer spot-check the cash receipts journal, repair orders, parts tickets, other source documents and actual prices of purchases. It also advised dealerships to use a locking bank deposit bag, making sure that the person who delivers the payments doesn't have access to the key.

Rollback extension

RALEIGH, N. C. — A new North Carolina law extends from two years to four years the legal time limit for filing court charges related to odometer rollback in the sale of used cars.

factories list auction dates

American Motors

August 10—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

August 11—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

August 12—Minneapolis North Star Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

August 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

August 18—Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

August 19—Minneapolis North Star Auto Auction, Shakopee, Minn.; Fredericksburg Auto Auction, Fredericksburg, Va., and Evansville Auto Auction, Evansville, Ind.

August 20—Concord Auto Auction, Acton, Mass.

August 25—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

August 26—Minneapolis North Star Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

August 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Aug. 10—Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Aug. 11—Northway Exchange, Route 146, Clifton Park, N. Y.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Aug. 17—Dallas Auto Auction, 4226 E. Main, Dallas.

Aug. 19—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Aug. 25—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Used car sales
Auction Averages

August to date	$4,831
Month ago	$4,682
Year ago	$4,835

Model breakdown
Auction Averages

	AUGUST TO DATE	JULY	JUNE
1982	$9,128	$9,371	$9,646
1981	6,552	6,824	6,892
1980	5,321	5,377	5,367
1979	4,632	4,823	4,768
1978	3,898	3,872	3,637
1977	2,871	2,935	2,950
1976	1,912	2,103	2,041
1975	1,282	1,686	1,415
OVERALL AVERAGE	$4,831	$4,885	$4,708

used-car auction directory

Display Rates: $80.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

TEXAS

TWO GREAT SELLING DAYS!!!
DALLAS AUTO AUCTION
PROUDLY PRESENTS
Our Second Corvette and Special Interest Sale of 1982
(Mercedes, Rolls Royce, BMW's, Jaguars, Etc.)
TUESDAY, SEPTEMBER 14, 1982 — 11:00 A.M. SHARP!
Due to the great response to our May Corvette and Special Interest Sale, with many requests for two of these type sales a year, we think it appropriate at this time to plan our semi-annual sale.
Over 500 Corvettes, Mercedes and other special interest vehicles expected for this SALE at SALES. This will most certainly be one of the biggest sales ever at DALLAS AUTO AUCTION
WEDNESDAY, SEPTEMBER 15, 1982
GIANT CONSIGNMENT SALE
Over 1,400 Units Expected
Texas Bar-B-Que following the conclusion of Wednesday Sale.
Make your plans now to attend these TWO GREAT DAYS, at Dallas Auto Auction. Phone early for reserved numbers and motel reservations.
CALL GARY SMITH OR BARRY ROOP AT (214) 264-2344
DALLAS AUTO AUCTION
4226 EAST MAIN, GRAND PRAIRIE, TEXAS 75050
P.O. BOX 210468, DALLAS, TEXAS 75211
FREE REFRESHMENTS ALL DAY—BOTH DAYS!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete rooms facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1126 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

PENNSYLVANIA

Commonwealth Auto Auction
Metro Philadelphia's Finest!
Fleet & Lease Accounts
Pickup/Delivery
Route 420, Morton, Pennsylvania
Telephone: (215) 328-7100
Ken Kimball
Every Thursday, 10:30 A.M.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. No registration fee unless car sold. 516-968-8844.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA, 3815 Second St., N.W., 505-898-9540.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5153, Kent, WA 98031.

Imports slip, too, but penetration sets any-month record

July domestic sales lowest since '61

Continued from Page 2

auto builder retailed 247,602 new cars in July, down from 304,135 last year. Chrysler Corp. slipped 5.91 percent, to 55,052 from 58,508. American Motors was down 34.30 percent, to 8,358 from 12,722, and Volkswagen of America plunged 38.00 percent, to 7,908 from 12,755.

GM earned 57.59 percent of the domestic market in July, down from 61.17 percent last year. Ford had 25.82 percent, up from 21.93 percent. Chrysler enjoyed its largest piece of the 1982 pie on a monthly basis in July, capturing 12.81 percent, up from 11.77 percent. Likewise, AMC had its best share, 1.94 percent, down from 2.56 percent a year earlier. VWoA sales accounted for 1.84 percent of the domestic market, down from 2.57 percent.

Chysler, Ford and Lincoln were the only U. S. makes to beat their year-ago sales levels. Chrysler more than doubled its total, climbing to 14,933 from 5,688. Ford was up 1.71 percent, to 78,332 from 77,014, and Lincoln was up 61.72 percent, to 5,670 from 3,506.

July was cause for celebration among several of the imported car companies. It was a best any-month total for BMW and Volvo and a record July for Saab and Jaguar. DeLorean sales were up 46.75 percent and, at 361 units, were their strongest for any month this year.

BMW was up 4.16 percent, to a record 4,608 from 4,424 last year. Jaguar was up 71.88 percent to a record 758 from 441. Saab was up 57.31 percent to a record 1,710 from 1,087, and Volvo was up 14.94 percent to a record 7,716 from 6,713.

Also on the plus side were Renault, up 115.40 percent; Mazda, up 12.75; Sapporo, up 11.77 percent; Challenger, up 32.45 percent; Champ, up 49.81 percent; Colt, up 49.48 percent, and Nissan, up 1.71 percent.

Losing ground in July were: Toyota, down 5.47 percent; Volkswagen, down 27.87 percent; Subaru, down 11.08 percent; Porsche, down 3.40 percent; Peugeot, down 23.68 percent; Mercedes-Benz, down 4.62 percent; Isuzu, down 39.41 percent; Honda, down 9.40 percent; Fiat, down 57.05 percent, and Audi, down 33.88 percent.

Market class breakdown for the total industry in July was as follows: Imports earned 31.68 percent; U. S. subcompacts were 16.07 percent; compacts were 16.09 percent; intermediates were 20.59 percent; standards were 10.77 percent, and luxury cars were 4.80 percent.

A year earlier, imports accounted for 29.59 percent; subcompacts were 16.76 percent; compacts were 20.27 percent; intermediates were 18.47 percent; standards were 10.49 percent, and luxury models were 4.42 percent.

• The July domestics-only market class breakdown was: Subcompacts, 23.52 percent; compacts, 23.56 percent; intermediates, 30.13 percent; standards, 15.77 percent, and luxury cars, 7.02 percent.

Third-period domestic sales were down 7.96 percent, to 188,194 from 204,468 last year. It was, however, the best total since May 21-31, though the drop was the sixth consecutive 10-day decrease.

GM was down 16.14 percent, Ford was up 21.70 percent, Chrysler was down 7.00 percent, AMC was down an estimated 16.67 percent and VWoA was down 37.62 percent.

GM earned 57.06 percent of the market for the period; Ford had 27.22 percent; Chrysler had 11.98 percent; AMC had 1.59 percent, and VWoA had 2.15 percent.

The domestic daily selling rate was 16,535 for the month, down 13.53 percent from 19,121 a year earlier. There were 26 selling days both years. The daily selling rate for the final July period was 18,819, down 7.96 percent from 20,447. There were 10 selling days both years.

IMPORTED CAR SALES

	July, 1982	July, 1981	7 Mos., 1982	7 Mos., 1981
Alfa Romeo	199	274	1,139	1,214
Audi	3,388	5,124	26,140	29,885
BMW	4,608	4,424	29,168	24,718
Challenger	1,392	1,051	8,910	7,555
Champ	3,847	2,568	20,320	24,694
Colt	3,882	2,597	21,716	25,069
Datsun	43,857	43,118	274,978	290,548
DeLorean	361	246	1,910	280
Fiat	1,562	3,637	11,095	22,062
Fiesta	.....	2,888	.....	31,296
Honda	29,471	33,633	220,091	238,504
Isuzu	1,259	2,078	7,781	9,538
Jaguar	758	441	5,231	2,457
Lancia	89	149	540	705
Mazda	15,176	13,460	91,570	106,867
Mercedes-Benz	5,390	5,651	37,359	38,345
MG	.....	337	.....	2,993
Peugeot	1,286	1,685	8,288	9,830
Porsche	909	941	7,880	6,744
Renault	3,804	1,766	23,941	18,641
Rover	.....	79	.....	500
Saab	1,710	1,087	10,555	8,444
Sapporo	1,187	1,062	6,979	7,933
Subaru	12,634	14,208	85,082	91,977
Toyota	48,215	51,006	312,450	377,683
Triumph	.....	1,030	.....	7,826
Volkswagen	5,664	7,852	37,902	52,624
Volvo	7,716	6,713	49,504	44,036
TOTAL	199,364	209,105	1,300,529	1,482,968

U. S. CAR SALES BY MARKETING UNITS

	July, 1982	July, 1981	7 Mos., 1982	7 Mos., 1981
Chevrolet	91,623	120,600	749,372	892,728
Ford	78,332	111,919	559,218	891,548
Oldsmobile	56,352	65,040	465,019	518,970
Buick	49,032	51,590	410,031	426,210
Toyota	48,215	51,006	312,450	377,683
Pontiac	33,034	48,704	288,359	336,133
Datsun	43,857	43,118	274,978	290,548
Plymouth	25,223	31,866	182,141	244,337
Honda	30,471	33,633	220,091	238,504
Dodge	25,098	28,174	181,839	222,839
Mercury	26,986	28,511	196,113	208,266
VW of America	17,869	26,672	125,959	186,359
Cadillac	17,561	18,201	133,856	127,470
AMC-Renault	12,162	14,486	78,284	106,437
Mazda	15,176	13,460	91,570	106,867
Subaru	12,634	14,208	85,082	91,977
Chrysler/Imperial	15,039	5,946	98,975	57,300
Volvo	7,716	6,757	49,504	44,036
Lincoln	5,670	3,506	49,354	36,621
Mercedes-Benz	5,390	5,651	37,359	38,345
BMW	4,606	4,424	29,168	24,718
Fiat	1,651	3,786	11,635	22,767
Jaguar-Rover-Triumph	758	1,887	5,231	13,776
Isuzu	1,259	2,078	7,781	9,538
Peugeot	1,286	1,671	8,288	9,715
Saab	1,710	1,087	10,555	8,444
DeLorean	361	246	1,910	280
Alfa Romeo	199	274	1,139	1,214
TOTAL	629,272	706,256	4,665,261	5,288,568

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

obituaries

Charles M. Silaski, 47; was Subaru distributor

LITTLE ROCK.—Charles Michael Silaski, 47, executive vice president and general manager of Subaru South, died July 27. The firm is Subaru distributor for Alabama, Arkansas, Louisiana, Mississippi and Tennessee.

Mr. Silaski joined Subaru Inter-Mountain, Denver, in 1972 and became president in 1974. He remained with that distributorship until it was sold in 1975 and joined Subaru South when it was formed in January, 1976. Mr. Silaski was a speaker at the Automotive News World Congress in 1978.

Jim Hickman

MILWAUKEE.—Jim Hickman, 39, a Datsun dealer in Atlanta and 1982 Rookie of the Year at the Indianapolis 500, died Aug. 1 of injuries suffered in a crash during practice for the Tony Bettenhausen 200 at the Wisconsin State Fair Park.

William E. Mertz Sr.

MILLSTADT, Ill.—William E. Mertz Sr., 87, an early direct-dual Ford dealer (Ford cars and tractors), died July 6.

Ford B. McNaughton

FREMONT, Ind. — Ford B. McNaughton, died at his home in Fremont, Indiana. An Oldsmobile dealer for 50 years, he was 72.

Arnold Oliver Mitchell

ATLANTA. — Arnold Oliver Mitchell, chairman of Mitchell Motors, Inc., of Atlanta and Pensacola, Fla., died July 26. He was a veteran of more than 60 years in the automobile business and was a past president of the Atlanta Automobile Dealers Assn.

Euell Arthur

COMANCHE, Tex.—Euell Arthur, president of Arthur Chevrolet & Olds, Inc., died June 13.

Frank E. McGough Sr.

MONTGOMERY, Ala. Frank E. McGough Sr., owner of Capitol Chevrolet, died July 5. Mr. McGough went to work for the dealership, then McGough Chevrolet, in 1945 and became its president in 1948. The company was founded in 1919 by his father, Thomas D. McGough Jr.

Charles K. Velie

WAYZATA, Minn.—Charles K. Velie, 80, a long-time Oldsmobile dealer, died July 23. Mr. Velie formed Velie Motor Co. in 1934 and operated it under his name until 1975 when it was leased to Bob Ryan Oldsmobile. Mr. Velie was a great-grandson of farm-implement pioneer John Deere.

George Edwin Parslow

BELMAR, N. J.—George Edwin Parslow, 88, who retired earlier this year after 60 years as a new-car dealer, died July 18. Mr. Parslow opened the area's first Ford dealership in the early 1920s. In 1928, he sold it and purchased Park Chevrolet in nearby Asbury Park, N. J. In the 1930s, he formed Belmar Motors, a Chevrolet-Oldsmobile dealership here which he reorganized into two corporations in 1957.

Roy Kircher

MONTVALE, N. J.—Roy Kircher, Mercedes-Benz of North America's business management manager since its formation in 1965, died July 26. Mr. Kircher began his association with Mercedes when he joined Mercedes-Benz Sales, a subsidiary of Studebaker, in 1963.

DOMESTIC CAR SALES

	July 21 to July 31, 1982	Same Period, 1981	July, 1982	Same Month, 1981	Jan. 1 to July 31, 1982	Same Period, 1981
Spirit	.....	.....	1,100	2,368	11,966	22,512
Concord	.....	.....	4,638	8,028	20,424	39,046
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	2,620	2,326	21,953	26,127
AMERICAN MOTORS*	3,000	3,600	8,358	12,722	54,343	87,796
Horizon	1,103	2,534	2,836	5,759	29,911	51,624
TC3	1,400	1,933	3,182	4,717	23,508	34,419
Reliant/Volare	4,267	6,947	11,493	17,134	87,323	118,253
Plymouth	1,077	167	2,678	426	14,100	7,414
Total Plymouth	7,847	11,581	20,189	28,036	154,842	211,710
LeBaron	.....	1,455	.....	3,609	912	29,174
LeBaron K	3,446	.....	7,887	.....	52,654	.....
Cordoba	526	593	1,229	1,627	9,119	16,680
New Yorker	2,559	.....	5,817	.....	34,488	.....
Chrysler	.....	146	.....	422	.....	8,163
Total Chrysler	6,531	2,194	14,933	5,688	97,172	54,017
Total Imperial	43	106	106	258	1,803	3,283
Omni	1,019	1,365	2,590	3,607	24,678	36,650
024	1,327	2,042	3,065	4,706	24,288	30,493
Aries/Aspen	3,475	5,401	8,424	12,225	65,040	84,337
Dodge 400	1,200	.....	2,761	.....	15,729	.....
Diplomat	891	1,054	2,480	2,747	16,946	18,947
Mirada/Magnum	204	400	504	1,008	4,532	9,840
Dodge	.....	91	.....	233	.....	4,948
Total Dodge	8,116	10,353	19,824	24,526	151,213	190,215
CHRYSLER CORP.	22,537	24,234	55,052	58,508	405,030	459,225
Pinto	.....	358	.....	998	.....	10,007
EXP	1,374	2,311	2,958	6,770	25,585	29,175
Escort	16,340	8,341	34,296	21,503	214,551	183,623
Mustang	4,588	4,111	9,307	10,884	71,161	102,275
Fairmont	3,525	5,425	8,157	13,771	77,653	115,250
Granada	4,832	3,059	9,905	7,000	70,402	60,137
Thunderbird	1,719	2,249	3,721	5,312	26,040	44,416
Ford	3,678	4,113	9,988	10,776	73,826	70,182
Ford Division	36,056	29,967	78,332	77,014	559,218	615,095
Bobcat	.....	11	.....	111	.....	2,169
LN7	379	645	824	2,237	8,867	9,059
Lynx	4,690	2,627	9,324	7,122	60,794	59,446
Zephyr	1,196	1,554	2,812	4,037	25,033	34,197
Cougar/Monarch	2,197	1,592	4,557	3,714	31,045	25,678
XR-7	586	1,191	1,257	2,564	9,403	17,524
Capri	1,157	1,521	2,228	4,095	17,741	30,974
Mercury	2,407	1,635	5,984	4,631	43,230	29,219
Total Mercury	12,612	10,776	26,986	28,511	196,113	206,266
Cont./Versailles	622	.....	1,245	.....	13,467	.....
Lincoln	1,168	634	2,679	1,670	20,578	17,603
Mark VI	773	719	1,746	1,836	15,309	19,018
Total Lincoln	2,563	1,353	5,670	3,506	49,354	36,621
L-M Division	15,175	12,129	32,656	32,017	245,467	244,887
FORD MOTOR	51,231	42,096	110,988	109,031	804,685	859,982
Skyhawk	1,658	.....	3,206	.....	21,822	.....
Skylark	4,055	6,901	8,182	14,064	88,272	120,768
Century FD	2,592	.....	5,607	.....	49,497	.....
Regal Sedan	2,548	3,353	5,718	8,044	47,167	81,803
Regal Coupe	4,587	6,964	10,580	15,367	83,777	121,419
LeSabre	4,082	2,767	8,993	6,312	61,497	45,010
Electra	1,780	1,791	4,050	4,007	32,708	30,485
Riviera	1,181	1,710	2,696	3,796	25,291	26,725
Buick Division	22,483	23,486	49,032	51,590	410,031	426,210
Cimarron	372	1,011	830	2,295	7,086	3,880
Seville	425	650	1,000	1,311	12,135	13,510
Cadillac	4,352	5,607	11,767	10,720	83,280	79,879
Eldorado	1,604	2,047	3,964	3,875	31,355	30,201
Cadillac Division	6,753	9,315	17,561	18,201	133,856	127,470
Chevette	7,646	10,113	15,786	24,679	136,053	230,409
Cavalier/Monza	2,732	3,373	5,948	8,024	68,078	28,275
Citation/Nova	5,316	6,986	12,314	28,020	117,587	189,804
Camaro	6,530	3,888	16,255	9,257	112,736	68,014
Celebrity	2,445	.....	5,876	.....	48,337	.....
Malibu	3,415	6,901	8,971	17,871	69,817	140,053
Monte Carlo	2,971	5,155	7,512	12,273	60,745	97,468
Chevrolet	6,998	7,726	17,095	18,168	121,659	119,705
Corvette	697	1,100	1,866	2,308	14,360	19,000
Chevrolet Division	38,750	45,242	91,623	120,600	749,372	892,728
Firenza/Starfire	895	.....	1,762	.....	13,315	.....
Omega	1,961	3,673	4,225	8,044	44,964	66,825
Cutlass Ciera	2,511	.....	5,950	.....	58,004	.....
Cutlass	.....	5,877	.....	13,163	.....	124,938
Supreme	8,744	8,961	20,937	20,757	171,804	162,635
Olds 88	6,741	5,965	15,857	14,279	107,531	95,404
Olds 98	2,346	2,329	5,346	5,686	49,265	46,852
Toronado	983	1,300	2,275	3,111	20,146	22,316
Oldsmobile Division	24,181	28,105	56,352	65,040	465,019	518,970
T-1000	1,850	2,785	3,099	6,246	30,995	26,093
J-2000/Sunbird	1,645	2,782	3,242	6,764	31,358	40,078
Phoenix	1,881	2,711	3,227	5,775	31,476	52,954
Firebird	3,113	2,649	7,388	5,442	64,930	37,811
6000	1,397	.....	3,150	.....	25,137	.....
Bonneville/LeMans	2,566	2,221	5,892	5,233	46,251	45,204
Grand Prix	2,756	4,621	6,549	10,121	54,036	77,788
Pontiac	1	4,129	487	9,123	4,176	56,205
Pontiac Division	15,209	21,898	33,034	48,704	288,359	336,133
GENERAL MOTORS	107,376	128,046	247,602	304,135	2,046,637	2,301,511
VOLKSWAGEN	4,050	6,492	7,908	12,755	54,037	97,106
DOMESTIC TOTAL	188,194	204,468	429,908	497,151	3,364,732	3,906,620
IMPORT TOTAL	.....	.....	199,364	209,105	1,300,529	1,482,968
INDUSTRY TOTAL	.....	.....	629,272	706,256	4,665,261	5,288,588

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

Total declines by 556 in first half of 1982

Domestic dealer attrition continues

Continued from Page 1

was a loss of 258 outlets in the first quarter and a heart-stopping 672 in the second for a total of 930.

The 1981 and 1980 figures do not include Volkswagen, which was added to the AUTOMOTIVE NEWS domestic dealer count at the beginning of 1982. But VW would have had little effect on the 1981 and 1980 declines since its dealer totals showed virtually no change during the first half of those two years.

This year's first-half decline of 556 outlets was the third steepest in the 22 years that AUTOMOTIVE NEWS has been reporting dealer totals on a half-year basis. Only 1980, with a loss of 930, and 1961, with a drop of 728, were worse.

The quarterly dips aren't any more pleasant to relate. AUTOMOTIVE NEWS began collecting quarterly census figures in 1962. The first-quarter downturn was the biggest in that 21-year span, and this year's April-June fall-off was exceeded only in 1980.

Percentages help illustrate the gravity of this year's losses. The industry's first-half decline of 556 outlets amounted to 2.56 percent of the domestic dealer total.

GM's 285 was 2.67 percent of its dealer body; Ford's 158 was 2.78 percent. Numerical losses for AMC and VW were much smaller, but AMC's dip of 37 dealerships was 2.39 percent of its total, and VW's 39 was 3.88 percent. Chrysler's 19-outlet slip was only 0.52 percent.

It's hardly necessary to dwell on the reasons for the continuing decline. High prices, high interest rates and depressed sales have battered the dealer population. The resulting financial difficulties have forced many to throw in the towel. And many others have simply decided it's time to get out.

Among the Big Three, franchise totals dropped for all GM and Ford Motor makes during the first half, but all four Chrysler Corp. makes were up.

Plymouth reported an increase of 25 franchises for the first half, and there were gains of 21 for Dodge, 14 for Chrysler and seven for Imperial.

Chevrolet and Ford, the two largest dealer organizations, had the biggest losses. Ford was down 138, and Chevrolet was down 130. Elsewhere, there were slips of 56 for Mercury, 55 for Pontiac, 50 for Oldsmobile, 40 for Buick, 15 for Cadillac and 10 for Lincoln.

At midyear, AMC had 1,510 dealers, compared with 1,547 on Jan. 1. Its quarterly declines were 12 and 25. AMC has 748 duals with Big Three makes and 33 with VW. In 1981, AMC lost 28 dealers in the first half.

VW's dealer total on July 1 was 967, down from 1,006 at the beginning of the year. There were dips of 14 in the first quarter and 25 in the second. VW has 105 duals with other U. S. makes, an estimated 72 of them with the Big Three.

The VW dealer total was down only three in the first half of 1981.

Chrysler wound up the first half with 3,665 car dealers, compared with 3,684 as 1982 began. It was the company's best showing since the first half of 1977.

As noted, Chrysler was down 29 outlets for the first quarter but showed a gain of 10 for the second. It was the second year in a row that Chrysler has had a net increase of 10 establishments in the April-June period.

In 1981, Chrysler's dealer total was off 41 for the first half, and in 1980, it was down 413.

Franchise totals at midyear were Chrysler, 2,653; Plymouth, 2,562; Dodge car, 2,474, and Imperial, 428.

In addition to its 3,665 car dealers, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

• At Ford Motor, the July 1 car-dealer total was 5,527, a slip of 158 for the six-month span. Quarterly downturns were 78 and 80. In 1981, Ford had a first-half falloff of 141; in 1980, it was 331.

Franchise counts at midyear were Ford, 4,696; Mercury, 2,607, and Lincoln, 1,455.

Ford Motor has 97 outlets that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in Ford Division's car-franchise total.

General Motors' decline was 285 dealerships, its biggest in the 22 years for which first-half figures are available. GM had a dip of 145 outlets in the first quarter and 140 in the second. The July 1 total was 10,370 car dealers, compared with 10,655 at the beginning of the year.

In 1981, GM had a first-half dip of 135 outlets, and its drop was 185 in 1980.

Franchise totals on July 1 of this year were Chevrolet, 5,300; Oldsmobile, 3,140; Pontiac, 2,985; Buick, 2,910, and Cadillac, 1,580.

The current total of 21,124 dealerships handling domestic makes of cars is down 1,229 from 22,353 (including Volkswagen) on July 1, 1981.

In the past year, there have been declines of 555 for GM, 293 for Ford Motor, 125 for AMC, 117 for Chrysler Corp. and 48 for VW. That's a total of 1,138. A change in the number of intercorporate duals brings the net decline for the industry to 1,229.

U. S. FRANCHISES

	July 1, 1982	Jan. 1, 1982
AMERICAN MOTORS	1,510	1,547
CHRYSLER CORP.		
Chrysler	2,653	2,639
Dodge	2,474	2,453
Imperial	428	421
Plymouth	2,562	2,537
FORD MOTOR CO.		
Ford	4,696	4,834
Lincoln	1,455	1,465
Mercury	2,607	2,663
GENERAL MOTORS		
Buick	2,910	2,950
Cadillac	1,580	1,595
Chevrolet	5,300	5,430
Oldsmobile	3,140	3,190
Pontiac	2,985	3,040
VOLKSWAGEN	967	1,006

Copyright, 1982, Automotive News

Talks under way with two U. S. suppliers

Alfa eyes modular engine licenses

Continued from Page 1

the Cadillac V-8-6-4 engine, but this system has been plagued with problems and litigation.

Ford has not introduced such a system, but Motorola produces solid-state ignition systems and electronic engine management systems both of which are an integral part of the Alfa system. Motorola's major automotive business is with Ford.

The Alfa Romeo system has been tested in a fleet of 10 taxicabs, four-cylinder Alfettas, in Milan, from June, 1981 to January, 1982. The results showed an overall 12 percent improvement in fuel economy for city driving for cars equipped with electronic fuel injection and ignition and 24 percent improvement compared with carburetor models.

Alfa engineers said no significant difficulties developed. At the end of the test, two taxi engines, which logged more than 40,000 kilometers of city driving, were disassembled to examine parts which could have been affected by the two-cylinder operation.

According to a report issued by Alfa Romeo, "it was found that the residual driving torque of some of the power train couplings was a bit below standard and combustion chamber encrustations were higher than would be the case for a similar car after 40,000 kilometers."

The report further noted that both problems were due in part to the modular operation and in part to the use made of the car in taxi fleet operations.

However, engineers said they did not view these problems as serious and said they can be solved with minor, low-cost adjustments.

• Alfa Romeo, for this test, used car bodies fitted with safety equipment required in the U. S., including energy-absorbing bumpers, all of which are considered, according to the report, as useful for city driving.

The Alfa system consists basically of the two-liter in-line four-cylinder electronic-fuel-injected engine with electronically controlled ignition and spark advance.

For the cylinder cutoffs, Alfa uses sensors for throttle angle, engine speed, water and air temperature and a microcomputer with 6 K-bytes of memory for engine programs.

The engine always runs on four cylinders when starting and warming up to 70 degrees Celsius (158 degrees Fahrenheit). For a hot engine, idling is on two cylinders except when the engine falls below 680 RPM. The first progression in the sequence goes from stop to 1,600 RPM then the car goes into the cut-off mode.

Changeover occurs at programed cycles, every 200 cycles, alternating in two pairs (1 and 4, 2 and 3). The operation of two or four cylinders is determined by throttle position and engine speed.

Alfa Romeo will start producing the cars for the public this fall with 1,000 units. According to Surace, this will be the Alfetta four-cylinder engine. But it does not stop there since the company is now working on a similar system for its 2.5-liter V-6 engine found in the GTV-6.

Surace said the goal is to have its full line of cars equipped with the system by 1985.

EXCLUSIVE OPPORTUNITY!
"10-SPOT" VIDEO GAMES
MASTER DISTRIBUTORSHIP

If you have been contemplating diversification to offset lagging sales, high overhead and smaller profits, *we have the answer!* Applying your dealership expertise to diversify into the *video game sales/distribution business,* can produce cash flow and net income that could have the tail wagging the dog!

Our *new "10-SPOT"* is revolutionizing the video game industry! Imagine *ten top video games in one cabinet!* Each machine is a *Mini Arcade. It is the hottest money maker that we have ever developed!*

EXCLUSIVE APPOINTMENT

We will appoint ONE Master Distributor for each marketing territory with sub-distributing rights for our *exclusive "10-SPOT"* and other popular video games.

FANTASTIC INCOME

Your potential income is fantastic! One of our Master Distributors *grossed over one million dollars in sales his first nine (9) months* in this *multi-billion dollar, all cash video game business!*

REQUIREMENTS

Your dealership business experience will more than likely meet our requirements. You will also need a $30,000 cash refundable equipment deposit (there are no fees), a low credit line of $120,000 for floor planning, operating capital, and references.

TRAINING

No experience in the video game industry is required. Absentee ownership/supervision is acceptable because you are a dealer and we provide complete training and start-up assistance. We literally put you in business with an almost immediate cash flow!

WHO WE ARE

COUNTER TOP AMUSEMENTS, INC. (CTA) is one of the oldest companies in the video game business. We supply you with impeccable references, names of our Master Distributors and certified financial statements, along with full FTC disclosure documents.

TIME IS OF THE ESSENCE

For a full disclosure, confidential interview, call Mr. T. J. Tepsich, Marketing Director, at (408) 980-8551, or write on your letterhead for information, 2996 Scott Blvd., Santa Clara, Calif. 95050.

Introducing Europe's Top Seller in the 4Wheel Drive Market. The Range Rover is the Ultimate in Style, Comfort and Performance Both ON and OFF Road. Service Oriented Dealers in the Luxury Market are now being sought to handle these vehicles throughout the U.S.A. and Canada. Versions available will include 2/4Door Manual and Automatic Models with Specialized conversions. High Profit Dealerships are available for selected areas.

For Further Information:

RANGE ROVER (NORTH AMERICA) INC.
3171 KASHIWA STREET
TORRANCE, CALIFORNIA 90505
TEL.: 213-534-2140-1

WHAT?

OLDE 'N' BENT

RENT USED CARS?

IT SOUNDS CRAZY, BUT THIS NEW PROFIT CENTER FOR USED CAR RETAILERS BRINGS ADDITIONAL GROSS FROM THE SAME OVERHEAD. IS THAT CRAZY?

- Supplement your sales, service, and/or new car rentals with a small fleet of used rentals
- You don't need big money — two or three car sale grosses will cover your start-up cost
- You already have the cars, the lot, the staff, the expertise, the used car image
- Offer the lowest rental rates in town by renting 7 to 10 model year old cars
- We provide forms, signs, materials, insurance, and if needed, the training
- Forget the late models — they are no more cost effective than new cars
- Recover your initial start-up investment in six months or less
- Begin with a few cars and add more as you need them to grow

GET THE WHOLE STORY — TRACE YOUR LETTERHEAD FOR OUR INTRODUCTORY BROCHURE

OLDE 'N' BENT CAR RENTAL PLAN
106 WYLDEWOOD ROAD, EASTON, CT 06612
A management service of Well Seasoned Advice, Inc.

Total is 455,558; all makers trail 1981

July auto production drops 12 pct.

By Patricia Hoffman
Staff Writer

With all U. S. auto makers suffering declines, July production fell 12.13 percent from the comparable 1981 month. Output has been below the 1981 total every month this year.

In July, the manufacturers assembled 455,558 cars, down from 518,456 last year.

Losses for the month were: Chrysler Corp., down 40.04 percent to 43,029 cars from 71,760; Volkswagen of America, down 33.74 percent to 10,805 from 16,306; American Motors, down 21.28 percent to 10,805 from 13,732; Ford Motor, down 11.83 percent to 66,691 from 75,637, and General Motors, down 4.88 percent to 324,085 from last year's 340,717.

Checker Motor's finished 138 units last month before ceasing production July 12. The total was 54.61 percent below the 304 units built during a full month of assembly last year.

Downtime at 12 assembly points last week for inventory adjustment and model changeover pulled the estimated car production down 30.10 percent to 76,382 units from the previous week's 109,271, but output was up 9.39 percent from 69,827 in the comparable 1981 period.

Year-to-date, the auto makers have completed 3,189,982 units, down 24.09 percent from 4,202,551 built in the same period last year.

Three GM facilities went down last week for model changeover. They were Janesville, Lansing and Lordstown. Also at GM, the Pontiac home plant ended production after 55 years of operation.

Three GM facilities remained down for changeover last week. They were Detroit, Framingham and Linden. GM's Leeds plant returned to work last week.

Ford's Atlanta, Chicago, Metuchen, San Jose and Wayne points were all closed last week for changeover / inventory control, and Chrysler ended 1982 production at its Belvidere, Newark and St. Louis facilities.

VWoA's Westmoreland plant was also idle last week for changeover.

Truck production for July tops 1981 total by 32 pct.

Although domestic truck output in July was lower than in June, gains at General Motors, Chrysler Corp. and Ford Motor helped push last month's total up 32.79 percent from the comparable 1981 period.

In July, the truck makers finished 161,912 units, up from 121,933 in last year's period, and the most for that month since 1979 when 205,265 trucks were completed.

GM finished on top last month with output reaching 89,110 units, up 76.94 percent from 50,362 in the comparable 1981 period. Chrysler jumped 68.24 percent to 12,036 from 7,154, and Ford rose to 45,830, up 14.21 percent from 40,127.

Other makers showed declines for the month.

Last week's production, marred by downtime at six assembly points, was estimated at 31,413 units, down 32.45 percent from 46,505 the previous week, but output more than doubled the 14,490 units built in the comparable 1981 period when 10 facilities were idle for model changeover.

So far this year, the makers have finished 1,232,205 trucks, a 14.75 percent gain from 1,073,848 assembled at this time last year.

GM's Moraine facility was idle last week (Aug. 2) for model changeover. Operations are slated to resume Aug. 16.

Also at GM, the Shreveport point ended 1982 production last Wednesday (Aug. 4) and is scheduled to return with 1983s Aug. 20.

Chrysler's Belvidere and Warren facilities were idled last week for changeover. Belvidere is due to return Aug. 23 and Warren will resume operations today (Aug. 9).

Ford Motor's Louisville point was also closed last week for changeover.

Volkswagen's Westmoreland facility, idle since June 28, is scheduled to begin 1983 production in September.

GM's Janesville and Lordstown (van) facilities join the model changeover lineup today. Janesville is slated to return Aug. 31, and Lordstown will be back next week (Aug. 16).

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 7, 1982	Week Ended Aug. 8, 1981	Week Ended July 31, 1982	July Total	Jan. 1 to Aug. 8, 1981	Jan. 1 to Aug. 7, 1982
CHEVROLET	11,248	1,607	15,151	66,490	333,657	433,245
DODGE	.....	2,804	2,512	12,036	59,926	80,133
FORD	11,874	2,535	19,139	45,830	387,134	435,412
GMC	4,046	1,501	5,462	22,620	114,702	158,163
INTERNATIONAL	1,195	1,626	1,185	1,384	45,092	29,602
VOLKSWAGEN	.....	967	.....	.....	28,193	8,103
JEEP	2,000*	2,000*	2,006*	8,827	62,188*	51,117
AM GENERAL	50*	50*	50*	225*	2,636*	1,430*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,500*	40,320*	35,000*
Total Trucks, U. S.	31,413	14,490	46,505	161,912	1,073,848	1,232,205

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 7, 1982	Week Ended Aug. 8, 1981	Week Ended July 31, 1982	July Total	Jan. 1 to Aug. 8, 1981	Jan. 1 to Aug. 7, 1982
CHRYSLER CORP.	1,802	1,836	.....	4,694	47,752	61,081
FORD MOTOR	3,362	228	3,360	7,117	90,391	86,716
GENERAL MOTORS	2,162	.....	1,902	16,280	174,332	161,482
INTERNATIONAL	212	212	263	315	6,910	6,900
Total Trucks, Canada	7,538	2,276	5,525	28,406	332,484	316,179
N. American Trucks	38,951	16,766	52,030	190,318	1,406,332	1,548,384

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

July car output in Canada falls 14 pct. below '81

While Canadian auto production in July was the lowest for the month since 1979, falling 14.25 percent short of the comparable 1981 month, output last week nearly tripled the year-ago figure.

The makers finished 50,989 cars last month, down from 59,462 in 1981, and the lowest total for that month since 1979 when 50,846 units were completed. Output was the lowest for any month since last December's 50,799.

Last week, the car manufacturers slated 13,104 units, a 20.34 percent gain from 10,889 the previous week. Operations resumed at Chrysler Corp.'s Windsor facility, offsetting vacation downtime at a General Motors plant. Last week's total compared with 4,485 in the comparable 1981 week when five assembly points were idle for vacation.

So far this year, the makers have finished 537,575 cars, up 1.80 percent from 528,086 in last year's year-to-date.

Truck production last month was 28,406 units, down 35.41 percent from 43,982 in the comparable 1981 month. It was the lowest for that month since 1980 when 21,931 trucks were assembled and the lowest for any month since August, 1981, when the makers finished 16,816 units.

The makers scheduled 7,538 trucks last week, up 36.43 percent from 5,525 the previous week and output more than three times of the 2,276 trucks built in the comparable 1981 period when four plants were idle for vacation.

Year-to-date, the manufacturers have assembled 316,179 units, down 4.90 percent from last year's 332,484.

Pontiac home plant builds its last car

PONTIAC.—Pontiac's home plant assembled its final car last week, winding up 55 years of production at the facility.

The final auto, a Grand Prix Brougham, was the 9,766,159th car built there since production began in 1927. Pontiac said it will now begin to convert the adjacent Fisher Body facility for production of the P-car, which is due to come on line in 1983.

NHTSA delays plan to upgrade side-impact rule

WASHINGTON. — NHTSA has announced termination of the plan to upgrade side-impact protection for cars and to extend it to light trucks, vans and multipurpose passenger vehicles.

This was one of the top priority areas in former Administrator Joan Claybrook's plans for the agency. Raymond A. Peck, current head, called the termination temporary and said that "extensive research still remains to be completed to determine the best approach for upgrading the standard . . ."

The idea was to change the static test method to a dynamic test to set performance criteria for occupant protection and to raise the level of protection to one closer to real-world conditions.

U. S. CAR PRODUCTION

	Week Ended Aug. 7, 1982	Week Ended Aug. 8, 1981	Week Ended July 31, 1982	July Total	Jan. 1 to Aug. 8, 1981	Jan. 1 to Aug. 7, 1982
AMERICAN MOTORS	2,400*	3,150*	2,456*	10,810	80,122	38,755*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	1,500	1,728	7,709	43,029	507,870	354,553
Plymouth Total	500	422	3,152	18,692	262,751	146,056
Horizon	.....	422	1,854	7,034	99,703	46,460
Reliant	500	.....	1,298	11,658	153,461	99,596
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	500	.....	680	7,000	22,098	68,567
LeBaron	500	.....	680	7,000	17,236	68,567
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	500	1,306	3,877	17,337	223,021	139,930
Omni	.....	1,306	1,706	6,581	86,481	43,771
Aries	300	.....	1,820	8,162	120,214	75,413
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	200	.....	351	2,594	.....	20,746
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	15,116	10,016	29,239	66,691	859,406	686,345
Ford Division	8,207	6,494	17,183	39,929	587,130	434,129
Escort	.....	2,811	6,416	12,784	220,050	168,757
Fairmont	3,099	.....	2,866	6,465	125,761	77,379
Must./Must. II	2,841	3,683	3,073	7,853	104,772	81,918
Granada	.....	.....	3,376	8,937	53,058	74,051
Thunderbird	2,267	.....	1,278	3,549	42,603	27,525
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	174	341	.....	4,499
L-M Division	6,909	3,522	12,056	26,762	272,276	252,216
Mercury Total	5,237	3,522	10,185	22,281	235,252	194,711
Lynx	.....	1,077	3,159	5,740	76,557	52,863
Capri	1,328	1,131	1,605	3,386	37,036	22,426
Zephyr	1,144	.....	1,095	2,589	38,325	26,043
Cougar	.....	.....	2,063	4,926	26,974	35,953
XR-7	959	.....	355	1,082	18,851	9,286
Mercury	1,806	1,314	1,841	4,406	37,509	47,074
LN7	.....	.....	67	152	.....	1,066
Lincoln Total	1,672	.....	1,871	4,481	37,024	57,505
Continental ('82)	332	.....	372	893	.....	12,024
Lincoln	823	.....	923	2,207	18,045	26,172
Mark VI	517	.....	576	1,381	18,979	19,309
GENERAL MOTORS	57,366	51,166	66,204	324,085	2,639,496	2,048,045
Buick Division	16,219	13,724	15,381	73,765	562,121	478,427
Skylark	4,172	6,531	4,025	16,566	169,695	91,562
Skyhawk J	.....	.....	.....	3,564	.....	47,922
Century	3,402	.....	3,479	14,748	86,881	84,673
Regal	4,795	3,987	4,650	20,948	158,587	126,630
Buick	3,850	3,206	3,227	16,709	101,167	106,432
Riviera	.....	.....	.....	1,230	45,791	21,208
Cadillac Division	221	1,235	474	11,640	172,728	139,001
Cimarron	221	1,235	474	1,467	10,277	3,660
Seville	.....	.....	.....	371	15,916	12,590
Eldorado	.....	.....	.....	1,625	40,074	34,312
Cadillac	.....	.....	.....	8,177	106,461	88,439
Chevrolet Division	24,599	23,938	25,263	112,786	986,514	659,542
Chevette	6,000	7,430	5,515	23,901	221,318	144,605
Cavalier	1,500	4,693	2,505	9,723	50,356	55,078
Celebrity	200	.....	193	5,729	.....	40,877
Camaro	5,263	.....	5,344	21,197	87,694	141,476
Citation	4,661	5,867	4,746	20,703	233,953	116,692
Malibu	3,249	340	3,221	13,761	162,794	76,343
Monte Carlo	1,436	138	1,424	7,464	92,276	43,251
Chevrolet	1,690	4,810	1,719	7,767	117,905	23,043
Corvette	600	660	599	2,541	20,218	18,180
Oldsmobile Division	8,058	4,347	11,830	66,879	578,217	465,656
Omega	2,300	3,790	2,492	9,969	101,441	55,603
Firenza	.....	.....	.....	3,691	.....	34,011
Cutlass	.....	.....	3,658	21,266	272,451	119,636
Cutlass/Ciera	1,798	.....	1,694	7,230	.....	71,848
Oldsmobile	3,960	557	3,986	23,753	174,578	165,207
Toronado	.....	.....	.....	970	29,747	19,351
Pontiac Division	8,269	7,922	13,256	59,015	339,916	305,419
Acadian†	160	227	461	1,523	14,005	8,288
J2000	.....	3,295	1,811	7,165	36,020	27,438
T1000	1,480	2,063	1,590	6,290	50,734	25,520
Firebird	3,581	.....	3,929	14,067	43,468	85,753
Phoenix	1,524	1,997	1,599	7,336	74,371	34,487
Grand Prix	1,092	.....	1,881	8,065	69,227	49,642
Bonneville ('82)	432	.....	1,985	8,648	.....	49,521
A6000	.....	.....	.....	5,921	.....	24,770
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	340	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,742	3,663	10,805	114,241	60,121
CHECKER	.....	25*	.....	138	1,416*	2,163*
Total Cars, U. S.	76,382	69,827	109,271	455,558	4,202,551	3,189,982

CANADIAN CAR PRODUCTION

	Week Ended Aug. 7, 1982	Week Ended Aug. 8, 1981	Week Ended July 31, 1982	July Total	Jan. 1 to Aug. 8, 1981	Jan. 1 to Aug. 7, 1982
AMERICAN MOTORS	1,070	.....	1,152	2,050	20,779	17,198
CHRYSLER CORP.	3,137	196	.....	7,186	29,932	98,852
FORD MOTOR	8,760	1,687	8,111	9,054	136,068	189,072
GENERAL MOTORS	.....	2,602	1,489	31,754	334,620	225,912
VOLVO	137	.....	137	945	6,687	6,541
Total Cars, Canada	13,104	4,485	10,889	50,989	528,086	537,575
N. American Cars	89,486	74,312	120,160	506,547	4,730,637	3,727,557
N. American Trucks	38,951	16,766	52,030	190,318	1,406,332	1,548,384
North American Cars and Trucks	128,437	91,078	172,190	696,865	6,136,969	5,275,941

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

8/16/82
C2700-1

Automotive News

August 16, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Outlet count slips only 23 in first half, despite high interest, quotas, recession

Import dealer total holds firm against odds

By Kathleen Hamilton
News Editor

The import-car dealership population held steady during the first half of 1982—a remarkable feat, considering the heavy losses in the ranks of the domestic dealers, a depressed market, quotas and interest rates that hit import dealers especially hard because they generally don't have captive finance companies.

The midyear AUTOMOTIVE NEWS census showed 11,247 dealerships handling imports on July 1—only 23 fewer than when the year began.

That represents a loss of only 0.2 percent in the import-dealership total. By contrast, the domestic dealer population declined 2.5 percent in the first half (AUTOMOTIVE NEWS, Aug. 9).

Adding import and domestic stores together and subtracting the duals, the new-car dealership total in the U. S. at midyear stood at 25,189. That was down 514, or 2.0 percent, from the Jan. 1 total.

An analysis of the import dealer census shows domestic dealers are turning to imports a little less frequently. The number of import-domestic duals dropped by 65 during the first half.

• The decline was evident among dealers carrying both captive imports and non-captives. Captives are the import makes built by companies owned in part by a U. S. maker and whose U. S. distribution is controlled by the U. S. partner.

The cars Mitsubishi builds for Chrysler Corp. (Dodge Colt and Challenger and Plymouth Champ and Sapporo) qualify as captives, but the Renaults distributed by American Motors and the German-sourced Volkswagons don't.

VW dealers are counted as domestics because of the preponderance of their products are Pennsylvania-built Rabbits.

The decline in the number of import-domestic duals was partially offset by an increase in the number of import-only stores. Single-line import dealers numbered 35 more on July 1 than at the start of the year, a gain of 1.3 percent. Import-only duals were up one-half of a percent (7 outlets).

The import-only total was 4,065 at midyear, up from 4,023 on Jan. 1. The rest of the import outlets — 7,182 on July 1

Continued on Page 54, Col. 1

Ford's new look

Slippery new T-Bird, Cougar bow in '83

Sleek silhouettes are replacing the boxy look at Ford Motor Co., as evidenced by the all-new 1983 Ford Thunderbird and Mercury Cougar (below), which debut in January. The cars feature concealed wipers, limousine-type (extended-height) doors, sloping front ends and increased windshield rake. Smaller and lighter than their 1982 predecessors, the new cars will have a standard 3.8-liter V-6 and automatic transmission. Story on Page 6.

Domestic new-car inventory climbs to 83 days on Aug. 1

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to climb during July and the industry opened August with an 83-day supply of U. S.-built new cars, up from 78½ days a month earlier, but still below the 87½-day stockpile on hand on Aug. 1 last year.

The domestic new-car inventory totaled 1,377,130 Aug. 1, which was up slightly from a month earlier, when 1,364,214 units were in stock. The higher days-supply figure was the result of a decline in the selling rate during July.

A year ago, the domestic inventory totaled 1,675,192 units, an 87½-day supply.

While the domestic supply was climbing, the imported-car inventory declined a bit during July, both in days supply and unit count. On Aug. 1, the inventory of new imported cars in the U. S. totaled 429,663, a 56-day supply, down from 438,113 a month earlier, a 57-day stockpile.

• The increase in the domestic inventory during July was almost entirely due to a buildup by General Motors. Volkswagen of America also increased in both unit count and days supply, but the increases were small.

GM added about 70,000 units during the month, however, and its inventory jumped from 79 days July 1 to a hefty 90 days Aug. 1. Front-drive vehicles were generally in heavy supply at GM, while stocks of the new Camaro and Firebird and the older-design rear-drive intermediates were relatively lean.

Volkswagen opened August with a 110-day supply of U. S.-built Rabbits, up from 105 days a month earlier. VW also had a 221-day stock of imported cars.

Ford Motor Co., Chrysler Corp. and American Motors all trimmed their inventories during July. Ford opened August with a 71-day supply, down from 75 days a month earlier.

Chrysler Corp. had a 79-day stock Aug. 1, down from 83 days a month earlier, and AMC had the leanest stockpile of the corporate makers, at 58 days, down from 65 days.

The Aug. 1 domestic inventory was divided this way: GM, 61.84 percent; Ford Motor Co., 22.33 percent; Chrysler Corp., 12.06 percent; VWoA, 2.42 percent, and AMC, 1.35 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.53 percent; Ford Motor Co., 25.69 percent; Chrysler Corp., 13.03 percent; VWoA, 2.32 percent, and AMC, 1.43 percent.

By size class, subcompacts and luxury cars both opened August with lower supply figures

Continued on Page 51, Col. 3

Some nameplates in very short supply

Import stockpile dips to 56 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. dipped a bit during July to a 56-day supply Aug. 1, compared with a 57-day stockpile July 1.

The inventory of new imported cars totaled 429,663 Aug. 1, compared with 438,113 a month earlier. While the domestic industry moved into what used to be the cleanup period with a heavy 83-day supply, import stocks were actually a bit short for that time of year.

The inventory of new imported pickups totaled 170,969, a 132-day supply, which was also off from a month earlier, when it totaled 175,262, a 154-day stock.

The combined imported car and truck inventory Aug. 1 totaled 600,632 units, a 67-day supply, compared with 613,375 on July 1, a 70-day supply.

The combined domestic and imported new-car inventory was a 75-day supply Aug. 1, up from a 72-day supply a month earlier.

• Honda and Toyota continued to carry very lean supplies Aug. 1, as did Mercedes-Benz and Porsche. All those nameplates

Continued on Page 51, Col. 4

NEWSPAPER

AN JAN83
MO2081ACNGLIAO OE IN095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

breaking news

Electronic control of aero drag nears

CLEVELAND.—Intelligent suspension systems are getting closer. They will change a car's attitude (running angle) as its speed changes for optimum aerodynamics. It all depends on availability of "smart sensors" backed by dedicated microcomputers. "Few actual devices have been realized to date but current development work promises availability of these devices in the near future," an officer of Eaton Corp. said.

Chrysler, Perkins team up for diesels

WINDSOR, Ont.—Chrysler Canada, Ltd., and Perkins Engines Group of Massey-Ferguson last week announced a joint subsidiary, as yet unnamed, to build 2.2-liter four and 3.7-liter turbocharged six-cylinder diesel engines at Chrysler's idle engine plant here, beginning in 1984. Partial funding is coming from Canadian governments for the $367 million project, which will provide 1,000 jobs when the plant reaches planned capacity of 240,000 units in 1988. Maximum capacity is 350,000 units. Some components will come from Chrysler's Trenton (Mich.) engine plant. Plant start-up will be with the 3.7-liter (based on Chrysler's 225-CID slant six) for use in 1985-model light trucks and vans. The 2.2-liter diesel will be used first in 1986-model front-drive cars and the new T-115 vans.

Steel shipments in U. S. lag badly

WASHINGTON.—Domestic steel shipments fell 30 percent from year-earlier levels in the first half, the American Iron & Steel Institute said. The industry's unemployment rate is about 37 percent, the trade group said.

University of Michigan is bullish; Goldman Sachs is not

1983 new-car sales outlook: Good? Bad? (Check one)

Depending upon which survey you read, the auto industry is either going to show considerable improvement next year or it is going to continue plodding along at its current depressed rate.

Two such reports were issued last week. The University of Michigan was quite bullish. Goldman Sachs Research, the research arm of the investment banking firm, didn't see things in so favorable a light.

The U. of M. study sees new-car sales recovering to an annual rate above 8.5 million by the end of this year, and it predicts that new autos will be selling at a rate of about 11.25 million units annually by the end of 1983.

Those aren't sales projections for either year, of course. They're an expectation of the sales momentum at the end of those periods.

The U. of M. car-sales data was part of an overall economic forecast presented by Prof. Saul H. Hymans and Joan P. Crary. They said the current recovery from the 1981-82 recession started more slowly than expected but is expected to accelerate in 1983 and continue at least into 1984.

The behavior of consumer purchasing power and business inventories is clearly signaling an economic upturn, they said, "and the recent behavior of interest rates will strengthen and accelerate the recovery."

• The Goldman Sachs report was devoted strictly to the auto industry. It found that the outlook for a pronounced improvement in sales is not promising, either for the remainder of this year or for 1983.

"Our analysis indicates that basic demand will improve, but the improvement is likely to be relatively modest in absolute terms," the company said.

Goldman Sachs estimates that this year's auto production will be 5.48 million, down from 6.25 million in 1981. The 1983 projection is 6.60 million.

While the 1983 figure is higher than 1981's, it must be remembered that 1981—like this year—was a very bad one for the auto industry.

Domestic new-car sales are estimated at 5.77 million this year and 6.50 million in 1983, compared with 6.21 million in 1981. Again, the 1983 improvement would be in comparison with the depression time of 1981 and 1982.

Import-car sales are projected at 2.10 million this year and 2.30 million next year, compared with 2.33 million in 1981.

The domestic-import total is estimated at 7.87 million this year and 8.80 million next year, compared with 8.53 million in 1981.

"Within the domestic market," Goldman Sachs said, "we expect Ford to gain market share on its new compact and intermediate models. Both Gen-

Continued on Page 50, Col. 4

Industry backers lose key vote in House committee

Hopes fade for Clean Air changes

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Auto maker's hopes for relief from current and pending tailpipe emission requirements are beginning to evaporate into so much thin air.

The latest indication of that trend came last week as the House Energy and Commerce Committee resumed markup of Clean Air legislation supported by the industry and the Administration after a three-month hiatus.

Committee Chairman John Dingell, Michigan Democrat and one of the leaders of a coalition of Democrats and Republicans supporting the industry's approach, had called the session after having rebuilt his coalition following an April defeat on a critical amendment related to "prevention of significant deterioration" provision of the Clean Air Act.

Much to Dingell's surprise, however, his newly rebuilt coalition proved less solid than expected on the very first issue the committee addressed.

It was unable to beat back a measure sponsored by Rep. James Florio, New Jersey Democrat, and Rep. W. J. (Billy) Tauzen, Louisiana Democrat, that would require the EPA to complete studies of 37 substances that the agency has identified as airborne potential carcinogens within four years or have them automatically listed following appropriate hearings.

Perhaps emboldened by that development, Rep. Henry Waxman, California Democrat and leader of a counter group of Democrats and Republicans who want only a "fine tuning" of the act, promptly declared the industry backed bill "dead."

"If the chairman (Dingell) wants Clean Air legislation this year, he will have to begin talking to us," Waxman said, "or there will be no Clean Air legislation this year."

He may well be right for even though Dingell announced he was fully prepared to meet every day and night to get the legislation through, and even though his coalition appears still solid on the critical issues of acid rain control, mobile sources and percent reduction (a requirement for reducing sulfur emissions from coal-fired power plants), time appears to be running out.

Congress recesses for Labor Day on Aug. 20, does not return until Sept. 8 and then meets only until late October.

That is very little time to get Clean Air legislation through the Energy and Commerce Committee, on the House floor and through a conference with the Senate.

• Furthermore, Waxman has said he will use every parliamentary option open to him to keep the industry-backed bill from even getting out of committee. He has more than 400 amendments to offer in that pursuit.

Thus, the conventional thinking here is that Clean Air legislation will not get through Con-

Continued on Page 8, Col. 1

Conversions for BMW coupes

The Germany company Tropic, of Stuttgart, plans to build convertible versions of the BMW coupe series 628/633/635 CSi. The conversion includes an electro-hydraulic-operated pleated top and integrated chassis reinforcement.

Nissan may be first with mini van in U. S.

The Big Three auto makers and at least one Japanese importer are said to be prepping new downsized mini vans, some with front-wheel-drive, for introduction in the U. S. as early as mid-1983.

Chrysler Corp. will be the first domestic maker in the minivan business with its T-115 front - wheel - drive passenger/utility van, which bows in early 1984. The T-115 will be built at the Windsor (Ont.) truck plant, beginning in late 1983.

Chrysler's "garageable" van, as it has been called, will be powered by the 2.2-liter K-car engine (It is based on the K-car platform). The diesel version of that engine, which will be built in Windsor in 1985, will also be offered.

Chrysler, however, may not be the first maker to offer a mini-van. Nissan Motor Corp., it was learned last week, has plans to introduce a small van in the U. S., perhaps by mid-1983.

The Nissan van, which will be introduced soon in Japan as the Prairie (it may not be called that in the U. S.), is based on the front-drive Stanza platform and will be powered by either a 1.5-liter or 1.8-liter four-cylinder engine with choice of manual or automatic transmissions.

The Prairie will have a sliding door and seating for five. Overall length is 165.3 inches, width is 66.5 inches and height is 63 inches. Curb weight is projected at 2,200 pounds. Nissan will build about 8,500 Prairie models per month, with 3,000 slated for sale in the U. S.

In appearance, the Prairie resembles a station wagon more than a traditional van. It will be offered only as a passenger vehicle.

• Ford is said to be developing a smaller van for the 1985 model year that is based on its Sierra-codenamed Ranger platform. Like Chrysler's T-115, it would be offered as both a utility van and passenger vehicle. In addition to a small-displacement Ford gasoline engine, the van would also be offered with a 2.3-liter Mitsubishi-built turbo-diesel four.

Ford recently confirmed its plans to buy up to 75,000 turbo-

Continued on Page 8, Col. 3

index

Advertising news	48
Auction reports	40
Classified advertising	42
Editorial page	12
Obituaries	6
Personnel	34
Production by makes	55
Truck highlights	16

58th year — No. 4928

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

UAW threatens 'guerrilla' strikes against Chrysler

The UAW has threatened to call one-day "guerrilla" strikes at selected Chrysler Corp. plants if the company stalls in its contract negotiations beyond the Sept. 14 deadline.

Union President Douglas Fraser said a company-wide strike could endanger Chrysler's financial recovery, but that random one-day plant strikes may be used.

The two sides squared off for negotiations July 20, with Chrysler asking for a break on hourly labor costs and the union seeking pay increases and the reinstatement of some benefits that were sacrificed earlier by workers.

N. Y. sues Polyglycoat over warranty claims

By John A. Russell
New York Staff Writer

Charging that Polyglycoat Corp. has refused to honor consumers' warranty claims on its paint sealant and has engaged in false advertising, New York State Attorney General Robert Abrams filed a civil suit against the corporation, seeking restitution for the consumers and penalties for the advertising.

The New York Attorney General's suit, filed in the state's Supreme Court, charged that Polyglycoat has consistently "discouraged, impeded and improperly delayed" consumer warranty claims.

It also alleged that the corporation rejected approximately 50 percent of all warranty claims for "defective paint" although, according to the suit, this determination was generally made without any tests of the paint and without any inquiry to the automobile's manufacturer.

The action, according to the attorney general's office, culminates a two-year investigation during which the office received nearly 100 complaints.

• In a prepared statement, Gloria Fiveson, president of Polyglycoat World Enterprises, said, "The attorney general's charges are without merit. Our advertising has met all of the requirements. We have repeatedly volunteered to handle and satisfy all justifiable and outstanding complaints.

"The attorney general cannot hold us responsible for the actions of some local auto dealers who make claims beyond our warranty."

The suit alleges the company denies warranty claims blaming road stones or rust for damage to the car's finish. These determinations are made summarily and fraudulently to avoid valid warranty claims, the attorney general charged.

On the false advertising charge, the attorney general alleged the company falsely advertised that its paint sealant eliminates the need for waxing when the warranty stipulates that the consumer must regularly apply a polishing compound to the entire painted surface and then buff it.

According to the attorney general, this is "indistinguishable from waxing." He said that failure to apply this compound every three months voids the warranty.

The suit seeks restitution for the consumers which could amount to $200,000. It is also seeking civil penalties for deceptive advertising and an order barring fraudulent and misleading business practices and a guarantee that the company will provide fair and timely response to warranty claims.

Dealers adopt AUTOCAP in Northern California

SAN FRANCISCO.—Northern California's new-car dealers have adopted AUTOCAP, the complaint-resolving program created by NADA.

Locally, AUTOCAP is sponsored by the Northern California Motor Car Dealers Assn. It has been endorsed by 17 auto manufacturers. More than 11,000 dealers in 35 states participate in the AUTOCAP program, and it is already active in San Diego and Los Angeles.

Winning mechanic gets use of S-10

George Huening, second from left, chief mechanic for Indy 500 winner Gordon Johncock, is shown in front of the S-10 compact pickup which he will have the use of for a year, courtesy of Chevrolet. With him, from left, are Robert B. Haag, Chevrolet's Indianapolis zone truck manager; John N. Capaella, assistant zone manager, and Russ Thomas, general manager, Dave McIntire Chevrolet, where the S-10 was processed.

Huge fuel savings seen with wider 'twin' use

MYRTLE BEACH, S. C.—Richard L. Few, chairman of the American Trucking Assns. has predicted that if the 15 states that currently bar the "proven-safe and efficient 65-foot twin-trailer combinations" were to allow them, the nation would save 80 million gallons of fuel annually.

Few, speaking before the 34th annual meeting of the Multistate Reciprocity Committee here, said, "We are not asking for special consideration. We are asking only for just consideration."

He blamed certain railroads for waging "war against the trucking industry," while creating campaigns against the trucking industry's attempts to seek reasonable improvements in productivity.

"It is ironic that railroad-owned trucks take full advantage of the maximum weight allowances in all states where they operate," Few said. "They also use multiple combinations wherever allowed."

He cited a U. S. Supreme Court ruling—in striking down bans against the 65-foot combinations in Wisconsin and Iowa—that declared them as safe, if not safer, than the tractor-semitrailer units.

• Few said federal legislation has been introduced that would have the effect of mandating the 65-foot twin trailers in every state.

However, he noted, that bill is in limbo at the moment because it also included increases in federal highway-user taxes, which the administration will not go along with at this time.

Few said the 15 states that do not allow use of the "money-saving, fuel-efficient" units are

Continued on Page 18, Col. 3

Truck calendar

Sept. 20-23—Assn. of Diesel Specialists, convention & exhibition, Caesars Palace, Las Vegas.

Oct. 10-13—Recreation Vehicle Dealers Assn. of North America, annual convention, Marriott Hotel, Nashville.

Oct. 18-20 — Truck Body & Equipment Assn., 35th annual convention and exposition, Stouffer's Cincinnati Towers and Cincinatti Convention Center, Cincinnati.

Oct. 17-20 — American Trucking Assns., annual convention, Hotel Bonaventure, Los Angeles.

Oct. 31-Nov. 2 — TRUCKCAN 1982, International Center, Toronto.

Nov. 8-12—SAE National Truck Meeting, Indianapolis Hilton, Indianapolis.

Nov. 30-Dec. 3 — 20th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

1983

Feb. 6-10 — Truck Renting & Leasing Assn., fifth annual convention, Doral Country Club, Miami, Fla.

Feb. 6-9 — National Truck Equipment Assn., 19th annual convention, Las Vegas Hilton, Las Vegas.

March 23-25 — International Trucking Show, Anaheim Convention Center, Anaheim, Calif.

April 9-12 — NADA American Truck Dealers, 20th annual convention and exposition, Sheraton Hotel, Boston.

Former IH executive buys Oregon branch

PORTLAND, Ore. — Ralph Nienas, former national fleet sales manager for International Harvester, has purchased the IH branch here, and said he intends to "do about $13 million sales volume the first year." Harvester, in financial difficulties, is selling off many of its outlets.

Nienas has 46 employes in sales, services and parts. Parts inventory is in excess of $1 million, Nienas said, and he added that he plans to keep as many as 50 new trucks on the 6.9-acre site.

truck industry news

July deliveries show gain of 7.3 percent

7-month Big 3 truck sales up 16 pct.

Retail sales in July by Big Three truck dealers were 7.3 percent higher than last year, with Ford the only one of the four makes showing a decline in deliveries from the same month in 1981.

During the month, 156,673 new trucks were retailed in the U. S., compared with 145,973 units a year ago.

The seven-month total was up 16.6 percent, with significant increases by all Big Three manufacturers. The total through July was 1,270,762, compared with 1,089,514 last year.

Sales of Big Three light trucks for both the month and January-July period showed good gains over a year ago, while big trucks—mediums and heavies—continued to decline.

In July, light-truck sales totaled 147,719 units, an increase of 9.2 percent over last year's 135,265. The seven-month Big Three total was 1,211,195, up 18.3 percent over the year-earlier 1,023,958 units.

Big Three dealers retailed 8,954 big trucks during the month, down 16.4 percent from the year-ago 10,708 units, while big-truck sales through July were off 9.1 percent, from 65,556 units in 1981 to 59,567 this year.

• Ford dealers outsold Chevrolet outlets for the second consecutive month in July, and narrowed Chevrolet's lead for the calendar year to less than 20,000 units.

In July, 58,810 Ford trucks were retailed, off 3.2 percent from the year-ago 60,774 units. For the seven-month span, however, sales were up by 7.9 percent, from 442,649 units a year ago to 477,659.

Chevrolet dealers retailed 56,141 new vehicles during the month, a gain of 2.3 percent over last year's 54,865 units. Through July, the count was 495,649, an increase of 17.6 percent over the year-earlier 421,399.

Sales of both the Ford Courier and Chevrolet LUV Japanese-built compact pickups continue

Table on Page 18.

to decline in the face of competition from the two producers' domestic rivals—Ford Ranger and Chevrolet S-10.

In July, Ford dealers retailed 2,785 Couriers, compared with 4,696 a year ago, and the seven-month total dropped from 39,350 units in 1981 to 20,695.

LUV sales in July dropped to 1,300 units, compared with 3,936 a year ago. Through July, only 15,444 units were retailed, down from the year-earlier 43,340.

During the month, Chevrolet

Continued on Page 18, Col. 3

All-electronic dash has big future, Bendix says

ELYRIA, O.—Truckers of the future will guide their rigs cross-country with the help of an on-board computer that will tell them virtually everything they need to know except when to take coffee breaks.

That's the prediction of Guy Rini, project engineer for Bendix Corp.'s Heavy Vehicle Systems Group, which has been developing an advanced computer-controlled system and electronic instrument panel for medium and heavy trucks.

"We expect to have prototypes in trucks and on off-highway equipment within a year, and we would hope to be in production a few years after that," said Rini.

The all-electronic dashboard and its on-board computer will allow the driver to check constantly key vehicle functions and to call back specific information about a trip, the performance of various vehicle systems and the economy being realized under various driving conditions.

"This is an exciting advance and it opens the door to a huge new market within the trucking industry," said Rini. Bendix foresees a $2 billion truck electronics market by the late 1990s.

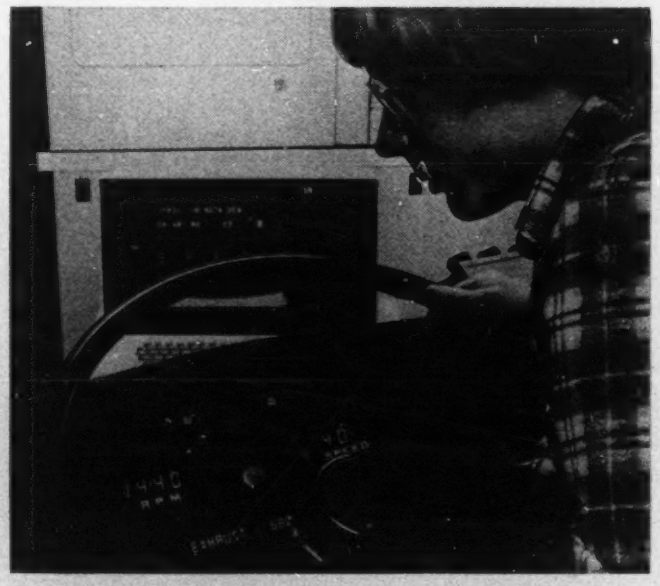
In the experimental Bendix system, the electronic panel features three digital vacuum fluorescent displays capable of presenting data on eight vehicle functions.

In the lab system under development here, engine revolutions per minute and highway speed are monitored constantly on two of the displays. But it's the third display which is the most interesting, said Rini.

The third display performs in the following modes:

Standby, in which data appears on the display only in case of emergency or alert. It has the power to sound an audible

Continued on Page 18, Col. 5



'Smart' truck dashboard

Electronics technician Mark Sabo tests a full-scale mock-up of an electronic instrument panel for heavy trucks being developed at Bendix Corp.'s Heavy Vehicle Systems Group lab in Elyria, O. Digital displays on the instrument panel continuously monitor engine RPM, highway speed and, at the touch of a button, can report the status of 20 or more other functions.

Electronic tach now is offered in Ford mediums

CHICAGO. — An electronic tachometer is now an option on all Ford medium trucks with the Detroit Diesel 8.2-liter diesel.

The tachometer is powered by a non-contact magnetic sensor that detects the movement of flywheel ring-gear teeth on models with manual and automatic transmissions.

Thomas Hitz, Ford product-design engineer, said major advantages of the new tachometer are higher reliability and longer life compared to conventional mechanical designs, plus greater accuracy at low RPMs.

The new tachometer system is being installed on the company's B, C, LN and F-Series trucks.

The 8.2-liter, four-cycle engine has no provision for driving a mechanical tachometer off a cam, blower, or other component, Hitz said.

"All that is provided is a ¾-inch diameter tapped hole through the flywheel housing that is intended for a magnetic or other type of sensor," he added.

The variable-reluctance magnetic sensor selected by Ford was designed specifically for automotive use. Manufactured by Wabash Magnetics, a division of Wabash, Inc., the unit has a tough aluminum housing and internal components that are completely encapsulated against the environment.

The sensor, Hitz said, features a unique magnet-and-coil design that produces a sharp, noise-free, high-voltage pulse when sensing gear teeth, even at low surface speeds.

Automotive News seminar opens Aug. 22

Harbour and Weisel at World Congress

James E. Harbour, co-owner of Harbour and Associates, Inc., Berkley, Mich., and Walter K. Weisel, president and director of Prab Robots, Inc., Kalamazoo, Mich., are among the 34 speakers who will address the 1982 Automotive News World Congress.

The seventh annual World Congress will be held Aug. 22-25 at the Westin Hotel in Detroit. During the four-day seminar, top-level decision makers will gather from all over the globe to exchange ideas on the automotive industry.

The forum will run in tandem with the first annual Automotive News World Expo, an international buy/sell trade fair scheduled for Aug. 24-27 at nearby Cobo Hall.

During a Monday morning session, Harbour will outline the steps that corporate and union management must take in the 1980s to meet the Japanese competitive challenge. On Monday afternoon, Weisel will describe the variety of sophisticated tasks that robots perform in the auto industry.

J. E. Harbour

W. K. Weisel

Harbour has spent 30 years in the automotive industry, 26 years of them as a manager or director in manufacturing, engineering and financial disciplines at Chrysler Corp.

As head of Harbour and Associates, he has been a leader in pointing out the huge advantages that the Japanese auto makers hold over their U. S. counterparts in the area of manufacturing costs.

While serving as director of corporate manufacturing engineering at Chrysler, Harbour directed capacity planning for 42 manufacturing plants, and long-range strategic planning and productivity improvement programs for all plants and divisions in the manufacturing group.

As division controller, Harbour had the responsibility for financial control of design, engineering, manufacturing and worldwide marketing and distribution of commercial products.

Weisel was elected president of Prab Robots in June of this year. Prab is a leader in the field of industrial robots and claims to have the second largest installed base of robots in the world.

He served in the U. S. Navy with responsibility for rocket and computerized warfare systems and served in President Kennedy's People-to-People program for three years.

Later, Weisel joined Cincinnati Milacron, Inc., where for 10 years he held management positions in sales, engineering, service and systems engineering. His last position there was national sales manager of the Electronics Systems Division, which manufactures a full line of NC/CNC controls, mini-computers and peripheral equipment, as well as computer business systems.

In 1972, he went to work for Unimation, Inc., another leading robot manufacturer, as operations manager in charge of sales, application engineering and service. He held that post until joining Prab in 1977.

Weisel is currently president of Robotics International, a society dedicated to the advancement of robotics. In addition, he is first vice president and president-elect (1983) of the Robot Institute of America, the U. S. robot manufacturers' trade association.

One of the highlights of the World Congress will be a Tuesday Evening Gala, to be held Aug. 23. The Gala is open to both non-registrants and registrants. It will feature two speakers, a cocktail reception, a three-course dinner and a cash bar.

The registration fee for the entire World Congress is $490 per person, with a $100 deposit required. Either the full fee or the deposit must accompany the registration.

The fee includes access to 34 sessions, including the Tuesday Evening Gala, a workbook, three dinners, two luncheons, scheduled cocktail receptions and entry to World Expo.

Tickets to the Tuesday Evening Gala are available in advance on a first-come, first-served basis. Individual tickets or tables for 10 people can be reserved at $30 per person.

Exhibitors and visitors at World Expo who wish to attend the World Congress are required to pay the $490 registration fee.

For additional information, contact Cynthia Radom, director of special projects at Automotive News, 965 E. Jefferson, Detroit, Mich. 48207. Phone: (313) 567-9520.

To send a request by TWX call: 810-221-5122 AUTNEW.

Laus appointed Fram president

SOUTHFIELD, Mich. — Andre A. Laus will become president and chief operating officer of Fram Corp., a Bendix Corp. subsidiary, effective Sept. 13.

Laus will be nominated a corporate vice president at the September meeting of the Bendix board of directors. He will report to Fram Chairman, Paul F. Hartz, until Jan. 1, 1983. At that time, Laus will become chief executive officer, and Hartz will continue as chairman.

Laus has been with Federal-Mogul Corp., Southfield, as vice president and group executive, responsible for worldwide automotive aftermarket operations.

New quarters

CONCORD, N. H.—Grappone Subaru has moved into a new sales/service facility.

Ford deal closes

NAPPANEE, Ind. — Bob's Ford, Inc., has terminated its Ford and Mercury franchises and is selling its equipment and furnishings at auction.

SEVENTH ANNUAL
Automotive News World Congress
August 22-25, 1982, Westin Hotel, Detroit

PLEASE REGISTER ME TODAY.
Enclosed is a check for $_____ payable to AUTOMOTIVE NEWS WORLD CONGRESS.

☐ $490 registration fee per person
☐ $100 deposit per person to guarantee a reservation, balance payable when invoiced
☐ Please send me Tuesday Evening Gala information

Name_____
Title_____
Company_____
Phone ( )_____ Telex_____
Address_____
City_____ State_____
Country_____ Zip_____

REGISTER BY PHONE — CALL COLLECT
(313) 567-9520, ASK FOR CYNTHIA RADOM,
Director, Special Projects

(Please send checks to Automotive News World Congress, 965 East Jefferson, Detroit, MI 48207). AN '82

July deliveries show gain of 7.3 percent

7-month Big 3 truck sales up 16 pct.

Continued from Page 16

dealers sold 11,313 S-10 compacts, bringing the seven-month total to 111,089 units. July sales of the Ford Rangers totaled 8,386 units, lifting the January-July count to 54,130.

Dodge and Plymouth dealers sold 20,886 new light trucks in July, an increase of 30 percent over last year's 16,070. The seven-month total was up 29.8 percent to 152,368 units, compared with 117,374 a year ago.

Dodge dealers sold 2,018 Japanese-built Ram 50 compacts during the month, up from last year's 1,755. Through July, the count was 20,148, compared with 17,601 in the like period in 1981.

Sales of the imported Plymouth Arrow compact in July dropped from 570 in 1981 to 431 units, while the seven-month total slipped to 3,821 units, compared with 5,889 last year.

GMC dealers retailed 20,836 new trucks during the month, including 3,216 S-15 compacts, an increase of 46.1 percent over the year-earlier 14,264. Through July, the count was 145,086, including 23,895 S-15s, up 34.2 percent over last year's 108,092 units.

Sales of four-wheel-drive Jeep vehicles during the month dropped 16.1 percent, from 6,658 units a year ago to 5,585. The seven-month count, however, was up slightly to 37,741 units, compared with 37,510 in 1981.

Volkswagen compact-pickup sales were down drastically for both the month and the January-July period. In July, dealers sold 807 units, off 67 percent from the year-earlier 2,447. The seven-month total was off 61 percent to 7,936 units, compared with 20,348 last year.

Toyota dealers retailed 12,159 compacts during the month, off 2.7 percent from the year-ago 12,501. Through July, 76,503 units had been sold, a decline of 4.3 percent from last year's 79,948.

Sales of the Datsun compact also were down for both July and the seven-month period. In July, 9,162 units were sold, off 4.6 percent from last year's 9,602. Through July, the total was down 24.7 percent to 53,359 units, compared with 70,889 in 1981.

Mazda dealers retailed 4,170 compacts during the month, up 193.7 percent over last year's 1,420, while the seven-month total of 22,228 units was 132.5 percent higher than the year-ago 9,559.

During the month, Isuzu dealers sold 1,686 compacts, up 16.8 percent over last year's 1,443. Through July, the count was 10,285, a gain of 169.3 percent over the year-earlier 3,819 units.

Big Three July, year-to-date truck sales

	July 1982	July 1981	Year to date 1982	Year to date 1981
Ford				
Vans	9,548	11,002	73,336	64,555
Club Wagon	3,343	1,870	20,378	15,304
Ranger	8,386	.....	54,130	.....
Courier	2,785	4,696	20,695	39,350
Bronco	2,496	3,062	24,858	20,243
Conventional Pickups	28,338	34,206	256,363	272,061
Mediums/Heavies	3,914	5,938	27,899	31,136
Chevrolet				
Vans	8,851	8,238	61,911	54,102
Sportvan	1,241	1,192	9,992	8,730
S-10	11,313	.....	111,089	.....
LUV	1,300	3,936	15,444	43,340
El Camino	1,670	2,893	12,991	20,862
Blazer	1,358	1,963	17,152	13,231
Suburban	1,815	1,945	17,933	13,217
Conventional Pickups	26,844	32,647	239,379	253,902
Mediums	1,749	2,051	9,758	14,015
Chrysler				
Vans	5,766	5,096	37,392	30,193
Voyager	383	372	3,194	3,061
Ram Wagon	2,679	1,888	18,604	12,549
Rampage	1,170	.....	10,651	.....
Arrow	431	570	3,821	5,889
Ram-50	2,018	1,755	20,148	17,601
Trail Duster	.....	91	244	1,037
Ramcharger	945	429	6,936	3,218
Conventional Pickups	7,494	5,869	51,378	43,826
GMC				
Vans	2,804	2,274	17,384	14,373
Caballero	205	306	1,681	2,760
S-15	3,216	.....	23,895	.....
Jimmy	599	445	4,546	2,896
Suburban	703	496	6,065	2,935
Conventional Pickups	9,462	7,763	67,283	62,555
P models	556	261	2,322	2,168
Mediums	2,302	1,767	15,598	13,190
Heavies	989	952	6,312	7,215

Big fuel savings seen with wider use of twin trailer

Continued from Page 16

Alabama, Connecticut, Georgia, Maine, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia and West Virginia, as well as the District of Columbia.

He congratulated the states of Mississippi and Tennessee, which recently passed legislation allowing the 65-foot twins to operate in those states effective July 1.

He added that the 17 states that joined in the Multistate Reciprocity Agreement, which allows interstate motor carriers to pay fees in one of those member states only, was an example of the cooperation that leads to an efficient transportation system.

Electronic dash has bright future, Bendix says

Continued from Page 16

alarm if the engine overheats, or oil pressure drops too low, for example.

Punch-up, in which finger keys are pushed to order a display of information, such as engine temperature or oil pressure.

Continuous, which offers a continuous stream of data displayed on key functions.

While the experimental panel performs eight functions, future versions are expected to offer 20 or more.

Functions the system currently performs include monitoring primary and secondary pressures in the air-brake systems, oil pressure, water temperature, exhaust-gas temperatures in turbocharged diesels, fuel level and battery voltage.

Among the functions expected to be added are hydraulic pressure in power-steering systems, oil levels, brake-application pressure and fuel-consumption rates.

"Truck drivers and off-highway equipment operators of the future will be able to call up information from the computer on mileage or potential maintenance problems so they can track servicing requirements more carefully and keep track of performance levels for key vehicle systems," said Rini.

factories list auction dates

American Motors

August 18—Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

August 19—Minneapolis North Star Auto Auction, Shakopee, Minn.; Fredericksburg Auto Auction, Fredericksburg, Va., and Evansville Auto Auction, Evansville, Ind.

August 20—Concord Auto Auction, Acton, Mass.

August 25—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

August 26—Minneapolis North Star Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

August 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 17—Dallas Auto Auction, 4226 E. Main, Dallas.

Aug. 19—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Aug. 25—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Used car sales
Auction Averages

August to date	$4,916
Month ago	$4,759
Year ago	$4,669

Model breakdown
Auction Averages

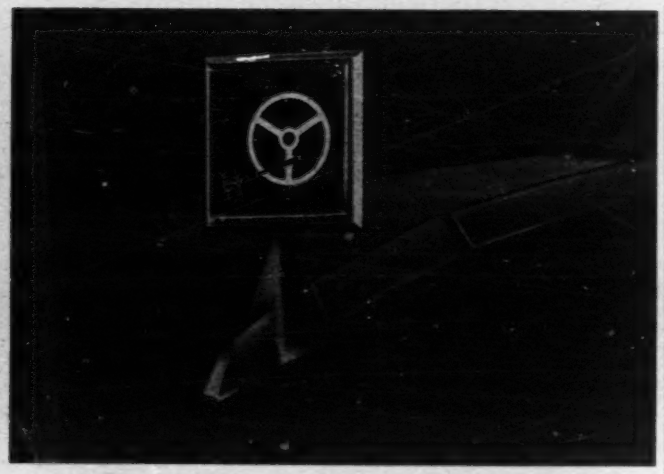
	AUGUST TO DATE	JULY	JUNE
1982	$9,015	$9,371	$9,646
1981	6,580	6,824	6,892
1980	5,334	5,377	5,367
1979	4,769	4,823	4,768
1978	3,935	3,872	3,637
1977	3,028	2,935	2,950
1976	1,957	2,103	2,041
1975	1,300	1,686	1,415
Overall Average	$4,916	$4,885	$4,708

Police choose Pontiac cruisers

Two 1982 Pontiac Bonneville sedans were purchased recently by the Salisbury Township (Pa.) police department from Knopf Pontiac in Allentown, Pa. Knopf president David Helmer, right, hands keys to the new cruisers to police chief Charles Turner Jr.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.



The emblem dealers look for.

To America's used car dealers, it's every bit as prestigious—and represents every bit as much profit potential—as the hood ornaments of the world's classiest cars.

It's the symbol of the Manheim Auctions System.

Why this universal respect? Because Manheim gives buyers the industry's best selection of cars, its most comprehensive support services, and its most proven skills. Because Manheim gives sellers unrivaled expertise and professionalism in the vital inventory regulation process.

Because Manheim has given everyone fair and **equal treatment** each and every sale day—for 37 years.

Look for the Manheim emblem. That's where you'll find your area's smartest dealers.

Send for our free brochure today.

MANHEIM AUCTIONS, P.O. BOX 6687, LANCASTER, PA. 17604 Phone (717) 569-4561

1 MANHEIM AUCTION, Manheim, Pa. 17545 Sale Friday. Phone 717/665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505 Sale Wednesday. Phone Bordentown 609/298-3400—Camden 609/962-6700—Philadelphia 215/923-1080
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401 Sale Thursday. Phone 703/898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127 Sale Wednesday. Phone 816/241-2814
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802 Sale Wednesday. Phone 813/984-1561
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272 Sale Thursday. Phone 404/762-0211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261 Sale Tuesday. Phone 919/869-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044 Sale Wednesday. Phone 412/443-7211 Pittsburgh 412/361-6300
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108 Sale Wednesday. Phone Caledonia 414/835-5438 Chicago 312/235-3823
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761 Sale Tuesday. Phone 305/656-0300
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706 Sale Thursday. Phone 209/268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92803 Sale Wednesday. Phone 714/956-2400
15 AMERICAN AUTO AUCTION, Wayland, Mass. 01581 Sale Tuesday. Phone Boston 617/329-4055 or 329-4056 — Walpole 617/668-6139

CCX Dealer Financing, A Service of Cox Broadcasting Corporation, Atlanta, GA

LEADING THE INDUSTRY SINCE 1945

MICHIGAN

WEDNESDAY 11:00 a.m.

ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars

4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION

3711 WESTERN RD. FLINT MICHIGAN 48506 PHONE (313) 736-2700

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-694-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. No registration fee unless car sold. 516-968-8844.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
(Chrysler Plymouth Dodge Dealers Only)

CHRYSLER SALE
AMC SALE
Approximately 200 Units Each
Tuesday, August 24, 1982
10 A.M.

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

Advertise in Automotive News for Quick Action

Matrix 3 offers Corolla convertible

Matrix 3, of Costa Mesa, Calif., has introduced a convertible conversion for the Toyota Corolla that includes a 30-second push-button power top and integrated chassis and body reinforcement. It retains rear-seat and luggage space. The conversions carry a 12-month/12,000-mile limited warranty.

Court says negotiated settlement instead of recall is OK

DOT upheld on Ford transmissions

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The decision by former Transportation Secretary Neil Goldschmidt to negotiate a settlement with Ford Motor Co. over millions of vehicles that allegedly slipped unexpectedly from Park to Reverse instead of trying to force the company to recall and repair or replace was within his discretion, the U. S. Court of Appeals for the District of Columbia has ruled.

The Appeals Court upheld an earlier decision by Federal Judge Oliver Gasch.

The Center for Auto Safety, which had sued the government in March, 1981, is not expected to appeal. There remain, however, numerous individual liability suits against Ford and one class action still pending in a D.C. court.

Roger Maugh, Ford auto safety director, said, "Naturally, we are pleased with the Appeals Court's decision.

"As we have maintained from the outset of the investigation, there is no defect in the design or operating characteristics of Ford vehicles equipped with automatic transmissions. Ford has always believed that its settlement with the U. S. Department of Transportation was proper."

The NHTSA investigation started in October, 1977, and involved some 23 million vehicles and five major kinds of automatic transmissions. It lasted 2½ years and resulted in a June, 1980, initial finding of a safety-related defect.

The extensive investigation—over 382 cubic feet of documents—found some instances of similar problems with automatic transmissions from other car makers and involved to some extent human error, but it concluded that the failure for Ford vehicles was much greater than for other vehicles and was the result of unique Ford characteristics.

• Ford changed design of its gearshift lever fastener for 1981 models, but, throughout, the company steadfastly maintained that its earlier vehicles were not defective in this area. The company also claimed that adverse publicity had stimulated reports of alleged slipping and inflated their numbers.

In October, 1980, then NHTSA chief Joan Claybrook wrote a memo to Goldschmidt saying that subject to his approval, she intended to make a final determination of defect. Goldschmidt neither approved nor disapproved, but after the election he asked his general counsel to start negotiating for a settlement with Ford.

Thomas Allison, once general counsel but then acting secretary after Goldschmidt's retirement, did just that, requiring Ford to send letters informing owners of NHTSA's initial finding and enclosing self-sticking warning labels reminding drivers to place the transmission securely in Park, shut off the engine and set the parking brake.

The agreement with Ford also said the government did not agree with Ford's position on the merits and reserved the right to take further action later "if warranted by subsequent developments."

The Center for Auto Safety's court challenge — first defeated last October in District Court — argued that the DOT Secretary lacked authority to settle a defect investigation short of "repair, replacement, or refund of purchase price."

But the three-judge panel of the Circuit Court said the law requires a final determination before the remedy-without-charge section applies. Such a second determination means a hearing and a further evaluation and accepting the center's arguments that these remedies are tolled with the initial determination "would lead to unreasonable results," the court said.

A DOT recall order is not self-enforcing, the court said, and taking Ford to court would mean a trial de novo, and a trial and appeal in such a complicated case "would probably last well over four years and involve huge expenditures of time and money."

The Appellate Court said it thinks it unreasonable to assume that Congress meant to restrict the Department to an "all or nothing" approach—that is, either dropping a case or litigating to the end.

The center also challenged the Secretary's choice of remedy as an abuse of discretion on grounds it would not be effective. But the Appellate Court, agreeing with the District Court, said the Secretary did not act arbitrarily.

First, it noted, the existence of a defect was not "conclusively established" and citing an affidavit of Lynn Bradford, NHTSA's enforcement official, "major new investigative efforts" would have been needed and even then, he could not have been sure of a final determination.

Second, had a final determination been made, Ford would have fought it, the government would have had a hard time in proving the defect because of the factor of driver interaction with the vehicle and even if the government won, it would have taken about four years during which time some six million of the affected vehicles would have been junked.

Third, said the court, the Ford investigation was causing an enormous drain on NHTSA's resources.

In light of those factors, the court concluded, the decision to settle was not irrational or arbitrary.

"Any experienced lawyer can cite cases in which stubborn litigants lost everything when they might have settled for at least part of the relief demanded," the court said.

As for the center's argument that no evidence exists to show the letters and safety labels are effective, the court notes, "No remedy, of course, can be absolutely effective," although in some instances the letters and labels should help.

Besides, the court said, even if a recall were mandated — according to Claybrook's own memo — only about half of them would be fixed. Besides, the agreement with Ford means the government is still monitoring the problem and could take additional action.

Oakleaf offers computer to aid dealer sales staff

LOS ANGELES. — A new computer system designed to aid dealership sales personnel will be introduced by Oakleaf Computers Aug. 18-19 at the Westin South Coast Plaza Hotel in Costa Mesa, Calif. Dealers are invited to attend the showing.

Called the NP-16, the new system is offered with six programs that computerize sales functions previously administered manually. Among the software packages are three that aid management and three that can be used as sales tools.

The management programs are a prospect followup file that lists showroom visitors, an inventory control program that shows all vehicles in stock as well as each unit's floorplan cost and an information program on sales performance and F&I penetration.

The three sales-tool programs are a gasoline mileage comparison that allows the salesman to show the prospect how much in fuel costs can be saved with a new car, a dealer-installed-option program that automatically adjusts the deal to reflect any accessories the customer may want and a leasing package with instant credit checking.

Oakleaf Computers is based in Panorama City, Calif.

Industry has 1,377,130 new cars on hand Aug. 1

Domestic inventory up to 83 days

Continued from Page 1

than a month earlier. But subcompacts were still in heaviest supply among the market segments at 100 days, down from 103 days July 1.

The industry had a 74-day supply of luxury cars, down from 78½ days a month earlier.

Compacts were in 84 days supply Aug. 1, up from 74 a month earlier, while intermediates climbed during July to 86 days from 77.

The leanest segment was still standards at 57 days, up from 53½ days a month earlier.

The Aug. 1 inventory was divided this way by market segment: Subcompact, 28.42 percent; compact, 23.43 percent; intermediate, 31.10 percent; standard, 10.83 percent, and luxury, 6.22 percent.

A month earlier, the inventory was divided as follows: Subcompact, 29.04 percent; compact, 22.39 percent; intermediate, 30.44 percent; standard, 11.03 percent, and luxury, 7.10 percent.

• The Aug. 1 days-supply figures by market class were:

Subcompact — Escort, 58; Lynx, 63; Eagle SX/4, 66; TC3, 88½; Horizon, 92; Omni, 94; 024, 100; EXP, 104; LN7, 108; Rabbit, 110; Chevette, 117; Spirit, 127; Cavalier, 162; T1000, 171; Skyhawk, 195; J2000, 209, and Firenza, 218.

Compact — Concord, 38; Camaro, 44; Firebird, 63; Zephyr, 65; Eagle, 66; Reliant, 75; Fairmont, 82; Aries, 82½; Mustang, 104; Skylark, 105; Omega, 117; Citation, 119; Capri, 135, and Phoenix, 144.

Intermediate — Gran Fury, 26½; New Yorker, 46; Cutlass four-door, 51; Diplomat, 55; Malibu, 57; Cougar, 61; Cutlass two-door, 62; Regal two-door, 71; Grand Prix, 72½; Granada, 73; Regal four-door, 74½; Monte Carlo, 75½; Cordoba, 77; Bonneville, 77½; LeBaron, 91; Mirada, 97; XR-7, 99; Thunderbird, 101; Dodge 400, 122; Ciera, 128; Celebrity, 178; Century, 179, and Pontiac 6000, 253.

Standard — Olds 88, 44; Olds 98, 46; Mercury, 50; LeSabre, 57½; Ford, 62; Electra, 69, and Chevrolet, 70½.

Luxury — Cadillac, 59; Lincoln, 69; Toronado, 70; Eldorado, 71; Riviera, 77; Continental, 88; Mark VI, 95; Cimarron, 112; Seville, 130; Corvette, 142½, and Imperial, 150.

Import stockpile slips to 56 days; some lines short

Continued from Page 1

were in short enough supply to affect sales.

The inventory of Japanese-built new cars in the U. S. totaled 283,566 Aug. 1, a 45½-day supply, down from 292,293 a month earlier, a 48-day supply.

Japanese nameplates and their day-supply figures were: Honda, 27; Toyota, 29; Mazda, 52; Datson, 58½; Subaru, 45, and Isuzu, 167. In addition, Chrysler Corp. had a 97-day supply of Mitsubishi-built cars, including Challenger, 83 days; Colt, 88 days; Champ, 97 days, and Sapporo, 138 days.

The stockpile of West German-built cars totaled 85,597, a 112-day supply, compared with 86,185 a month earlier. The higher July 1 figure, however, was a 106-day supply.

• German nameplates and their Aug. 1 days-supply figures were: Mercedes-Benz, 29; Porsche, 34; BMW, 47; Audi, 168, and Volkswagen, 221. VW sales had a 110-day stockpile of U.S.-built Rabbits, for a total inventory of 156 days.

Inventories of other European lines included: Volvo, 61; Jaguar, 62; Saab, 76; Peugeot, 100; Fiat, 117; Renault, 130, and DeLorean, 264.

Days-supply figures for new imported pickup trucks Aug. 1 were: Mazda, 65; Toyota, 95; Ford Courier, 154; Datsun, 155; Isuzu, 174; Chrysler/Mitsubishi, 209, and Chevrolet LUV, 280.

New-car inventories

	Aug. 1, 1982	July 1, 1982	Aug. 1, 1981
Spirit	127	70	117
Concord	38	66½	37
Eagle	66	70½	124
Eagle SX/4	66	48	124
AMERICAN MOTORS	58	65	66
Horizon	92	72	93
TC3	88½	93	93
Reliant	75	74½	89
Gran Fury	26½	50	30½
Plymouth	73	74	90
LeBaron	91	97	55
Cordoba	77	91	79
New Yorker	46	56	—
Chrysler	72	80½	62
Imperial	150	110	123
Omni	94	93	111
024	100	97	111
Aries	82½	87	100½
Dodge 400	122	147	—
Diplomat	55	63	45
Mirada	97	99	92½
Dodge	89	93	97
CHRYSLER CORP.	79	83	90
Escort	58	75	78
EXP	104	103	78
Mustang	104	98	100
Fairmont	82	61	92
Granada	73	73	110
Thunderbird	101	92	112
Ford	62	59	66
Ford	72	75	84
Lynx	63	71	80
LN-7	108	102½	80
Capri	135	137	91
Zephyr	65	59	77
Cougar	61	69	74
XR7	99	93	98
Mercury	50	51	58
Mercury	50	71	78
Lincoln	69	61	95
Continental	88	84	—
Mark VI	95	81	109
Lincoln	78	74	104
FORD MOTOR CO.	71	75	83
Skyhawk	195	150	—
Skylark	105	77	93
Century	179	116	—
Regal 4-door	74½	60	68½
Regal 2-door	71	65	116
LeSabre	57½	52	72½
Electra	69	63	79
Riviera	77	74	79
Buick	95	77	91½
Cimarron	112	164	58
Seville	130	127	141
Cadillac	59	67	86
Eldorado	71	83	100
Cadillac	68	77	89
Chevette	117	147	84
Cavalier	162	143	87½
Citation	119	118½	100
Camaro	44	40	88½
Malibu	57	51	89
Celebrity	178	134	—
Monte Carlo	75½	80½	130
Chevrolet	70½	61	93
Corvette	142½	115	80
Chevrolet	93	89	91
Firenza	218	171	—
Omega	117	89	107
Ciera	128	98	—
Cutlass Sup. 4-dr.	51	46	66
Cutlass Sup. 2-dr.	62	50	90
Olds 88	44	44	57
Olds 98	46	43	54
Toronado	70	79	81
Oldsmobile	70	61½	76½
T-1000	171	164	83
J-2000	209	167	87
Phoenix	144	120	135
Firebird	63	29	85
Bonneville	77½	61	102½
6000	253	183	—
Grand Prix	72½	62	124
Pontiac	117	86	98
GENERAL MTRS.	90	79	89
VOLKSWAGEN	110	105	113
TOTAL	83	78½	87½

21 plants affected last week; 69,179 cars built

Changeovers trim auto production

By Patricia Hoffman
Staff Writer

The 1983 model-changeover period is taking its toll on auto production as seven more facilities were idled last week, bringing the total to 21 U. S. assembly points down for at least part of the week. For the fourth consecutive week, output was below that of the prior week.

Last week, the auto makers scheduled 69,179 units, down 8.68 percent from the previous week's 75,756, and down 27.78 percent from 95,785 in the comparable 1981 week.

So far this year, the manufacturers have assembled 3,258,535 cars, down 23.98 percent from last year's 4,286,522.

Breakdown for last week by company was: General Motors, 70.50 percent; Ford Motor, 19.02 percent; Chrysler Corp., 7.01 percent and American Motors, 3.47 percent.

Volkswagen of America was idle last week (Aug. 9) for changeover. The Westmoreland facility, down since Aug. 2, is slated to return in September.

There were five GM assembly points idled last week for changeover.

GM's Wilmington point closed Friday (Aug. 13) with operations scheduled to resume Sept. 17; the GM Willow Run facility was idled last Wednesday (Aug. 11) and is slated to return next week (Aug. 23); Tarrytown, down last week, will be back Aug. 25; Doraville, idled Aug. 11, is slated to return today (Aug. 16), and Baltimore, down last week, is scheduled to return today.

Also idled last week for changeover were Ford's Dearborn and Lorain points. No start-up date was given for those plants.

Downtime — full or partial — continued last week at GM's Detroit, Framingham, Janesville, Lansing, Leeds, Linden, Lordstown and Pontiac points. Framingham, Janesville and Lordstown are slated to return today. Lansing returned last Tuesday (Aug. 10), and Linden resumed operations last Wednesday (Aug. 11). The others will be idle this week.

Ford's Atlanta, Chicago and San Jose points remained down last week. The Ford Metuchen and Louisville plants, both idled Aug. 2, resumed operations last week.

Chrysler's Belvidere and Newark points, both idle since Aug. 2, are slated to return next week.

The Chrysler St. Louis plant, which went down Aug. 2, resumed operations last week.

Canadian output dips again; two more plants finish runs

Canadian auto production last week was down 7.59 percent from the previous week's total as two more car plants were idled for model changeover.

Last week, the makers targeted 12,577 cars, down from 13,610 the previous week, but rose 52.15 percent above the 8,266 built in the comparable 1981 period.

Year-to-date, the car manufacturers have assembled 550,658 units, a 2.81 percent gain from 535,588 built at this time last year.

Truck production last week was planned at 8,943 units, up 25.48 percent from 7,127 the previous week, and a 20.79 percent gain from 7,404 in the comparable 1981 week.

So far this year, there have been 324,711 trucks completed, down 1.12 percent from 328,377 built in last year's year-to-date.

General Motors' Ste. Therese car facility ended 1982 production last Thursday, Aug. 12. Assembly of 1983 models is scheduled to begin today (Aug. 16).

Also at GM, the Oshawa (No. Two) point was down for the second week of changeover last week. Operations are expected to resume Wednesday (Aug. 18). The company's Oshawa (No. One) facility returned last week following model changeover.

Ford Motor's St. Thomas car plant was also idle last week for changeover.

Volvo's Halifax facility, which ended '82 production Aug. 2, is slated to resume operations next week (Aug. 23).

GM's Oshawa truck plant returned last Monday following one day of changeover downtime.

Second-shift operations were idled last Tuesday, (Aug. 10) due to a parts shortage at GM's Scarborough van facility. First-shift operations were also halted Wednesday.

Saab world sales increase 16 pct. for first half

NYKOPING, Sweden.—Worldwide retail sales of Saab cars during the first half of 1982 increased 16 percent, from 37,600 in 1981 to 43,600 in 1982, according to Sten Wennlo, chief executive of the Saab Car Division.

"Following production increases to meet the increased demand, we now expect to sell over 80,000 cars in 1982, which on an annual basis will represent an increase of about 10 percent," he said.

The Saab Turbo models now are responsible for about one-third of all Saab sales throughout the world.

In the U. S., where the Saab Turbos represent just over half of all sales, Saab retail sales set a one-month record in June with 1,707. Six-month sales of 8,713 were also a record.

On the Scandinavian markets, which account for about half of Saab's total sales, heavy increases were reported in Sweden, Norway, Denmark and Finland. In the Swedish home market, Saab sales rose about 25 percent over the same period in 1981, to a total of 14,800.

Sales rose 48 percent in Belgium and 28 percent in Italy.

Truck production rises for week; 32,905 scheduled

The return of two assembly points last week was enough to offset changeover downtime at four more plants and pull domestic truck production up 2.19 percent from the previous week's total.

The truck makers estimated 32,905 units last week, up from the previous week's 32,200, and up a substantial 29.38 percent from 25,432 in the comparable 1981 week.

So far this year, the manufacturers have assembled 1,265,897 trucks, a 15.47 percent gain from 1,096,281 built in last year's period.

Joining the model changeover lineup last week were three General Motors facilities and one Ford plant. They were GM Janesville, Lordstown (van) and Pontiac and Ford Kentucky.

Lordstown and Pontiac are both slated to return today (Aug. 16) while Janesville has scheduled 1983-model startup for Aug. 31.

There was no return date given for Ford's Kentucky plant.

GM's Moraine point, idled July 30, remained down last week. Operations are slated to resume today.

Also at GM, the Shreveport facility, which ended 1982 production Aug. 4, is slated to return this Friday (Aug. 20).

Chrysler Corp.'s Belvidere facility, idled since Aug. 2, is scheduled to return next week (Aug. 23).

Chrysler's Warren plant and Ford's Louisville facility, both down for changeover since Aug. 2, resumed operations last week.

Volkswagen of America's Westmoreland point, which closed June 28 for changeover, is scheduled to return in September.

U. S. CAR PRODUCTION

	Week Ended Aug. 14, 1982	Week Ended Aug. 15, 1981	Week Ended Aug. 7, 1982	Aug. to Date	Jan. 1 to Aug. 15, 1981	Jan. 1 to Aug. 14, 1982
AMERICAN MOTORS	2,400*	3,150*	2,456*	4,856*	83,272*	41,211*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	4,850	9,589	1,811	6,661	516,298	359,714
Plymouth Total	1,950	5,004	621	2,571	266,873	148,127
Horizon	.....	2,989	.....	.....	102,525	46,460
Reliant	1,900	2,015	621	2,521	154,761	101,617
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	.....	50	.....	50
Gran Fury	.....	.....	.....	.....	9,448	.....
Chrysler Total	1,200	.....	534	1,734	22,098	69,801
LeBaron	1,200	.....	534	1,734	17,236	69,801
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	1,700	4,585	656	2,356	227,327	141,786
Omni	.....	2,627	.....	.....	89,087	43,771
Aries	1,100	1,958	437	1,537	121,914	76,650
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	600	.....	219	819	.....	21,365
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	13,156	24,658	14,991	28,147	872,132	699,376
Ford Division	6,977	17,061	7,865	14,842	595,632	440,764
Escort	3,921	7,087	.....	3,921	222,984	172,678
Fairmont	3,056	3,642	3,157	6,213	125,774	80,493
Must./Must. II	.....	3,237	2,588	2,588	108,137	81,665
Granada	.....	890	.....	.....	53,056	74,051
Thunderbird	.....	2,205	2,120	2,120	44,795	27,378
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	.....	.....	.....	4,499
L-M Division	6,179	7,597	7,126	13,305	276,500	258,612
Mercury Total	4,912	6,783	5,537	10,449	239,386	199,923
Lynx	2,555	2,440	.....	2,555	77,842	55,418
Capri	.....	819	1,468	1,468	37,614	22,566
Zephyr	800	978	1,113	1,913	38,348	26,812
Cougar	.....	356	.....	.....	27,040	35,953
XR-7	.....	1,060	1,145	1,145	19,885	9,472
Mercury	1,557	1,130	1,811	3,368	38,657	48,636
LN7	.....	.....	.....	.....	.....	1,066
Lincoln Total	1,267	814	1,589	2,856	37,114	58,689
Continental ('82)	249	.....	322	571	.....	12,263
Lincoln	561	374	765	1,326	18,086	26,675
Mark VI	457	440	502	959	19,028	19,751
GENERAL MOTORS	48,773	58,016	56,496	105,271	2,695,393	2,095,950
Buick Division	12,882	20,454	16,028	28,910	576,024	491,118
Skylark	1,768	5,882	3,977	5,745	175,810	93,135
Skyhawk J	.....	.....	.....	.....	.....	47,922
Century	1,748	.....	3,412	5,160	86,881	86,431
Regal	4,975	11,117	4,779	9,754	162,956	131,589
Buick	4,123	3,455	3,860	7,983	104,586	110,565
Riviera	268	.....	.....	268	45,791	21,476
Cadillac Division	369	1,038	221	590	173,663	139,370
Cimarron	.....	1,038	221	221	11,212	3,660
Seville	103	.....	.....	103	15,916	12,693
Eldorado	266	.....	.....	266	40,074	34,578
Cadillac	.....	.....	.....	.....	106,461	88,439
Chevrolet Division	19,402	22,042	23,352	42,754	1,012,415	677,697
Chevette	6,060	5,971	5,547	11,607	227,628	150,212
Cavalier	.....	4,282	1,613	1,613	55,416	55,191
Celebrity	200	.....	200	400	.....	41,077
Camaro	5,271	.....	4,963	10,234	87,694	146,447
Citation	2,400	4,654	4,377	6,777	239,820	118,808
Malibu	2,204	1,155	3,352	5,556	164,814	78,650
Monte Carlo	982	807	1,375	2,357	93,495	44,172
Chevrolet	1,685	4,675	1,692	3,377	122,690	24,730
Corvette	600	498	233	833	20,858	18,413
Oldsmobile Division	11,296	6,319	7,893	19,189	585,528	476,787
Omega	870	2,538	2,358	3,228	104,750	56,531
Firenza	.....	.....	.....	.....	.....	34,011
Cutlass	3,206	2,927	.....	3,206	275,741	122,842
Cutlass/Ciera	1,607	.....	1,788	3,395	.....	73,445
Oldsmobile	5,453	854	3,747	9,200	175,290	170,447
Toronado	160	.....	.....	160	29,747	19,511
Pontiac Division	4,824	8,163	9,004	13,828	347,763	310,978
Acadian†	.....	360	.....	.....	14,307	8,128
J2000	.....	3,427	.....	.....	39,713	27,438
T1000	1,203	2,286	1,802	3,005	52,475	27,045
Firebird	3,585	.....	3,290	6,875	43,468	89,047
Phoenix	.....	1,974	1,415	1,415	76,370	34,378
Grand Prix	.....	.....	1,558	1,558	69,227	50,108
Bonneville ('82)	36	114	939	975	114	50,064
A6000	.....	.....	.....	.....	.....	24,770
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	2	.....	.....	10,062	.....
VOLKSWAGEN	.....	347	.....	.....	117,983	60,121
CHECKER	.....	25*	.....	.....	1,444*	2,163*
Total Cars, U. S.	69,179	95,785	75,756	144,935	4,286,522	3,258,535

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 14, 1982	Week Ended Aug. 15, 1981	Week Ended Aug. 7, 1982	Aug. to Date	Jan. 1 to Aug. 15, 1981	Jan. 1 to Aug. 14, 1982
CHEVROLET	7,007	891	12,086	19,093	334,317	441,090
DODGE	2,100	2,236	.....	2,100	62,930	82,233
FORD	16,760	14,989	11,780	28,540	398,966	452,078
GMC	2,993	1,332	4,078	7,071	115,596	161,188
INTERNATIONAL	995	1,618	1,200	2,195	46,718	30,602
VOLKSWAGEN	.....	916	.....	.....	29,160	8,103
JEEP	2,000*	2,000*	2,006*	4,006*	64,188*	53,123
AM GENERAL	50*	50*	50*	100*	2,686*	1,480*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	41,720*	36,000*
Total Trucks, U. S.	32,905	25,432	32,200	65,105	1,096,281	1,265,897

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 14, 1982	Week Ended Aug. 15, 1981	Week Ended Aug. 7, 1982	Aug. to Date	Jan. 1 to Aug. 15, 1981	Jan. 1 to Aug. 14, 1982
CHRYSLER CORP.	2,469	2,422	1,717	4,186	50,389	63,465
FORD MOTOR	3,336	2,899	3,447	6,783	93,419	90,137
GENERAL MOTORS	2,878	1,821	1,754	4,632	177,432	163,952
INTERNATIONAL	260	262	209	469	7,137	7,157
Total Trucks, Canada	8,943	7,404	7,127	16,070	328,377	324,711
N. American Trucks	41,848	32,836	39,327	81,175	1,424,658	1,590,608

†—Now includes window van production. *—Estimated.
* Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 14, 1982	Week Ended Aug. 15, 1981	Week Ended Aug. 7, 1982	Aug. to Date	Jan. 1 to Aug. 15, 1981	Jan. 1 to Aug. 14, 1982
AMERICAN MOTORS	1,200	.....	1,220	2,420	20,779	18,548
CHRYSLER CORP.	4,087	1,380	3,652	7,739	31,257	103,454
FORD MOTOR	4,410	6,302	8,601	13,011	142,395	193,323
GENERAL MOTORS	2,743	584	.....	2,743	334,602	228,655
VOLVO	137	.....	137	274	6,555	6,678
Total Cars, Canada	12,577	8,266	13,610	26,187	535,588	550,658
N. American Cars	81,756	104,051	89,366	171,122	4,822,110	3,809,193
N. American Trucks	41,848	32,836	39,327	81,175	1,424,658	1,590,608
North American Cars and Trucks	123,604	136,887	128,693	252,297	6,246,768	5,399,801

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Only 23 lost in first half, despite all odds

Import dealer total holds steady

Continued from Page 1

and 7,247 on Jan. 1 — handle both imports and domestic cars.

Excluding the Chrysler captives, 27.3 percent of all import-car franchises were single-line dealerships at midyear. That was the highest total for any census in four years.

But the average is deceiving: Only 10.8 percent of the European-car franchises were single-line dealerships, and fully 45.8 percent of the Japanese-car dealerships were single-line stores. Those percentages changed only slightly from the start of the year.

When they do dual, the Japanese makes are most likely to dual with U.S. makes. The Europeans — with the exception of DeLorean and Renault — are prone to dual with other European makes.

About 65 percent of all the import franchises in the U.S. are Japanese cars, the latest census showed.

It also showed the number of import franchises increased by 437 during the half. (Because of dualing, there are more franchises than there are dealerships.)

• One of the big reasons for this increase was a change of policy at Chrysler Corp. Earlier, dealers signed separate franchise agreements for the Mitsubishi products, and not every Chrysler dealer carried the Japanese cars.

Now, there is no separate franchise agreement, and every dealer has access to the Mitsubishi lines. Even so, an increase in dualing of Chrysler-Plymouth and Dodge dealers meant there were actually fewer outlets carrying the Mitsubishi cars than when the year began.

For the first time since Chrysler began importing Mitsubishi cars for its dealers, the number of Plymouth dealers handling the Champ and Sapporo exceeded the number of Dodge dealers handling the sister cars.

That catapulted Champ/Sapporo into the leading spot in franchise totals. The No. 2 spot went to Colt/Challenger, followed by Renault, Datsun/Nissan, Toyota, Honda, Subaru, Mazda, Fiat and Audi.

Six months earlier, Mazda was ahead of Subaru in the rankings.

• Twelve import makes either set new records in franchise totals or tied old records. They are Champ/Sapporo, 2,562, up from 2,247 on July 1, 1979; Colt/Challenger, 2,474, up from 2,300 on July 1, 1979; Toyota, 1,095, up from 1,093 on July 1, 1981 and Jan. 1, 1982; Honda, 802, up from 801 on Jan. 1, 1982.

Also, Mercedes-Benz, 410, up from 409 on Jan. 1, 1980, Jan. 1, 1981, July 1, 1981, and Jan. 1, 1982; Porsche, 328, up from 327 on July 1, 1979 and Jan. 1, 1980; BMW, 398, up from 382 on Jan. 1, 1982; Rolls-Royce, 71, up from 67 on July 1, 1979, Jan. 1, 1981 and Jan. 1, 1982.

Also, Ferrari, 47, up from 43 on Jan. 1, 1982; Maserati, 36, tying a record set July 1, 1981; Isuzu, 198, up from 193 on Jan. 1, 1982, and Subaru, 769, up from 759 on Jan. 1, 1982.

All 12 of those record-breakers increased the number of dealerships since the year began. Four other makes did, too: Peugeot, up 5; Saab, up 3 and Volvo and Lotus, each up 1.

• Ten import makes registered losses during the first half. Lancia is no longer imported, meaning a loss of 141 franchises.

The others with losses were Fiat, down 29; Renault, down 19; DeLorean, down 10; Jaguar, down 9; Datsun-Nissan and Alfa Romeo, each down 4; Audi and Mazda, each down 3, and Aston-Martin, down 1.

Toyota had the most single-line dealerships — 699, or 64 percent of all its franchises. It was followed by Datsun/Nissan, with 662 single-line dealerships, for 60 percent of its total.

Other makes that have a strong single-line dealership network are Honda, 386 outlets, for 48 percent of its total; Subaru, 299 outlets, 39 percent; Mazda, 105 outlets, 13 percent; Fiat, 94 outlets, 20 percent; BMW, 85 outlets, 21 percent; Volvo, 84 outlets, 21 percent; Mercedes-Benz, 79 outlets, 19 percent, and Jaguar, 64 outlets, 30 percent.

IMPORT FRANCHISES

	July 1, 1982	Jan. 1, 1982
JAPAN	9,765	9,149
Champ/Sapporo	2,562	2,206
Colt/Challenger	2,474	2,225
Datsun/Nissan	1,101	1,105
Toyota	1,095	1,093
Honda	802	801
Subaru	769	759
Mazda	764	767
Isuzu	198	193
FRANCE	1,660	1,674
Renault	1,328	1,347
Peugeot	332	327
WEST GERMANY	1,561	1,544
Audi	425	428
Mercedes-Benz	410	409
BMW	398	382
Porsche	328	325
SWEDEN	713	709
Volvo	403	402
Saab	310	307
ITALY	679	840
Fiat	470	499
Alfa Romeo	126	130
Ferrari	47	43
Maserati	36	27
Lancia	0	141
UK	655	670
DeLorean	330	340
Jaguar	212	221
Rolls-Royce	71	67
Lotus	29	28
Aston Martin	13	14
MISCELLANEOUS	15	25
TOTAL FRANCHISES	15,048	14,361

Copyright, 1982, Automotive News

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1982

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
July 1, 1982	11,247

*—Alltime high
**—Revised
VW counted as domestic starting in 1982.

Copyright, 1982, Automotive News

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
July 1, 1982	25,189	−2.0%

Copyright, 1982, Automotive News

IMPORTED-CAR RETAIL OUTLETS

	July 1, 1982		Jan. 1, 1982	
Imported cars only				
Exclusives	2,738		2,703	
Duals	1,327		1,320	
		4,065		4,023
Import-domestic duals				
U. S. duals with captive imports	3,665		3,684*	
U. S. duals with other imports	3,517		3,563	
		7,182		7,247
		11,247		11,270*

*Revised.
Captive imports are Dodge—Colt and Challenger, and Plymouth—Champ and Sapporo.

Copyright, 1982, Automotive News

Concessions win new V-6 for Ford Lima engine plant

LIMA, O. — Ford Motor Co. will build a new V-6 engine for a new generation of front-wheel-drive cars at its Lima plant, according to John A. Betti, vice president, power train and chassis operations.

The plant could build 500,000 engines a year, providing jobs for 800 to 900 Ford hourly workers and about 150 salaried workers. Production could begin in 1985 for the 1986 car.

Betti said production of the engine depends on final approval of the new-car programs which would use the new V-6.

Workers at the Lima plant voted in late July to make work-rule changes to get the job. Ford had also offered the production to the Cleveland Engine Plant No. 2, but workers there voted down work-rule changes in June, forcing Ford "to look for an alternative," a company spokesman said.

"The work-practice changes agreed to by the union, the workers and the plant management are an important step in becoming competitive here in Lima," Betti said.

"But in one sense even more important than the specific changes agreed to and then ratified by the union membership, was the implicit declaration that this plant has joined together as a team to become more productive and, therefore, more competitive.

"It's clear that there is recognition here, that the only way to secure jobs . . . for workers and management alike — is to meet the competition head on."

Workers at Lima agreed to reduce the number of job classifications at the plant. They eliminated the tool and die welders, the gauge makers and the power tool repair classifications by attrition, according to Richard Ward, president, Local 1219. They also voted to combine the shipping and receiving checkers.

Former Texas GM dealer pleads guilty to mail fraud

WICHITA. — Former General Motors dealer Tony D. Moore pleaded guilty to five counts of mail fraud in U. S. District Court here.

The former Washington (Kans.) Chevrolet - Oldsmobile dealer and two former employes of Moore Motor Co. were indicted in May on fraud charges. They were charged with submitting fraudulent loan applications to General Motors Acceptance Corp. for vehicles already on lease contracts, netting more than $9 million.

One of the other employes, Brad Russell, also pleaded guilty to several charges of mail fraud. A sentencing date for Moore and Russell will be set at the end of August following a pre-sentencing investigation. Each mail fraud count carries a maximum penalty of a $1,000 fine and five years in prison.

Several additional counts of mail fraud and bank fraud against Moore and Russell were dropped in exchange for the guilty pleas.

A third co-defendant, Gregory L. Fell, was given a trial continuation. He was indicted on three counts of mail fraud. A court official said the U. S. Attorney's office is considering deferred prosecution with a one-year probationary program.

In 1981, Moore, 32, was sued by GMAC in an 11-count, $86 million suit arising from the fraudulent loan financing.

GMAC and Moore settled the suit in March this year when Moore admitted liability for a $9.7 million judgment and agreed to transfer all physical assets of Moore Motor Co. to GMAC.

The suit originally charged that Moore, his wife, and other associates defrauded GMAC of up to $35 million. Moore Motor Co., despite its rural location, was one of the largest sales volume dealerships in the state.

Its leasing operation, which extended into four states and touched some 20 others, was said to have been one of the 10 largest lease operations in the U. S.

Moore was the third generation to run the dealership founded by his grandfather 50 years ago.

Cleveland import deal sold to 3 employes

CLEVELAND. — One of the oldest import-car dealerships in the Cleveland area is being sold by Lee G. Seidman to three of his employes, Maurice Berlin, Richard Calder and Leon Sheperd.

Sale of Jaguar-Cleveland Volvo BMW, which had sales of $10 million last year, leaves Seidman, 50, with three other dealerships. They are Bedford Toyota-Volvo, Honda Cars of Cleveland and Porsche-Audi Motors. Seidman said sales last year for his outlets totaled $32 million.

Bob Sharp Datsun adds Ferrari franchise

DANBURY, Conn. — Bob Sharp Motors (Datsun) has added a Ferrari franchise.

The dealership sponsors a Datsun racing team with actor Paul Newman as the leading driver.

NHTSA eases rules for reports on fuel economy

WASHINGTON. — Effective immediately, NHTSA has simplified and shortened its semi-annual reporting requirements for vehicle makers on fuel economy. The agency is adopting the changes it proposed earlier because it believes it is no longer necessary to monitor the industry's progress toward greater fuel economy.

NHTSA will, however, continue to evaluate comments on its proposal — even though it has become a final rule — too see if there are other ways to reduce requirements even more.

But NHTSA disagrees with comments from two consumer groups which argued that the agency should continue to set standards for each model year.

One of the consumer groups, the Center for Auto Safety, has sued the government over its failure to set fuel-economy standards beyond those already in place.

Instead, NHTSA accepted the suggestion made by Ford Motor Co. to put the proposal in effect at once while seeking additional ways to lessen the burden on industry.

Cable not taking other media funds

DETROIT.—Contrary to some reports, Cable TV has not cut into any competing media budgets, Detroit ad managers say.

David C. Martin, senior vice president, broadcast media, Campbell-Ewald, summed up the consensus in saying: "Not one dollar (for cable) has come out of any other media budget."

Currently, it ranks near outdoor and direct mail at the low end of the priority list.

U. S. AUTO MARKET OUTLOOK: A COMPOSITE OF CALENDAR YEAR SALES FORECASTS

(IN MILLIONS)

	1982			1983			1984			1985		
	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total
Davis	8.2	2.5	10.7	9.0	2.7	11.7	10.0	2.9	12.9	10.5	3.0	13.5
Eisenberg	8.1	2.6	10.7	10.0	3.0	13.0	11.0	3.6	14.6	12.0	3.9	15.9
Hammond	8.0	2.5	10.5	9.3	2.6	11.9	10.4	2.9	13.3	10.8	3.2	14.0
Healy	8.2	2.6	10.8	10.2	3.0	13.2	11.6	3.6	15.2	11.6	3.6	15.2
Heinbach	8.0	2.6	10.6	9.5	3.0	12.5	10.5	3.3	13.8	11.5	3.5	15.0
Jouppi	8.0	2.6	10.6	9.1	2.9	12.0	10.2	3.2	13.4	11.5	3.2	14.7
Keller	8.0	2.6	10.6	9.3	2.8	12.1	10.3	3.0	13.3	.....	....	.....
Pochiluk*	8.2	2.3	10.5	9.8	2.8	12.6	11.1	3.2	14.3	11.1	3.1	14.2
COMPOSITE	**8.1**	**2.6**	**10.6**	**9.5**	**2.9**	**12.4**	**10.6**	**3.2**	**13.8**	**11.3**	**3.4**	**14.7**

*Note: The Pochiluk truck number is light trucks only and is not included in the composite. Totals may not add due to rounding.

Legend: Davis: Arthur G. Davis of Prescott, Ball & Turben Inc.; Eisenberg: David Eisenberg of Sanford C. Bernstein & Co. Inc.: Hammond: John Hammond of Data Resources Inc.; Healy: David Healy of Drexel Burnham Lambert Inc.; Heinbach: Harvey Heinbach of Merrill Lynch Pierce Fenner & Smith, Inc. Jouppi: Arvid Jouppi of Arvid Jouppi Associates, Inc. Keller: Maryann Keller of Paine Webber Mitchell Hutchins Inc.; Pochiluk: William R. Pochiluk Jr. of Chase Econometrics Inc.

Arthur G. Davis: "1983 sales could be 9.3 million if GM cuts small car prices a minimum of $500 by December and others follow."

David Eisenberg: "It will be a smooth recovery for cars. It will be a stretch to 10 million in 1982, I think, but our economist is even higher, he sees 10.5 million."

Forecast panel predicts 1983 auto sales upswing

By Edward Lapham
Financial Editor

It has not been a particularly good year for experts who make a living forecasting the auto market.

The stubborn U. S. economy, like an impudent child who refuses to do chores, has not helped. Crystal-ball gazing indeed has become a shadowy, if not hazardous, occupation.

The second annual AUTOMOTIVE NEWS survey of leading market forcasters finds views about the auto industry and its sales outlook relatively bullish, although there are a number of differences of opinion, as might be expected.

In the first survey one year ago (Marketing '82, Aug. 17, 1981) participants all over-estimated the sales outlook because of unforeseen stagnation of the nation's economy and the havoc it has wreaked in the motor trade.

In fact, for the current year, which the panel now forecasts at a composite 8.1 million car and 2.6 million truck sales, the composite view at this time last year was nearly 10.8 million car and 3.1 million truck sales.

Arthur G. Davis, analyst at Prescott, Ball and Turben, by way of his low-ball estimate last year, was closest. However, his 10 million unit car sales forecast likely will be about 25 percent too high. The high-end forecast for 1982 last year was 12.5 million car units by J. D. Power & Associates, which is not included in this year's panel. That forecast undoubtedly will miss the mark by more than 50 percent.

Even with this sort of distressing experience, the panel again has offered its forecasts for the next three years — confident, or perhaps just hopeful, that the U. S. economy will improve before long.

Six of the eight panelists are Wall Street analysts who routinely deal with issues and topics of greater scope than total sales forecasts. Model mix, market shares and a host of financial considerations generally take precedence over generating a straightforward market outlook.

Maryann N. Keller, Paine Webber Mitchell Hutchins, makes it clear she does not believe long-range forecasts are all that accurate or, for that matter, useful.

"Doing a long-range forecast much beyond the current year can be very dangerous because things can change quickly," Keller explains. "It's all too easy to hang yourself after even only a month.

"Forecasting, particularly economic forecasting, assumes that events in the future will happen like they did in the past, and that isn't necessarily true. We are in a period of change," she says.

In looking at 1983, the panel has a car sales range of 9 million to 10.2 million units with Davis again at the low end. David Healy, Drexel Burnham Lambert auto analyst, proposes the high number. The 1983 composite forecast for the entire panel is 9.5 million car sales.

U. S. auto makers themselves have become leery of public forecasting, except perhaps as year-end ritual. However, as a frame of reference for the AUTOMOTIVE NEWS panel, General Motors Vice President and Chevrolet Division General Manager Robert Stempel recently told a group of reporters he expects 1983 car sales to fall within a range from 8.5 to 9.5 million. Ford planners are working with a forecast of about 9.5 million units, AUTOMOTIVE NEWS sources say, while Chrysler Corp. planners are taking a more conservative approach, working with a forecast of about 9 million car sales.

All the forecasters agreed on one very basic tenet: The long over-due car sales recovery depends on a smooth economic recovery, but it is coming.

David Eisenberg, Sanford C. Bernstein & Co., sees a "smooth recovery" for cars in 1983. "It'll be a stretch to 10 million," Eisenberg says. "Our (company) economist is even higher. He sees 10.5 million."

Eisenberg says "trucks have had a pretty nice recovery already" and he expects "gradual" improvement beyond 1982.

Davis, a perennially cautious forecaster, explains his 1983 forecast this way: "1983 sales could be 9.3 million if GM cuts small-car prices a minimum of $500 by December and others follow. If not, it will be a slow recovery with sales of only about 9 million units." Of that total, Davis estimates 6.4 million will be domestics and 2.6 million imports.

William R. Pochiluk Jr., Chase Econometrics, agrees that pricing is important. "A slow recovery has been built-in by the auto manufacturers," Pochiluk suggests. "A robust recovery is not possible because of the manufacturers' desire to get well quickly by improving their margins through price increases. They've been very sick and they need help."

Pochiluk, one of the two econometricians on the panel, has a higher 1983 forecast than Davis, however, at 9.8 million units.

John Hammond, Data Resources Inc., is the other econometrician on the panel. He agrees there will be a cyclical recovery over the next three years, but his outlook for 1983 is slightly different than Pochiluk's.

"The recovery will be more modest than in previous years," says Hammond, who pegs 1983 car sales at 9.3 million units. "Consumer balance sheets are in incredibly good shape, except as impacted by inflation. The question is not if the consumer will be able to come back into the market but if he has the willingness to come back in," he says.

Hammond believes larger domestic models will lead the auto recovery.

Keller's 9.3 million-unit car forecast for 1983 is in line with Hammond's, although her 2.6 million-unit truck forecast is stronger than Hammond's 2.6 million outlook.

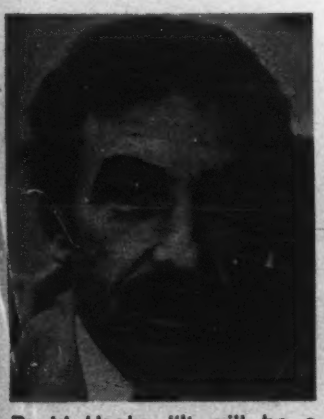
Healy, the high forecaster for 1983 and 1984, is straightforward about his relatively optimistic outlook. "It will be a fairly classical cyclical recovery once it gets started, right through 1985 where there may be a flat spot," he says. "I'm fairly bullish about the prospects for recovery."

While there is general agreement that sales will improve consistently through 1985, Healy's "flat spot" is not a consensus.

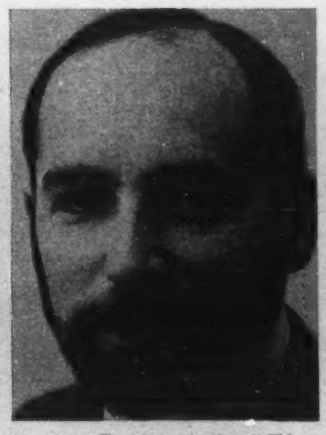
Arvid Jouppi, Arvid Jouppi Associates, at 9.1 million units for 1983, is on the conservative side but still optimistic. "The next five-year period, from 1982 to 1986, will be a good period with total U. S. car and truck sales of about 64.4 million units compared with 66.6 million units in the preceding period," Jouppi says. "It will be a flatter cycle but generally up through 1985. There will be a modest down cycle in 1986, but not a precipitous fall."

Harvey E. Heinbach, Merrill Lynch Pierce Fenner & Smith, at 9.5 million car sales for 1983, expresses a slightly different view: "The U. S. car market is near the start of a three-year up-cycle which will continue through 1985, assuming there is a consistent economic recovery. In 1986 it will drop like a rock. We need a significant drop in real interest rates — that's the

Continued on Page E-6



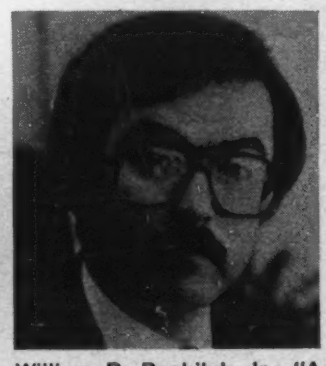
David Healy: "It will be a fairly classical cyclical recovery once it gets started, right through 1985 where there may be a flat spot. I'm fairly bullish about the prospects for the recovery."



Harvey E. Heinbach: "The U. S. car market is near the start of a three-year up cycle which will continue through 1985, assuming a consistent economic recovery."

Arvid Jouppi: "The next five-year period, from 1982 to 1986, will be a good period with total U. S. car and truck sales of about 64.4 million units compared with 66.6 million the preceding 5 years."

Maryann N. Keller: "Doing a long-range forecast much beyond the current year can be very dangerous because things can change quickly. It's all too easy to hang yourself after even only a month."

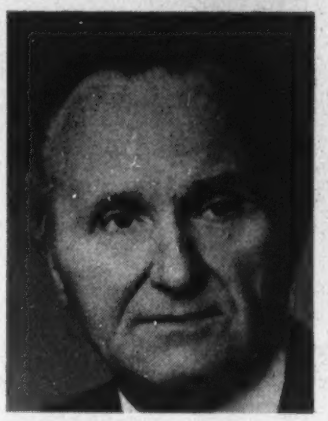


William R. Pochiluk Jr.: "A slow recovery has been built-in by the manufacturers. A robust recovery is not possible because of the manufacturers' desire to get well quickly by improving their margins through price increases."

View from the top

The view from the top of an auto company's marketing organization is far-reaching—scanning sales, advertising and merchandising, as well as marketing. In the following articles, Industry Editor Al Fleming focuses in on that high-level view from the vantage point of five Detroit area-based auto companies and their top marketing/sales executives: General Motors—Robert D. Lund, vice president-sales and marketing staff; Ford Motor Co.—Philip E. Benton Jr., vice president-sales operations, North American Automotive Operations; Chrysler Corp.—John K. Givens, vice president-marketing, sales and marketing group; American Motors—Joseph E. Cappy, vice president-marketing group; Volkswagen of America—Peter Weiher, executive vice president-sales and marketing, and James R. Fuller, vice president, Volkswagen Division.

GM
Robert Lund



Robert Lund

DETROIT.—Problems are opportunities to Robert D. Lund, and General Motors abounds with both as the 1983 model year draws near.

Lund, promoted from general manager of Chevrolet Division to vice president in charge of GM's marketing staff six months ago, hardly has dipped his feet in the corporate waters after years working at the operating level in sales posts, then as general manager of Cadillac and Chevrolet.

From his new position, the renowned super optimist sees things this way as marketing coordinator of the No. 1 auto maker in the world:

• There still is a way to go before Americans gain the confidence to buy cars in numbers that satisfy auto makers. "Overall economic circumstances haven't changed much this year; we still face the problem of generating consumer confidence," he stresses.

• GM has failed to cash in on its huge new-product investments during the 1980s. "It's difficult to understand our not penetrating the marketplace in view of the investment in new vehicles we've brought out," he says.

• The pendulum is swinging toward performance and pizzazz and away from fuel economy. "The automobile business lives a life of cycles. We've swung to fuel economy, now back to performance, and the end result probably will be somewhat of a compromise," he says.

• Trying to outsell Japanese imports by offering fully equipped small cars has proved futile. "I guess the market is just not ready for a fully equipped domestic product," he concedes.

• The auto business ought to return to former marketing practices. "We've got to get out of rebates. They become a habit and the withdrawal pains are severe. Future incentives must be more traditional," he says.

• Lund sees the new-car market improving "in an evolutionary fashion" during 1983. He believes there is a demand for new cars, but conditions still are lacking for a boom. "Put together general economic improvement, lower interest rates, decreased inflation and consumer confidence — all the things we've been talking about for two years—and you'll see Americans buying cars in substantially greater numbers," he says. "There really is such a thing as pent-up demand."

According to Lund, GM has not fully capitalized on new products, even though it has gained a percentage point in the market since last year from about 43.5 to 44.5 percent of the new-car market. "That isn't sufficient growth in view of the new vehicles we've brought out," he says.

He refers to a new compact J-car, midsize A-car, sporty F-car, S-line of compact trucks, and several new engines and transmissions. "Those things should certainly have secured greater penetration. It's disappointing," Lund says.

He also is ready to concede that fuel economy is giving way to performance as a sales lure: "Fuel economy is a given today, people expect and get it. A whole generation of people have never owned a convertible, and since the price of gas has stabilized, a lot of buyers are straining at the bit for performance."

On hindsight, he says, overemphasis on fuel economy and under-emphasis on performance hurt the J-car introduction; but the car was a victim of circumstances. "Fuel economy was an absolute must when the J-car was conceived," he says. "By the time of development, we chose economy, which was the right choice. Now the cycle is changing and people want pizzazz, performance, appearance, excitement. The auto industry is basically a fun business, and we lost sight of that for a time."

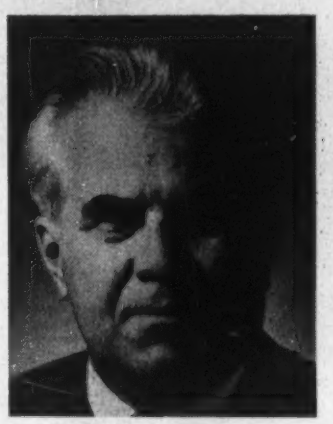
GM came out with equipment-packed J-cars, Lund says, because research proved the Japanese were using the strategy to outsell domestic products. "We thought we could fight fire with fire," Lund says, "but the market changed, and our cars had more equipment than the public wanted. The odd thing is, Americans will buy J-cars and put optional equipment on them; yet they won't buy them standard equipped, even for less money.

"In '83 we'll take a middle of the road policy, give them such things as automatic transmissions, but not window defoggers."

Lund indicates there will be no rebates for new cars in 1983. "Consumers and car dealers constantly wait for the next rebate program, which causes a push-pull effect that's unhealthy and doesn't let normal market forces work," Lund says. "We just have to get out of them."

Instead, he says, GM plans to provide dealers with tried-and-true things such as model-clean-up incentives. "Incentives from manufacturer to dealer work," he says. "Incentives from manufacturer to consumer are not sound merchandising practice."

Ford
Philip Benton



Philip Benton

DEARBORN. — If there is an uplift in the general U. S. economy in 1983, and if the auto market rises with it, the guys at the Glass House here think it couldn't happen at a better time.

The reason: They're in the midst of the biggest new product launch in Ford Motor Co. history, and figure they've got the vehicles to satisfy just about any customer from high-mileage advocates to performance buffs.

That puts Philip E. Benton Jr. right on the hot spot because, as vice president-sales operations, it's his main responsibility to help sell Ford, Mercury and Lincoln products in 1983.

How well he knows.

"For 1983 Ford Motor Co. will have an extraordinarily broad and exciting range of products," Benton says. "You can never give marketers enough new products, but in the year ahead the engineers have come closer than in any year I can recall."

Looking back over his shoulder at three slumping sales seasons in a row for the auto industry, including Ford, he adds: "We need everything the market may demand and there's no escaping that elemental fact. Short term we can market our way through product holes with traditional devices such as advertising, rebates and incentives, but long term the only answer is having the right products."

One of the right products the company has going for it in '83 is Ford Division's Escort, America's best selling car at the moment, and its counterpart Mercury Lynx, Lincoln-Mercury Division's best selling car throughout the '82 model year.

But it's the all-new goodies coming along in the '83 model year that have Benton chomping at the bit. They include a Mustang convertible, a Thunderbird wrapped in a dramatic new envelope, a smaller-size LTD, a bubbleback Mercury Capri, a dramatic Mercury Cougar midsize personal luxury car, an aerodynamically styled Mercury Marquis and lots of new engine, transmission and electronic offerings.

Of all the products, LTD/Marquis and Thunderbird/Cougar well may be the keys to Ford Motor Co.'s success, or failure, in the '83 model period.

Industrywide, large cars are in what's believed to be a short-term period of growth that is offsetting their sharp declines during the fuel-price surge of 1979 and 1980. The question is: How long will people keep buying large cars?

For '83 Ford Motor Co. has elected to build family size cars in two distinct sizes, the new LTD/Marquis and the continued larger Crown Victoria and Grand Marquis.

Benton calls it "bridging the market uncertainty."

The midsize specialty segment of the market, where Thunderbird and Cougar reside, has not received an influx of new products recently. As a result, Benton sees his all-new entries "moving into a segment that's open to and responsive to new designs and sheet metal" in 1983.

Ford marketing strategists have firm ideas about long-term car-size trends. They see three basic patterns: (1) A long-term decline in the large and luxury market. (2) Occasional short-term corrections in the slide of large and luxury cars following excessive short-term fuel-availability and fuel-cost-based declines. (3) Stronger offsetting gains in small cars than in mid-size cars, with smalls overtaking midsize.

Beyond that is the really big question: Has the U. S. new-car market itself reached a saturation point, and has the nation seen the last of its 10-million-unit sales years?

Ford analysts point out that U. S. automotive sales follow short-term cyclical patterns that constantly show upturns following declines caused by depressions, recessions and wars. Combined car and truck sales in 1932 declined 75 percent from the 1929 peak, and the 1958 recession brought a 36 percent decline, yet both were followed by record sales. In 1981 sales were down 30 percent from the 15.4 million cars and trucks sold in 1978, and the recovery still hasn't come.

Benton observes that subsequent recoveries always have exceeded declines, and the trend moves upward: "Today's circumstances — a soft economy, high unemployment, an aging transportation fleet and low consumer purchase rates—are not unprecedented. They're circumstances that have preceded previous upturns in auto sales."

Chrysler
John Givens

HIGHLAND PARK, Mich. — Several years ago Chrysler shaped a product and marketing plan designed to build a new kind of company and product image.

Phase one was introduction of the subcompact Plymouth Horizon and Dodge Omni. Phase two was launch of the K-car, the front-wheel-drive Plymouth Reliant and Dodge Aries. Phase three was debut of Chrysler LeBaron and Dodge 400 front-drive midsize cars.

Phase four comes in the '83 model year with arrival of an E series called Chrysler E-Class and Dodge 600 and 600 ES, fullsize front-drive cars.

"It's all part of our drive for front-wheel leadership," says John K. Givens, vice president-marketing for the corporation. "We also set our sights on leadership in quality, fuel economy and value for the money.

"For '83 our platform will be, 'at Chrysler you get more for your money,' and this will be emphasized in the way we present our cars to the public," he says.

For instance, the '82 Horizon and Omni Miser will be replaced by a car with over $600 in added equipment at very close to the same price as the '82 Miser.

Emphasizes Givens: "In '83 and into the future our marketing platform will be founded on providing cars that offer more value."

He says "Quality engineered to be the best" will be the corporate advertising statement in '83, with each individual brand supporting this position in its own way.

Plymouth brands will offer "Engineered in value" and "The American way to get your money's worth."

Dodge cars will feature "Driving excellence engineered in."

Chrysler brand cars' posture is "Quality and luxury engineered in."

"We're emphasizing the same message on quality and value in our truck marketing programs," Givens says.

"We believe our value for the money position is as good as anyone's, and it will improve significantly in 1983."

The Chrysler official thinks the company has hit the public hot button with its LeBaron and

Continued on Page E-8

Forecast

Continued from Page E-4

biggest caveat."

In the 1984 forecast category, Davis again is low with 10 million cars and 2.9 million trucks, although Jouppi with 10.2 million cars and Hammond with 2.91 million trucks are close. Healy's high number of 11.6 million cars is unmatched, although his 3.6 million truck forecast is equaled by Eisenberg.

The panel composite for 1984 is 10.6 million cars and 3.2 million trucks.

For 1985 Davis stands alone at the low end with 10.5 million cars and 3 million trucks, while Eisenberg's 12 million cars and 3.9 million trucks are by far the highest prognostication for the entire forecast period.

The panel composite for 1985 is 11.3 million cars and 3.4 million trucks.

Keller finally draws the forecast line at 1985. She politely, but firmly, declines to speculate about anything that far over the horizon.

On balance, the panel is optimistic about the future; by 1982 standards, even the lowest forecasts seem bountiful in contrast to current depression-level sales.

Other factors obviously are important, such as what share of total sales will be accounted for by domestic production, how big will the small-car market be and what it all means to that impetuously squirmy trend line which seems to have crawled down the sales page the last few years.

Still, the composite forecast, which reflects an expert consensus about the future, is pretty good.

But then, it was last year too, and that composite forecast for 1982 will miss reality by about 33 percent.

Chevrolet: Media experimentation

By Al Fleming
Industry Editor

Thomas Staudt, general marketing manager of General Motors' Chevrolet Division, the nation's No. 1 seller of cars, is hopped up about advertising costs as marketing plans jell for a new model year. He says, "There is an intense need for greater marketing productivity in our business, and an especially desperate need for mass media to contribute in an all-out effort to avoid further cost escalation."

He adds: "We're unhappy with their (the media's) performance."

As a result, Staudt says Chevrolet is "experimenting with different media in the hope that greater competition will lead to cost reduction."

A victim of that experiment in the '83 model year will be Chevrolet radio sponsorship of Dallas Cowboys football. After nine years of sponsoring "America's team," Chevy is pulling out this fall, Staudt says, "because costs got so far out of line we couldn't justify it."

He calls it "regrettable" because Cowboys broadcasts have been an integral part of Chevy truck market development in the southwest.

"Sports franchises (sponsorship) are becoming a difficult problem for us and the networks because of spiraling costs and fees," he says.

There will not be a radical shift in Chevy's media mix in 1983, although there will be greater use of cable/satellite television. Staudt says, "Cable is becoming a growing media influence, and we want first-hand experience in it. We took a leadership position in (Ted) Turner's cable network with college football. We see more use of cable TV in the future."

A workman puts the finishing touch on Chevrolet's "Pro Football Hall of Fame," a traveling showcase that spotlights pro football's greatest players, personalities and performances. First stop is at the Canton, O., 1982 Professional Football Hall of Fame Festival in August. Six displays will carry a sampling of exhibits from Canton's Pro Football Hall of Fame to more than six million shoppers at 100 shopping malls nationwide during the next seven months.

In marketing plans for the coming year, Staudt says, the division is trending away from "scatter" TV programming and is rifling in on media use.

"We'll go for more sponsorship positions and fewer participations, to increase our market presence," Staudt says. That begins in mid-August with TV sponsorship of world championship women's golf. "It's a premier women's sporting event; we're interested in the women's market and want to do substantially more in it."

That does not mean Chevrolet necessarily will leap headlong into women's media. "It's more than media selection," Staudt says. "Our ads aren't slanted toward females; they're straight-forward product messages.

"Besides that, we're stepping up dealer training and merchandising efforts related to women buyers."

Staudt says Chevrolet in '83 will continue sponsorship of Monday Night Football and Baseball (including playoffs), NBC and CBS basketball (including the NCAA playoffs), and will add sponsorships on NBC and CBS pro football on Sunday and prime time Saturday afternoon and college evening football (a total of 35 games) plus Saturday night college football and PBA bowling on cable TV.

In TV sports sponsorship, Staudt says, Chevrolet will have "four to six commercials per game, for more tightly controlled positions."

Most Chevrolet '83 lines will be introduced to the public Sept. 23, with ads and commercials breaking the preceding Saturday (Sept. 18). Exceptions are Camaro which bows later in the fall and Corvette which arrives early in calendar year '83.

"Also, a Cavalier convertible will come later in the model year," Staudt says, "and is expected to create a lot of excitement and build showroom traffic."

Line for line, the division will stick closely to the images it has been trying to project for its various car models. These are:

Caprice—Fullsize room and comfort in gas or diesel; America's fullsize favorite.

Cavalier—A popular compact size in a wide range of models.

Citation—The most popular front-wheel-drive midsize car.

Camaro—Sporty car continuing a very successful season.

Celebrity—Contemporary size, design, technology and fuel economy, gas or diesel.

Chevette—Subcompact with toughness in an economical package, gas or diesel.

Malibu—Intermediate rear-wheel-drive; practical family transportation.

Monte Carlo—Midsize personal car, elegant, economical.

Chevy will introduce a new line of four-wheel-drive S-10 compact pickups and Blazers this fall, and an extended-cab version in the S line. Says Staudt: "Our truck story is heavy on powertrains, new diesel engine applications, new uses of four- and five-speed manual, and four-speed overdrive automatic transmissions, and new S-10 four-by-fours."

Let your fingers . . .

TROY, Mich. — National advertising by five domestic auto companies in Yellow Pages will run about $24 million for 1983, according to the National Yellow Pages Services Assn.

General Motors and its various divisions are spending about $10 million in Yellow Pages ads. (This does not include dealer spending).

Ford Motor's total outlays are about $6.5-$7.0 million, according to Frederick Smykla, executive director of the National Yellow Pages Services Assn.

Again, Chrysler and its divisions are spending close to $4 million; American Motors (including Jeep and Renault) about $2 million and Volkswagen of America (including Porsche / Audi) about $800,000.

Companies are getting more emphasis in ads, with heavier use of display ads and with different color print, Smykla says.

Factory ad spending: Less bang for buck

By Joseph Bohn
Marketing Editor

Domestic auto companies continued to advertise heavily in 1981, even though they did not get quite the "bang for the buck" that they used to.

Generally, spending was at record levels, according to Advertising Age, as various divisions fought for greater share of an overall smaller market.

However larger each company's bottom-line budget, the actual outlays aren't easily measurable.

Ford Motor and Chrysler Corp., for example, showed fewer expenditures on a division-by-division basis for 1981, even though their overall corporate ad budgets were higher.

This is due partially to more money being funneled into their dealer association co-op matching fund and special market support programs. More money, too, is being chewed up these days in production costs which aren't directly measurable.

Overall, General Motors, Ford Motor Co., Chrysler Corp., and American Motors spent $83,652,446 more for advertising in 1981 than the previous year, Advertising Age estimates.

Industry spending totaled $774,253,009 against $710,600,563 in 1980.

GM spent $335,075,800 against $316,000,000 in 1980, Ford spent $264,175,700 against $243,841,600 in 1980. Chrysler spent $174,500,000 against $150,300,000. American Motors spent $50,150,900 against $45,896,300.

Among car divisions, Chevrolet, Ford, Lincoln-Mercury, Chrysler-Plymouth and Dodge, showed cutbacks in measured expenditures last year.

Buick, Cadillac, Olds, Pontiac, GMC and AMC all were up.

Generally, the total of measurable expenditures for the different vehicle divisions (including a corporate effort at Chrysler) was down to $643,595,200, from $665,177,400 in 1980.

Network TV, followed by magazines, continued to dominate as the industry's primary media.

Newspaper, spot TV and spot radio also figured heavily into industry spending, occasioned by a great deal of sudden and short-term promotions such as rebates, which went on.

Network radio and outdoor garnered more modest shares of Detroit's overall budgets.

Local Advertising by Franchised New Car Dealers
(Millions of dollars)

By Type of Advertising	1981	1980
New Vehicle	$ 668	$ 580
Used Vehicle	409	336
Institutional	136	116
Service	150	128
Total	$1,363	$1,160

Source: NADA.

Local Advertising by Franchised New Car Dealers
(Millions of dollars)

By media used	1981	1980
Newspaper (Classified)	$ 409	$ 349
Newspaper (Display)	355	303
Radio	345	262
TV	102	79
Direct Mail	68	75
Outdoor (billboard, signs)	31	34
Programs (theatre, sports, etc.)	14	16
Handouts or handbills	7	7
Display and demonstrations	18	20
Other	14	15
Total	$1,363	$1,160

Source: NADA.

1981 Local Advertising by Franchised New Car Dealers
(Millions of dollars)

	Average of All Dealers	1-149	150-399	400-749	750 or more
New Vehicle	$25,540	$ 5,010	$15,360	$35,970	$100,170
Used Vehicle	15,640	3,270	9,920	21,160	52,920
Institutional	5,210	1,310	3,200	6,340	15,120
Service	5,730	1,300	3,520	7,050	20,790
TOTAL	$52,120	$10,890	$32,000	$70,520	$189,000

Source: NADA.

1981 FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.
(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Other	1981 Total	1980 Total
Buick	12,248.9	5,941.8	15,989.8	967.7	994.3	259.0	265.0	.....	36,666.5	35,576.5
Cadillac	4,781.7	6,212.1	6,012.0	1,587.5	.....	1,052.0	.....	.....	19,645.3	14,193.4
Chev. Car & Truck	25,480.3	20,849.4	59,239.1	3,295.3	117.4	15,367.0	3,196.7	.....	127,545.2	127,985.5
Oldsmobile	12,772.9	8,778.2	12,005.1	2,810.3	433.8	3,160.0	75.7	.....	39,936.0	35,449.1
Pontiac	9,825.3	4,763.4	24,689.5	4,704.1	893.4	129.0	46.9	.....	45,051.6	33,207.0
GMC	262.2	2,577.8	3,671.5	77.6	.....	933.5	188.9	.....	7,711.5	3,374.4
Total GM*	65,371.3	48,122.7	121,607.0	13,442.5	2,438.9	20,900.5	3,773.2	.....	275,656.1	249,785.9
Ford Car & Truck	9,673.7	32,651.3	67,873.3	12,577.2	1,329.7	.....	1,031.1	.....	125,136.3	147,670.6
Lincoln-Mercury	4,702.4	14,483.2	27,934.1	7,893.2	334.7	.....	141.1	.....	55,488.7	71,524.6
Total Ford**	14,376.1	47,134.5	95,807.4	20,470.4	1,664.4	.....	1,172.2	.....	180,625.0	219,195.2
Chrysler-Plymouth	2,170.0	11,700.0	23,470.0	7,890.0	80.0	1,460.0	800.0	6,200.0	53,770.0	54,300.0
Dodge Car & Truck	3,030.0	12,200.0	23,130.0	11,510.0	350.0	6,410.0	.....	6,200.0	62,830.0	56,200.0
Chrysler Corporate	9,700.0	3,700.0	23,000.0	7,100.0	770.0	13,630.0	.....	.....	57,900.0	39,800.0
Total Chrysler	14,900.0	27,600.0	69,600.0	26,500.0	1,200.0	21,500.0	800.0	12,400.0	174,500.0	150,300.0
AMC	5,223.1	14,943.6	10,058.1	19,676.8	13.0	236.3	.....	.....	50,150.9	45,896.3
Industry Total	99,870.5	137,800.8	297,072.5	80,089.7	5,316.3	42,636.8	5,745.4	12,400.0	680,932.0	665,177.4

*—GM's total expenditures in 1981 were $335,075,800, according to Advertising Age, against $316,000,000 in 1980. However, these included $9.5 million for AC Delco, plus a variety of other measured and non-measured advertising/merchandising expenditures.

**—Ford Motor's total expenditures were $264,175,000, according to Ad Age, against $243,841,600 in 1980. They include corporate advertising, and a variety of measured and unmeasured expenditures.

Mixed bag of ad spending by importers

By Joseph Bohn
Marketing Editor

Import-vehicle advertising spending was mixed last year, with some companies boosting budgets modestly as others cut back.

Toyota and Datsun continued to spend big, with more money put behind the truck side of their operations to protect against encroachments from Detroit in the small-pickup market.

If there was any spending zest by the Japanese, it was on the pickup side. They are under voluntary restriction in car sales and contained spending there.

Toyota topped the list of import ad spenders in 1981 with outlays of $91,186,700, according to ADVERTISING AGE. That was up from $85,128,000 in 1980.

Nissan also was up, but just barely. The No. 2 importer spent $68,884,100, up from a previous $67,365,700 in 1980.

By contrast, Mazda was off sharply. It spent a reported $25,648,400, according to ADVERTISING AGE, down from $39,116,000 in 1980. Company officials reported putting more money behind truck models, however.

Honda was up again, but not by much. It spent a reported $23,149,900, up from $22,286,000 in 1980, according to Joseph Haight, ad manager.

Honda's total spending was considerably more, however, if dealer support spending, ad production costs and miscellaneous such as Yellow Pages are factored in.

Its total expenditures for 1981 were $26,737,200, including $209,600 for yellow pages and $3,377,700 for ad production costs. In 1980 it spent some $7.6 million for dealer support which figures in the accompanying table do not include.

In 1982 Honda expects to spend $27,176,000, including $14,835,000 for spot and network TV, $9,030,000 for magazine, $264,000 for spot radio, $764,000 for newspaper, $150,000 for Yellow Pages and $2,133,000 for ad production costs. Dealer support is not included in these numbers.

"We keep it simple," notes Haight, punning on the company's ad theme, and indicating no great shift in media or change of strategy for this year.

The only importer showing large year-to-year increases is Isuzu, still a relative newcomer.

Isuzu spent $9.8 million for advertising and promotion ($600,000 for the latter), according to Fritz Kern, corporate marketing services manager, American Isuzu Motors.

Of the $9.2 million it spent advertising, $6 million was for direct media and $3.2 million for production and dealer support, such as Yellow Pages.

Kern says in 1982 Isuzu will spend $10.6 million, with $8.5 million in direct advertising and $2.1 million in production and dealer support.

The 1982 budget includes $5.4 million for spot TV, $2.8 million for magazines and $300,000 for newspaper.

A lot of the increases for 1982 had to do with Isuzu shifting from a regional marketer of trucks to a national marketer.

It is just establishing a Northeastern retail distributorship, and expects to be selling trucks in 49 of 50 states (Alaska is excluded) by November.

Car retail will continue being limited to 22 states, Kern adds.

Like many Japanese firms, Isuzu turned up the dial on truck advertising. "We went from a 70/30 car versus truck emphasis to 60/40," Kern says.

"It seems to have paid off. Our share of the non-captive compact truck market increased substantially," during March/July. He adds.

On the European side, Volvo, for one, continued to go along at a modest, steady pace.

High-demographic, luxury-type marketers such as Volvo and Mercedes use more vertical publication print where they can reach narrow, specific audiences, thus saving themselves the considerable cost of TV which higher-volume marketers are forced to choose.

Volvo spent some $11 million in 1981, according to industry sources, up from $10.5 million the previous year.

Mercedes-Benz's budget is now split, with truck marketing operations relocated apart from its car marketing headquarters.

1981 DIRECT MEDIA AD EXPENDITURES BY MAJOR IMPORTERS

(IN THOUSANDS OF DOLLARS)

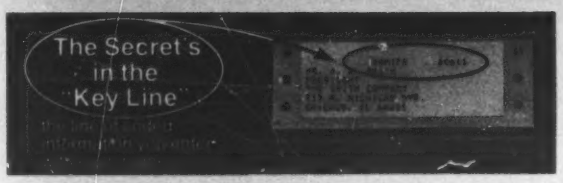
	Magazine	Net. TV	Spot TV	Newspaper	Spot radio	Net. radio	Outdoor	1981	1980
Toyota	$10,100.5	$25,550.1	$38,616.4	$11,229.1	$3,765.1	$150.4	$1,775.1	$91,186.7	$85,128.0
Volkswagen	24,473.5	21,225.1	13,148.4	8,982.8	605.9	.....	543.0	68,978.7	70,720.3
Nissan	9,827.2	21,605.1	20,006.2	8,824.0	7,666.8	.....	954.8	68,884.1	67,365.7
Mazda	6,728.8	16,410.0	914.2	1,347.1	82.7	.....	155.6	25,648.4	39,116.0
Honda	9,770.1	12,677.5	.....	574.6	127.7	.....	.....	23,149.9	22,286.0
Subaru	4,000.0	10,500.0	4,000.0	500.0	.....	.....	.....	19,000.0	18,000.0
Volvo	5,500.0	.....	2,700.0	2,300.0	500.0	.....	.....	11,000.0	10,500.0
Isuzu	2,100.0	.....	3,500.0	200.0	200.00	.....	.....	6,000.0	.....

Honda's total car expenditures were $26,737,200, including $209,600 for Yellow Pages ads and $3,377,700 for ad production costs. Dollar amounts are exact, based on direct company reports.

Toyota, Volkswagen, Nissan and Mazda amounts are based on Advertising Age compilations. Subaru and Volvo are Automotive News estimates, based on industry sources.

Isuzu numbers is based on direct factory reports. Isuzu spent $9.8 million in total, including $600,000 for promotion and $3.2 million for production and dealer support such as Yellow Pages.

THE NORCOM™ MAILMASTER™...
it stores, selects and prints mailing lists
and shipping labels
but you'll have to keep your sales and
service managers from fighting over it!



Here's what MailMaster does for you.

You control your customer & prospect lists ... safely ... confidentially ... right in your own office. Every name and address, plus the key information you need on each, is electronically stored on floppy discs: ready for instant selection and print-out on demand.

YOU manage your sales program. MailMaster sorts out the exact customers and prospects you want to reach—based on the "Key Line" information stored with each name—then prints either pressure-sensitive labels or continuous plain paper ... with a carbon copy if you wish. So, you can make a mailing, or assign your sales force to contact just the people you want.

Direct your sales efforts. Don't waste selling time or postage on the wrong people. MailMaster selects exactly the people you want to reach. Instantly. Electronically. At the touch of a button. Then prints out the names you want at one line per second.

Control your operating costs. MailMaster saves you money. First, because it costs only a fraction of the price of even a small office computer. Second, because you don't need a high-salaried computer operator; any office employee can learn to operate MailMaster in just minutes. Third, because you don't need expensive computer software or peripherals; MailMaster is one complete, compact "turn-key" unit. Fourth, because MailMaster keeps your lists targeted to the prospects you select, there's no wasted sales time or mailings.

See MailMaster in action. Fill out the coupon and send it to us. We'll arrange a MailMaster demonstration right in your office, at your convenience. Do it now ... because every day without MailMaster is costing you money!

NORCOM™ Division of MICOM Electronics Corp.
Growing fast in business equipment.

NORCOM, 675 Third Ave., New York, NY 10017
I want a demonstration of the NORCOM MailMaster in my office.
AN-8/16/82

NAME _____
ORGANIZATION _____
ADDRESS _____
CITY/STATE _____ ZIP _____
TELEPHONE (___) _____ EXT. _____
The best day to call for an appointment is _____
The best time to reach me is _____ AM PM.

NORCOM also brings you a full line of professional dictation equipment: portables, desktop units and group dictation units. See for yourself why NORCOM is the fastest growing name in dictation.

© 1982, NORCOM Division of MICOM Electronics Corp.

What's the Golden State market really like?

By Matt DeLorenzo
Los Angeles Reporter

"More than just size and geography, California is a state of mind . . ."—Donald E. Petersen, president, Ford Motor Co., speaking before the San Francisco Rotary Club, July 27, 1982.

LOS ANGELES. — The California dream conjures up images of sun-drenched beaches populated by tanned, blond youths who drive imported convertibles.

Although an appealing image —except, perhaps, to domestic car builders—it isn't representative of the lives or car buying habits of Californians.

For many years, auto industry analysts have looked at California as a trendsetter. Although it's true that many new ideas start here, the way cars are used and the reasons people buy them aren't much different than anywhere else in the country.

In a 1980 study of the California market by J.D. Power & Associates, the Westlake Village, Calif., marketing research firm concluded, "Our research indicates that many of the differences that do exist (between California and the rest of the country) are the result of geographical and economic factors rather than a difference in the fundamental nature of the consumers themselves."

The study further pointed out that while there may be demographic differences between consumers in California and consumers elsewhere, these differences are not as great as imagined.

Other findings in the Power study:

- Californians are slightly younger and more likely to have attended college than the typical American.
- Their median income is 15 percent higher than the U. S. average, although the higher cost of living in California tends to act as an equalizer in real purchasing power.
- Their driving habits are very similar to the rest of the country.
- Due primarily to more favorable climatic conditions, Californians tend to keep their cars longer and, as a result, are less likely to be in the new or used car market as frequently as the average American.
- Californians own about the same number of cars as the U. S. average, approximately 540 cars per 1,000 population.
- Family size is slightly smaller in California than in the total U. S.

If Golden State demographics and vehicle use patterns are so similar to the rest of the country, why is the auto industry seemingly preoccupied with California and its importance to marketing strategy?

"One reason is its size," Donald E. Petersen, president of Ford Motor Company, pointed out in a recent speech before the San Francisco Rotary Club. "Within the nearly 160,000 square miles of the country's most populous state are three of the largest car and truck markets in North America — San Francisco, Los Angeles and San Diego. Nearly 17 million of the estimated 160 million cars and trucks on American roads today are registered in California. And in 1981 over 10 percent of all new cars and trucks registered nationally bore a California license plate."

The state's sheer size and diversity lead one marketing executive to refer to California as a country rather than a state—a country that is in essence a microcosm of the total U. S. market.

That microcosm is the result of the high proportion of Californians who have moved to the state from other areas of the U. S., bringing their buying habits and tastes with them.

Even though they retain certain purchasing traits developed elsewhere, these Californians are a bit different than the neighbors they left behind. "Attitudinally, they are different," declares J. David Power Jr., president of Power & Associates. "They picked up stakes and moved out here. As a result, they are more receptive to change and new ideas."

Ford's Petersen agrees: "To me—and to Ford Motor Co.—California represents an openness to new ideas, a willingness to try fresh approaches, a spontaneity and a generosity of spirit—even a little healthy irreverence.

"We also realize that California is a mirror of the future," Petersen says, "a bellwether state for the nation as a whole."

It is the nature of the California market—the willingness to accept change—that makes it important for auto manufacturers to read California as a barometer of what is to come for the U. S. as a whole.

The success of imports in California is a classic example. "Historically, California has led in import car penetration by roughly two to one compared to the total U. S.," the Power California study reported. "For Japanese imports, which have captured roughly 70 percent of California's import market share, California has proved to be the ideal beachhead for further import car penetration in the U. S."

CALIFORNIA SCENE

Types of Principal Vehicles Owned

	U. S.	Calif.
2-door car	40%	42%
4-door car	29%	23%
Pickup truck	12%	14%
Station wagon	11%	12%
Sports car	2%	4%
Other	6%	4%

Source: J. D. Power & Associates.

Household Vehicles

	U. S.	Calif.
Passenger car	61%	55%
Pickup truck	14%	15%
Station wagon	11%	11%
Sports car	3%	4%
Van/bus	3%	4%
4x4/sports utility	2%	3%
Motorcycle	3%	5%
Other	3%	3%

Source: J. D. Power & Associates.

"We should have seen it coming," admits Petersen. "We should have been watching what was happening in California." He notes that in 1965 imports held 6 percent of the U. S. car market, but in California the number was 12 percent. Last year imports took 48 percent of the California market, while increasing their total U. S. penetration to 27 percent.

"One can't argue with results," Petersen says. "In 1965 the domestic producers cornered roughly 90 percent of the California car market. Today we're sharing half of it with the imports."

While domestic manufacturers have a long way to go to win back market share from imports in California, the car companies are closely monitoring the buying preferences of the state's consumers in order to gain an advantage over their competitors and to avoid being aced out of the new or emerging market segments.

As shown in accompanying charts from the Power survey, the model mix of principal cars owned by Californians is wider than that of the total U. S. Californians prefer more two-door and sporty-type vehicles compared to the average U. S. owner, and are skewed slightly more towards pickup and utility vehicles.

In their household fleets, Californians own a wider variety of vehicles, with more emphasis on sports and recreational models than the average U. S. household.

The response to California's, and eventually the nation's shift to more specialized vehicles is evident in offerings by both importers and domestic manufacturers.

American Honda is heavily promoting its ATC (all-terrain cycle), Toyota is readying a four-wheel-drive small wagon and all import companies are pushing small trucks. Minivans are on the horizon from both import and domestic makers.

Among domestic producers, Ford Motor Co.'s Ranger and General Motors' S-10/S-15 small trucks are responses to the success of little import pickups which have sold very well in California. Chrysler Corp.'s Dodge Rampage, a downsized, front-wheel drive version of the Ford Ranchero/Chevrolet El Camino sporty truck genre, was developed as a prototype in California and has done well in all markets.

Domestic manufacturers not only are responding with new models, but are putting product features Californians prefer incorporated into traditional car lines.

The Power study found that California consumers give higher importance ratings to advanced engineering and horsepower/performance when compared to the total U. S. market. They also express greater interest in electronic fuel injection, diesels and turbocharged engines.

In talking about Ford's 1983 model lineup, Petersen says the new cars will combine performance, exciting hardware, style and function.

"They will feature fuel injection, turbocharging, five-speed transmissions, anatomic seating and superior instrumentation," Petersen said during his West Coast visit. "The aim: To capture the upscale, discriminating buyer who wants driving to be an exhilarating experience. They will be high-tech and dramatic, and they will make a clearly defined statement about the people who drive them."

- If California is a precursor of what is going to happen across the U. S., a look at this year's January-May sales pattern may give a hint of things to come. During that period almost 11 percent of all cars sold in the U. S. were sold in California.

According to an analyst using R. L. Polk data, small cars (subcompact and small sporty cars) took 53.4 percent of the market in California compared to 43.5 percent nationally. Both basic small and small sporty were significantly higher than the national average with small sporty models, such as Ford's EXP/LN7 and Chrysler's 024/TC3, taking more than 19 percent of total sales.

In midsize and large segments, California lags behind the national average 32.4 to 39 percent and 4.2 to 10.4 percent, respectively. However, in the luxury car category, California led the nation, 10 percent to 7.1 percent.

Clearly, the trend is toward smaller, sportier cars, and products recently or about to be introduced reflect those findings.

While imports continue to hold an impressive share of the California market, domestic makers may choose to gauge the success of their products by their performance in California.

According to a Ford analyst, the company's 13.4 California share equates to 80 percent of its national 16.8 percent market share.

GM's ratio is 70 percent with a 31.5 percent California share, and 44.7 percent national. Chrysler's 6 percent California and 9.9 percent national share figures out to a 61 percent ratio. American Motors has .6 percent of the California market compared to 1.3 percent nationally for a 46 percent ratio.

Imports, on the other hand, do 176 percent better in California than in the rest of the country, with 50.2 percent here compared to 28.5 percent nationally.

"It is fair to say that we look at California as our 'golden gate' to future successes in the U. S. market," Petersen said during his San Francisco speech. "The lessons of the past couple of decades have painted a very clear picture: To compete successfully in the U. S. market, a company — and its products — must score significant successes on California soil."

Put more succinctly by a Ford analyst: "California only gets 10 percent of the market, but it gets more than 10 percent of the attention."

The Orange County Register, one of California's largest newspapers, launched Operation Cleansweep, a six-week campaign to promote sales of new cars in conjunction with the Motor Car Dealers Assn. of Orange County. Joe MacPherson, president of the dealer group, and Howard Grothe, vice president—sales for the Register, look over promotional materials.

Al Wagner, right, Chrysler's San Francisco zone manager, cautions Ed Barwick, Barwick Chrysler-Plymouth, Napa, before he drives a peppy new Plymouth Turismo 2.2 around Sears Point International Raceway with Bernie Storc, standing left of car. Awaiting their turns to drive are, from left: Ron and Bert Barber, Barber Chrysler-Plymouth, Vallejo, and Gary Berger, general manager, Mike Harvey Chrysler-Plymouth, Burlingame. The special driving seminar at the Sonoma racing facility was sponsored by the zone.

C2700-1 8/22/82

Automotive News

August 23, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

57th year—$40 per year, $1.00 per copy

Garageable

1984 Chrysler mini van

Chrysler Corp. will be the first domestic maker to offer a mini van, this T-115, the so-called "garageable" van, which will be introduced in 1984. Production will begin in late 1983 at Chrysler Canada's Windsor plant. It will be the first vehicle offered by Chrysler with a 10-year corrosion protection plan.

U. S. sales per dealer drop; Olds turns in best average

By Jenny L. King
Staff Writer

Oldsmobile dealers continued to lead the domestic makes in average sales per outlet for the first half of 1982, marking their second consecutive year in that position since wresting it away from Chevrolet dealers the first half of 1981.

Chevrolet had been on top for 21 consecutive years prior to 1981, and this time around its sales force found itself tied for second place with Buick.

Average sales of domestic units per new-car dealer in the first half dropped to 139 from 149 a year ago, in spite of the addition of Volkswagen dealers and their VW sales. VW has been included in the domestic sales-per-dealer tabulation since the end of calendar year 1981.

Two years ago, the average per outlet for the first six months was 144. Low in the past decade was 132 in 1975. The best average was 205 in 1973.

With the U. S. dealer population continuing to decline and domestic new-car sales trailing the first half of 1981 by 11 percent, the major auto makers all dropped in averages per outlet.

General Motors slipped to 171 from 182 for the first six months. Ford Motor Co. dealers were squeezed back to 124 from 127 per outlet.

Chrysler Corp. dealers averaged 95 sales per outlet, down from 105 a year earlier. American Motors plunged to 30 from a 46-sales-per-dealer average. Volkswagen dealers averaged 80 sales per outlet in the first half of 1982 (they were not included in the first-half domestic analysis in 1981). The VW average includes sales of German-built cars as well as U. S.-built Rabbits.

• Of the 14 makes, Oldsmobile earned the top spot with 129 sales per outlet, down from 140 a year earlier. Buick tied Chevrolet for second place. In fact, Buick dealers were a few tenths of a unit ahead of the Chevrolet group. Buick was down from 126 to 123 per outlet; Chevrolet dropped from 137 to 123.

Ford continued in fourth place, slipping to an average of 101 from 107. Pontiac was fifth, down to 85 from 93. Volkswagen moved onto the chart in style, capturing sixth place with 80 sales per dealer.

Cadillac climbed to 11th with 31 sales per dealer, followed by Lincoln and AMC tied for the No. 12 spot and 30 sales per outlet. Imperial averaged just four sales per franchise during the first six months of this year, down from 7 in 1981.

The Oldsmobile Cutlass Supreme (coupe and sedan combined) was the top-selling nameplate in sales per dealer during the first half of 1982, with an average of 48 per outlet. Second to Cutlass Supreme was VW's Rabbit, with an average of 47 sales per dealer. Standard Cadillac was third at 45 per outlet, followed by Oldsmobile's 88/98 with 43 per dealer.

Fifth was Buick Regal (sedan and coupe), averaging 39 sales per outlet, followed closely by Ford Escort at 38 per outlet; Plymouth Reliant at 30 per outlet; Buick (Electra-LeSabre) at 28; Buick Skylark at 27, and Dodge Aries at 23 sales per dealer.

• A year earlier the leaders were: Oldsmobile Cutlass Supreme, standard Cadillac, Plymouth Reliant, Chevrolet Chevette, Buick Skylark and Regal (tied for fifth), Oldsmobile Cutlass (sedan), Ford Escort; Plymouth Horizon and Dodge Aries (tied for ninth) and Chevrolet Citation.

Nameplate leaders by market segment this year were: Subcompact — VW Rabbit, 47; compact — Plymouth Reliant, 30; Intermediate—Cutlass Supreme, 48; standard-size — Oldsmobile

Continued on Page 46, Col. 4

SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise

First 6 mos., 1982		First 6 mos., 1981
1—129	Oldsmobile	140— 1
2—123	Buick	126— 3
2—123	Chevrolet	137— 2
4—101	Ford	107— 4
5— 85	Pontiac	93— 5
6— 80	Volkswagen	.....
7— 73	Cadillac	68— 8
8— 64	Mercury	67— 9
9— 53	Plymouth	73— 6
9— 53	Dodge	69— 7
11— 31	Chrysler	18—12
12— 30	Lincoln	22—11
12— 30	AMC	45—10
14— 4	Imperial	7—13

First World Expo is the focal point of Automotive News Week in Detroit

Automotive News Week in Detroit activities will reach a crescendo tomorrow (Aug. 24) with the opening of Automotive News World Expo at Cobo Hall.

The World Expo, which is expected to attract thousands of automotive OEM executives from around the world, will be the first international buying-and-selling auto industry trade fair ever held in the U. S.

Automotive News Week got under way Sunday evening with the opening of the seventh annual Automotive News World Congress at the Westin Hotel in Detroit's Renaissance Center. Keynote speaker was F. James McDonald, president of General Motors, who discussed "Gaining the Competitive Edge."

Social event of the week will also be tomorrow when the World Congress will be opened to all the executives attending the World Expo for a Tuesday Evening Gala.

Registrants and non-registrants alike will have cocktails, dinner and hear presentations by Eberhard von Kuenheim, chairman, board of management, BMW, and Charles M. Jordan, director of design, GM.

Von Kuenheim's topic will be "What Will Assure Future Success in the Industry," while Jordan will take a look at "Design in the 1990s."

Price for non-registrants is $30, which includes cocktails at 5:30, dinner at 6:15 and the program, which begins at 7:30.

The gala will be held in the Renaissance Ballroom at the Westin Hotel. For information, call the Automotive News World Congress registration desk at the hotel at (313) 259-9329.

While the Automotive News World Congress has established itself as a unique international forum for the exchange of ideas and information, the Automotive News World Expo will bring together for the first time in any organized way in the U. S., buyers and sellers from around the world.

Thirty-three vehicle manufacturers are staffing offices at the World Expo with buying teams. More than 150 exhibitors from around the world will display and sell components, materials, machinery and services.

A major innovation at the World Expo will be a computerized Match-Maker Service, designed and programmed by IBM Corp. in cooperation with Automotive News. This is the first attempt in the world to match suppliers, distributors and manufacturers' reps by computer at a trade show.

Cobo Hall, site of the World Expo, has been designated an international free-trade zone during the Aug. 24-27 show dates, allowing overseas exhibitors to ship their products duty-free.

The World Expo will also feature an International Business Center, designed to assist participants from more than 16 foreign countries in conducting business. Services include a separate registration area for non-U. S. participants, interpreters, a Telex machine, a directory of hotels and/or booth numbers of international guests and a Department of Commerce trade specialist who will assist visitors in making contacts with American suppliers.

breaking news

Pontiac 6000 STE set for fall debut

PONTIAC.—Pontiac's new 6000 STE (special touring edition) model, due this fall, will be available as a four-door sedan only, powered by the high-output 130-HP version of Chevy's 2.8-liter V-6 with three-speed automatic transaxle. Other features of the European-type sedan are six headlamps, wide body-side moldings, cast-aluminum wheels, special bucket seats and a programmable driver information center.

Emissions fair slated in New York

NEW YORK.—Hamilton Test Systems will sponsor the New York Emissions Fair Aug. 31 through Sept. 2 at the Board of Cooperative Educational Services North Center fa-

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

AN JAN83
MD2081ACNGLIAO OE IN095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

'E' bodies roll

Chrysler launches phase four of FWD plans

Harold K. Sperlich, president, North American Automotive Operations, Chrysler Corp., describes the company's new front-drive E-body cars, the Dodge 600 and 600 ES (shown) and the Chrysler E Class, during production launch ceremonies last week at Chrysler's Jefferson Ave. (Detroit) plant. Story on Page 3.

Administration takes a different tack on high-altitude standards

EPA moving to ease clean-air rules

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — There is, as the saying goes, usually more than one way to skin a cat.

The Reagan Administration, its plans for helping the auto industry through changes in the Clean Air Act foundering, is preparing to provide nearly the same amount of aid to the industry by way of administrative fiat.

According to reliable sources, the EPA is nearing completion of a regulatory relief package that should address two of the auto industry's primary sources of concern for the immediate future — the 1984 high-altitude emission standards and the 1985 diesel particulate standards.

The 1984 high-altitude standard requires that all cars and light trucks be capable of meeting low-altitude emission standards at all altitudes. The auto industry claims this requirement will cost it millions and may well jeopardize the future of high-mileage, low-power vehicles.

Clean Air Act admendments being pushed by the Reagan Administration, the auto industry and their congressional supporters in the House would alleviate those concerns by establishing proportional high-altitude standards and allowing an exemption for low-power, high-mileage cars.

As chances of this legislation passing appear to be slimming, however, the EPA has swung into gear.

It will shortly propose, based, according to sources, on a "tortured" reading of the current Clean Air Act, to redefine the high-altitude areas as only those regions located between 4,000 feet and 6,000 feet, ruling out the high-altitude requirements for those areas already in compliance with ambient air quality standards.

EPA also will propose that low-power, high-mileage vehicles be exempted from requirements of the act based on its interpretation of the law that "it never intended that high-mileage cars be eliminated at both high and low altitudes," as would likely happen if the high-altitude requirement were imposed on them.

EPA will also propose to ease significantly the testing requirements for high-altitude compliance for the manufacturers, accepting in many cases engineering analysis in lieu of full tests.

This package is very similar to a proposal accepted by the Senate Environment and Public Works Committee in its amendments to the Clean Air Act.

That provision, offered by Senators Gary Hart, Colorado Democrat, and Pete Domenici, New Mexico Republican, would establish proportional hydrocarbon standards for cars and trucks and exempt 15 percent of a manufacturer's total car and light-truck production from the high-altitude requirement to cover the low-power, high-mileage vehicles.

The later vehicles would still need to be adjusted for high-altitude operation, however.

The House Energy and Commerce Committee, working on its own version Clean Air Act amendments, just last week rejected this proposal for one establishing full proportional standards and a wider exemption for low-power vehicles.

• The EPA proposal to redefine the high-altitude area to 4,000 to 6,000 feet is significant, because it will permit nearly all U. S.-made cars to meet the low-altitude standards at high altitude without modification now

Continued on Page 46, Col. 1

Clean Air Act changes back on House track

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An industry-backed coalition of House Democrats and Republicans seeking changes in the Clean Air Act got itself on track last week, rolling with ease over a largely Democratic group seeking only a "fine tuning" of the legislation.

At press time, the group had completed final drafting of provisions aimed at easing emission requirements on autos and trucks and had but a few, though "critical," measures yet to deal with before reporting the bill out of the House Energy and Commerce Committee.

Should the committee indeed report the bill, it would mark a stunning reversal of the situation earlier this year when the forces led by Rep. Henry Waxman, California Democrat, pinned the industry group down for three months with surprising victories on issues near and dear to certain key House Republicans supporting the industry and the Administration.

Still, the emergence of the industry backed coalition has not come without its price, particularly in regard to emission requirements on autos and trucks.

Waxman and his supporters forced them to back off from their request for tailpipe standards of 0.41 grams per mile HC, 7.0 CO and 2.0 NOx, elimination of California rights to enforce its own warranty program, changes that would have made recalling cars nearly impossible, substantial easing of anti-tampering regulations, a limit of 5 years or 50,000 miles for recall liability and substantial easing of certification requirements.

• What the industry won is substantial, however. Emissions standards for cars would be 0.41/7.0/1.0 with a 1.5 NOx standard for diesels through 1986 provided the particulate standard remains at 0.6 gpm. Should

Continued on Page 8, Col. 1

BL sends the Mini back to Italy

BL has reintroduced its Mini in Italy—possible because Innocenti lost the rights to the name when it stopped using the BL engine and transmission in its Mini. Innocenti's small car is now called the Innocenti 3 (the 3 stands for the Daihatsu 3-cylinder engine). BL Italia forecasts 4,000 Mini sales in its first eight months.

IH restructures again in new bid to survive

CHICAGO. — In its second major corporate restructuring in less than a year, International Harvester has taken a new approach to survival in the manufacture of trucks and farm equipment.

The company is being reorganized into a Truck Group, an Agricultural Equipment Group and Administrative Services Group. A new Diversified Group has been established to handle the planned disposal of various operations, one of which is its construction-equipment business.

Under changes made last year, Harvester was organized into a Manufacturing Group responsible for all North American manufacturing operations, a Truck Group responsible for truck sales and overseas manufacturing, and an Equipment Group responsible for farm and construction-equipment sales and overseas manufacturing.

Under the current reorganization, J. Patrick Kaine will become executive vice president for truck and agricultural-equipment operations. He had been executive vice president of the company and president of the Truck Group.

Neil A. Springer, who had been vice president and general manager of North American truck operations, succeeds Kaine as Truck Group president.

• Jack D. Michaels, formerly president of the Equipment Group, has been appointed president of the Agricultural Equipment Group.

Jack D. Rutherford, president of the former Manufacturing Group, was appointed president of the Administrative Services Group, and David G. Sadler, business development vice president for the former Equipment Group, becomes president of the new Diversified Group.

All appointments are effective Sept. 1.

Harvester also said it will close a scientific and technical laboratory at Burr Ridge, Ill. About 135 employes will be let go and the remaining 150 will move to its nearby Hinsdale engineering facility, a spokesman said.

The lab shutdown is part of a previously announced plan to cut 1,200 U. S. staff jobs by Sept. 30 for an estimated annual saving of $50 million, the spokesman added.

On another front, officials of Fort Wayne, Ind., where Harvester has a heavy-truck manufacturing facility, submitted a new $22 million aid proposal they hope will persuade the company to continue operations there.

A $30 million aid plan has been proposed by the City of Springfield, O., where Harvester produces medium trucks.

The company said it plans to close one of its three truck plants in Fort Wayne, Springfield and Chatham, Ont.

White reports 3-month loss of $29.9 million

CLEVELAND. — White Motor Corp. has announced that unaudited financial statements filed with the Securities and Exchange Commission disclose a net loss of approximately $29.9 million for the three-month period ended June 30.

In the first quarter, the firm reported net income of approximately $2.7 million. For the first six months of 1982, White had a net loss of about $27.2 million.

The second-quarter results included an estimated $29.4 million loss on disposal of discontinued operations from the proposed sale of the U. S. assets of White Motor Credit Corp. to AB Volvo or its designate.

In September, 1980, White Motor and White Credit filed for reorganization under Chapter 11 of the Bankruptcy Code. Since that time, White, former manufacturer of heavy trucks and farm equipment, has sold substantially all of its operating businesses except that of its finance subsidiaries.

In August, 1981, Volvo White Truck Corp., a subsidiary of AB Volvo, purchased the principal U. S. heavy-truck manufacturing business and assets.

White Credit has continued to provide dealer and retail financing for Volvo White dealers, under an operating agreement with Volvo White Truck Corp.

White Credit no longer is in Chapter 11 proceedings following confirmation of its plan of reorganization in December, 1981.

Completion of the White Credit sale is contingent upon the parties reaching a definitive agreement by Sept. 30, and obtaining certain approvals including that of the Bankruptcy Court.

Domestic total of 113,139 lowest for period since '58

Aug. 1-10 new-car sales decline

By Jenny L. King
Staff Writer

Early August domestic new-car sales were down for the seventh consecutive 10-day period as the U. S. auto makers suffered their worst year-to-year decline since mid-March.

Domestic sales of 113,139 were down 26.80 percent from 154,572 a year earlier. It was the greatest dip since sales fell 43.99 percent last March 11-20, and it was the smallest total for the period since 107,665 units were reported for August 1-10, 1958.

With eight selling days both years, the daily selling average for the period of 14,142 was down 26.80 percent from 19,322 in 1981.

Year-to-date sales through August 10 totaled 3,477,871, down 12.18 percent from 3,960,192 last year.

General Motors plunged 29.10 percent during the period, with sales of 71,473 this year compared with 100,811 in 1981. Ford Motor Co. results of 23,530 were down 21.66 percent from 30,036. Chrysler Corp. dropped 19.60 percent, to 13,676 from 17,009. It was Chrysler's lowest 10-day total so far this year.

Volkswagen of America was down 19.74 percent, to 2,260 from 2,816, and American Motors sales were estimated at 2,200, down 43.59 percent from 3,900 a year earlier.

DOMESTIC SALES

	Aug. 1-10, 1982	Aug. 1-10, 1981
AMERICAN MTRS.	2,200†	3,900†
Chrysler	3,804	1,536
Imperial	24	92
Plymouth	4,691	7,904
Dodge	5,157	7,477
CHRYSLER CORP.	13,676	17,009
Ford	15,263	21,133
Mercury	6,874	7,754
Lincoln	1,393	1,149
FORD MOTOR CO.	23,530	30,036
Buick	14,460	18,250
Cadillac	5,023	4,343
Chevrolet	27,790	38,852
Oldsmobile	15,130	23,188
Pontiac	9,070	16,178
GENERAL MOTORS	71,473	100,811
VOLKSWAGEN	2,260	2,816
INDUSTRY TOTAL	113,139	154,572

† Estimated

GM earned 63.17 percent of the domestic market in the first August period, down from 65.22 percent in 1981. Ford's share of 20.80 percent was up from 19.43 percent. Chrysler sales accounted for 12.09 percent, up from 11.01 percent. VWoA had 2.00 percent, up from 1.82 percent, and AMC had 1.94 percent, down from 2.52 percent.

Of the 14 U. S. makes, only three reported sales increases. Chrysler was up to 3,804 from 1,536 last year, an increase of 147.66 percent; Lincoln moved ahead 21.24 percent, to 1,393 from 1,149, and Cadillac sales of 5,023 were up 15.66 percent from 4,343.

Plymouth was down 40.65 percent, Imperial was down 73.91 percent and Dodge was down 31.03 percent. Ford was down 27.78 percent and Mercury was down 11.35 percent.

Buick dropped 20.77 percent, Chevrolet was down 28.47 percent, Oldsmobile was down 34.75 percent and Pontiac was down 43.94 percent. AMC dropped 43.59 percent and VWoA was down 19.74 percent.

Giugiaro design, other European product plans outlined

ItalDesign working for Ford — U.S. version of Sierra?

By Giancarlo Perini
Special Correspondent

TURIN, Italy.—Designer Giorgetto Giugiaro, of ItalDesign, is working with Ford.

Two bodies in white of the Escort have been seen in the courtyard of the Italian coachbuilder, and insiders report the two are working on a project to bring out a U. S. version of the Sierra.

The Sierra is Ford of Europe's replacement for the Cortina/Taunus — sized larger than the Escort.

Giugiaro has also worked on a prototype of the Escort Cabriolet on behalf of Karmann—the coachbuilder of Volkswagen convertible fame.

Giugiaro is no stranger to American car design. He has done it for American Motors and is now linked to General Motors through work for Isuzu.

A number of model changes are on the way in Europe.

Rumors here call for a restyled Fiat Panda, with a more aerodynamic front end similar to that of the Project Uno (which is to replace the 127).

In the meantime, a new Lancia is in the works, restyled from the Delta. After that, a notchback Fiat Ritmo is scheduled, with a new front end mated to the current body.

Eventually, the Project Uno generation is to replace the Fiat 127 and an Autobianchi-designed car will replace the A-112. Whether this model will be called an Autobianchi or a Lancia is still uncertain.

• The new Uno model will not be at the Paris show, opening Sept. 30 (where the Sierra, the Citroen BX, the Opel Corsa and the new Audi 100 are to be unveiled), but it is likely to be launched late this year or at the beginning of 1983 — a bit after Mercedes-Benz introduces its new 190 series.

The Uno is almost as long as the 127 it will replace, but is to be lighter (1,550 pounds in its basic version) and to get a drag coefficient of 0.4 or lower.

Lancia has apparently decided to drop plans to add power and performance to the Gama range through fuel injection and turbocharging.

This fall, the more powerful Trevi Volumex is slated to go into regular production. And much farther down the pipeline is a turbocharged Delta with permanent four-wheel drive.

The new Audi 100 (Audi 5000 in the U. S.) is said to have a drag coefficient of 0.3. Audi has also developed a turbocharged 200 series with four-wheel drive, designed to be the fastest sedan on the road, with a top speed around 140 MPH.

• At Alfa Romeo, the present Alfasud range is to be replaced by a new model styled like the Giulietta. The change is slated for no earlier than 1984 — at least one year after the lower-line Alfa-Nissan A.R.N.A. car debuts.

Meanwhile, Alfa Romeo is preparing to launch a diesel version of the Giuletta. Alfa also plans to enter the 2.4-liter segment — recently entered by Rover — with a VM engine installed in the Alfetta.

The company has just introduced its top-of-the-line Alfetta Quadrifoglio Oro in Europe. Its 2.0-liter gasoline engine offers electronic fuel injection (installed since 1969 on its U. S. version). The fuel-injection system on this car has a mechanical cylinder cutoff system for fuel economy.

Because production capacity at the company's Spica plant is limited, the Quadrifoglio with the cylinder cutoff system is for sale only in Italy at this time.

The Quadrifoglio's interior has also been refined for 1982 and electric door locks and seat adjustment have been added.

The small diesel engines are doing well, too—notably the 1.3-liter offered by Fiat in the 127 range. It is now available in a light truck derived from the 127 and called the Fiorino.

Renault is also planning a new small diesel that will probably be fitted in the Renault 9 (similar to the Alliance in the U. S.) and perhaps the 5 (Le Car) starting in 1983.

Retail and wholesale programs abound

GM, AMC, Isuzu offering incentives

By Joseph Bohn
Marketing Editor

Retail and wholesale incentive activities continue briskly, both on the domestic and import sides.

Along with General Motors' new retail program, there are retail and wholesale programs on American Motors cars and trucks and a retail incentive on Isuzu pickups.

GM expanded its dealer incentive to include Cadillac Seville, the A-body models and small and full-sized pickup trucks.

The incentive on Seville includes demos. GM is paying dealers a flat $1,275 for each Seville they retail from Aug. 13 to Sept. 22.

GM calls it the "Silver Certificate" program, and is assigning silver certificates to identify the cars, although this is strictly a dealer incentive (not a consumer rebate).

Meanwhile, dealers receive a $400 incentive on retail deliveries during Aug. 12-31 of '82 A-cars — the Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Cierra and Buick Century.

GM's previously announced program on '82 Chevrolet Chevette, Cavalier and Citation; Pontiac T1000, J2000 and Phoenix; Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark and Cadillac Cimarron continues through Aug. 31 unchanged. It pays dealers $600 on Cimarron sales and up to $400 on sales of the other lines.

Under the new plan, Chevrolet and GMC dealers also receive up to $350 on small pickups, the S-10 and S-15, from Aug. 13 to Sept. 22.

Non-retroactive payments are as follows: Zero for 0-20 percent of objective; $200 for 20-80 percent and $350 for 80 percent and over.

There's also an Aug. 4 to Sept. 22 wholesale/retail incentive on '81/'82 Chevrolet LUV import trucks.

Dealers can earn $400 on each 2-wheel-drive LUV model or $600 on each 4-wheel-drive model they retail during the period; or they can earn those amounts on each purchase of units from the factory.

They can collect double—once for buying, again for selling—only on Series 12 ('82) models. On the '81 models, they can collect only once, either for buying or selling.

Finally, GM has a retail incentive on the half-ton and three-quarter-ton Chevrolet C-10 and C-20 and GMC C-1500 and C-2500 pickup trucks from Aug. 13 to Sept. 22.

Payments are nothing for 0-20

Continued on Page 44, Col. 1

Small diesel in vogue

Fiat's Fiorino, adapted from the 127 range, is offered with a 1.0-liter gasoline engine or a 1.3-liter diesel. The trend toward diesels is continuing strong in Europe, with Renault planning a small plant for its R-9 and possibly its 5-series cars in 1983. Alfa Romeo is planning to put a 2.4-liter VM diesel in its Alfetta.

First data not so good in 35-MPH crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON — Preliminary data on the 35-MPH-and-over crash tests on three '82 models show that one exceeded the 1,000 Head Injury Criteria number used for compliance with safety standards at 30 MPH for the driver and the other two exceeded HIC for the front seat passenger.

More than 1,000 HIC is usually read as very serious injury or fatality.

The '82 Volkswagen Scirocco, tested at 35.1 MPH, showed 1,482 HIC for driver and 683 for the passenger. Chest deceleration — using 60 Gs for acceptable level for 30 MPH under standard 208 — was 54 for the driver and 37 for the passenger.

All four femur loads, right and left, for driver and passenger, were well below the 2,250-pound standards. The Scirocco also passed three other standards usually tested at 30 MPH: 212, windshield mounting; 219, windshield intrusion, and 301, fuel system integrity tested frontally.

The '82 Dodge Omni four-door tested at 35.2 MPH, showed HIC 639 for the driver but 1,703 for the passenger. Chest deceleration was a relatively high 58 for the driver but only 43 for the passenger.

Femur loads were well within range but somewhat higher — 1,450 — for the passenger's right leg. The Dodge passed standards 212, 219 and 301.

The 1982 Saab 900 four-door, tested at 35.3 MPH, showed a 734 HIC for the driver but 1,116 HIC for the passenger. Chest deceleration was well below 60 Gs — 39 for the driver and 35 for the passenger — and femur loads were all low. The Saab also passed standards 212, 219, and 301.

index

Auction reports	32
Classified advertising	34
Editorial page	14
Production by makes	47
Registrations, car, truck	12
Truck highlights	12

58th year — No. 4929

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Consortium offers to buy troubled Clenet operation

GOLETA, Calif. — Robert Wallach, president of a New York management consultant firm that specializes in specialty-car makers, said he has made a written offer to buy Clenet Coachworks, the low-volume builder of neoclassic cars here.

He said the offer was made to S. Prestley Blake, financial partner in the Clenet operation. Wallach would head a consortium of buyers.

Alain Clenet, the company's founder, could not be contacted for comment: Phones at the plant have been disconnected, after the court shut down the plant for unpaid rent bills due Blake. Clenet indicated earlier he planned to buy out Blake (Automotive News, Aug. 9), hinting of another partner.

Wallach is believed to be one of several potential buyers investigating a buy into Clenet.

Chrysler betting plenty on its new E-bodies

By Jim Plegue
Staff Writer

Harold Sperlich, president of Chrysler Corp.'s North American Automotive Operations, drove a 1983 E-body sedan to the speaker's podium at the Jefferson Ave. assembly plant in Detroit last week, signaling Phase Four of the company's front-wheel-drive program.

Chrysler will build about 90,000 of the front-drive E-body models — the Dodge 600 and 600-ES, the Chrysler E Class and, beginning in December, the Chrysler New Yorker — at the modernized Jefferson Ave. plant during the '83 model year.

Public introduction for all but the New Yorker version is set for early October.

"We've invested $136 million dollars to make these the most exciting and comfortable cars we've ever manufactured," Sperlich said during the official production launch, predicting that the E-bodies "will become the standard family car of the future."

The E bodies are the largest of Chrysler's front-drive cars, riding on a 103-inch wheelbase and based on a stretched K-car platform. Other K-cars have a wheelbase of just under 100 inches.

Sperlich said E-body production will comprise about 60 percent of Jefferson plant capacity; the balance will be Chrysler compact and other intermediate front-drive cars.

Sperlich announced a few details of the new E-cars. The sporty Dodge 600-ES features blacked-out trim, quick-ratio steering and sport suspension using performance tires, high-rate front and rear sway bars and "high control" shock absorbers.

The Chrysler E Class, a six-passenger sedan, will yield an estimated 32 miles per gallon freeway, 23 MPG city, Sperlich said. The E Class will have standard power brakes, the 2.2-liter K-car engine (which has more horsepower for 1983) and three-speed automatic transaxle.

The E-bodies have 17 cubic feet of trunk space, more than Chevrolet Celebrity or Buick Century (GM's new front-drive A-body cars), Sperlich said.

They represent the fourth step in Chrysler's ongoing switch to

Continued on Page 44, Col. 1

First order of business for '83 ad campaign

Pontiac goal: 2000, 6000 awareness

By Joseph Bohn
Marketing Editor

PONTIAC. — Creating awareness for the 2000 and 6000 is the first order of business as Pontiac kicks off its '83 campaign.

It's indicative of the difficulty these days of getting consumer attention that Pontiac, despite previous heavy ad support, is "nowhere near where we want to be or where we ought to be" on public awareness of these cars, said James Graham, director of merchandising.

For '83, print ads, for example, will feature "Pontiac 2000" and "Pontiac 6000" in big, bold headlines, taking nearly one-third of the top of double-page spreads. The 2000 is Pontiac's J-car; the 6000 is its A-car.

The 2000 and 6000, along with Grand Prix and, later in November, Firebird are the feature cars, receiving the heaviest advertising emphasis this fall.

They were chosen because they best exemplify the division's new theme, "Pontiac. We build Excitement."

It's a theme that represents, as Graham said, more of a philosophy statement than a slogan — one that will stay with the division well into the '80s, as it seeks to recapture the glory years of the '50s and '60s.

• Pontiac has been a division in search of an identity ever since the first oil embargo.

It pulled back too far from its performance image, trying to mirror prevailing attitudes of post-1974, and committed the ultimate sin: Blandness.

"We tried to out-value the low end of the market and . . . to out-velour the top end," Graham observed, and in the process it lost its strong suit—performance.

In seeking to "gain back the old aura . . . (we) had when we were a hot division," Pontiac, as indicated, put its promotional weight behind its "excitement" cars.

Grand Prix will become the early '83 feature car, along with 2000 and 6000. By November, the emphasis will shift to Firebird, 2000 and 6000.

Grand Prix print ads, which also feature the name, say, "There's new excitement in our '83 Grand Prix."

Following an action shot of the car, ad copy talks about the new performance of the 305 V-8. The lack of V-8 availability had been a disappointment to luxury sporty buyers, Graham said.

Print for the 6000 will carry the bold banner "Pontiac 6000" followed by a picture, then the keynote theme, "European performance. American technology. World Class."

Print for the 2000 will carry the banner "Pontiac 2000," followed by a picture of the car, then "5-speed overhead cam fuel injection."

• Bonneville ads talk about its six-passenger roominess and comfort, with interior shots of the car.

Indicative of the ad emphasis, in a budget that is roughly 80 percent TV and 20 percent magazine, Bonneville and the 1000 will receive only print ad support. Other lines will get both TV and print.

Pontiac is creating a syndicated musical special for Jan. 23 which will also feature the new 6000 STE (Special Touring Edition).

The syndicated ad-hoc special airs 8-9 p.m. Sunday, Jan. 23, and will feature a tribute to Americans and their cars: "An affectionate look back at what cars mean to people and what they have meant through the history of the country," said Graham.

The special will feature a roster of top Hollywood names and intersplice filmed segments of the '83 dealer show.

Pontiac, along with AC Delco and GM Parts, will co-sponsor four minutes of national commercial time with Pontiac dealer groups being urged to buy into the remaining four minutes of local market spots.

• Pontiac has tried syndication in the past, with limited success. The capability now of literally creating an ad-hoc fourth network, covering 85 percent of the country makes officials confident of success.

Graham noted that in taking "elements that we're producing anyway (i.e., for the dealer show) and using them for another purpose (the syndicated TV), we're maximizing the value of our investment."

Pontiac will promote the show nationally and has employed an outside national entertainment public relations firm for the purpose.

If the show proves as successful as anticipated, "Be assured we'll do it again," said Graham.

In its regular TV buys, Pontiac made "heavy up-front" commitments on prime time shows and in sports, particularly NFL football.

Graham added, "We hope to spend more (in '83 advertising). We're requesting a greater amount of money."

If products at General Motors, for example, have become increasingly alike in recent years, "the difference can be in merchandising them," Graham added. "And with no humility at all, we think we can do it better than anybody else."

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is the agency.

New-car total is 717,358 for month

June registrations trail year ago

By Jenny L. King
Staff Writer

Total new-car registrations were up for the sixth consecutive month in June compared with the preceding months of 1982, but they missed the year-ago June total by some 30,000 units. Domestic new cars were down from May, 1982 and from June, 1981, according to figures compiled by R. L. Polk & Co.

The June registration total of 717,358 was an increase of 1.34 percent over May's 707,869. It was down 4.01 percent from 747,305 in June last year. Recent low for the month was 675,964 recorded in 1980.

Domestics totaled 510,985 in June, down 1.50 percent from 518,746 the preceding month and down 2.63 percent from 524,797 a year earlier.

Imports were down 7.25 percent in June, to 206,373 from 222,508 in 1981. Their share of the month's market dropped one percentage point, to 28.77 percent from 29.77 percent.

Total new-car registrations for the first half of 1982 were down 13.95 percent, to 3,778,109 from 4,390,708 last year. The domestics dropped 13.43 percent, to 2,698,079 from 3,116,537. Imports were down 15.24 percent, to 1,080,030 from 1,274,171.

The imports' share of the first-half market was off 0.43 percentage points, to 28.59 percent from 29.02 percent in 1981.

General Motors, Ford Motor Co. and Chrysler Corp. all posted market share increases in June compared with a year ago. GM was up 0.84 percentage points, to 43.92 percent from 43.08 percent. Ford pushed to 17.77 percent from 17.61 percent, an increase of 0.16 of a percentage point, and Chrysler was up 0.28 of a point, to 8.66 percent from 8.18 percent.

AMC dropped 0.28 of a point, to 1.04 percent from 1.32 percent, miscellaneous domestics claimed 0.04 percent of the market both years and imports were down to 28.77 percent from 29.77 percent.

In the domestic-only market, GM had 61.66 percent in June,

Table on Page 20.

Ford had 24.94 percent, Chrysler had 11.88 percent, AMC had 1.47 percent and miscellaneous domestics had 0.05 percent.

A year earlier, the domestic-only breakdown was: GM, 61.35 percent; Ford, 25.08 percent; Chrysler, 11.64 percent; AMC, 1.87 percent, and miscellaneous, 0.06 percent.

For the first six months of 1982, GM, Ford and miscellaneous domestics improved their shares of the total market, as AMC, Chrysler and the imports gave ground.

GM was up 1.01 percentage points, to 44.54 percent from 43.53 percent last year. Ford pinched off an increase of 0.08 percentage points, getting 16.96 percent compared with 16.88 percent a year earlier. Miscellaneous domestics accounted for 0.04 percent, up from 0.03 percent.

Chrysler was off 0.24 percentage points in the first half, to 8.65 percent from 8.89 percent, AMC dropped to 1.22 percent from 1.65 percent and imports were down 0.43 of a point, to 28.59 percent from 29.02 percent.

In the domestic-only market-through June 30, GM had 62.37 percent, Ford had 23.75 percent, Chrysler had 12.12 percent, AMC had 1.71 percent and miscellaneous had 0.05 percent.

Comparable shares in 1981 were as follows: GM earned 61.32 percent, Ford had 23.78 percent, Chrysler had 12.53 percent, AMC had 2.33 percent and miscellaneous had 0.04 percent.

• Of the total June market, the imports' share of 28.77 percent was far and away the largest. U. S. intermediates followed with 22.58 percent, compacts had 17.78 percent, subcompacts had 14.57 percent, standards had 10.91 percent and luxury cars had 5.39 percent.

A year earlier, the month's market-class analysis was as follows: Imports, 29.77 percent; intermediates, 20.16 percent; compacts, 19.99 percent; subcompacts, 15.37 percent; standards, 10.30 percent and luxury models, 4.41 percent.

Of domestics only, intermediates claimed 31.71 percent of the June total, compacts had 24.97 percent, subcompacts had 20.45 percent, standards had 15.32 percent and luxury cars had 7.55 percent.

In the first half of 1982, imports cornered 28.59 percent of the market, intermediates had 21.43 percent, compacts had 18.62 percent, subcompacts had 15.70 percent, standards had 10.29 percent and luxury cars had 5.37 percent.

Slump brings new GM cuts; GMAD and Cadillac affected

DETROIT.—The auto depression took some more bites at General Motors last week.

The company announced the Oct. 1 closing of one assembly plant, an indefinite delay in '83-model production at another and the end of second-shift operations at two more.

Also, Cadillac will lose two of its Detroit activities — stamping and metal plating—and a Rochester Products plant in Tuscaloosa, Ala., will be closed.

The actions involve 11,000 workers. The General Motors Assembly Division cutbacks will place 9,100 on indefinite layoff. There will be 1,600 affected at Cadillac and 300 at Rochester Products.

At GMAD, the Framingham (Mass.) plant will start production of '83 Chevrolet Celebrity and Pontiac 6000 models Aug. 25, but it will close indefinitely on Oct. 1. About 3,400 employes will be laid off.

The Lakewood (Ga.) plant will delay indefinitely the start-up of '83 Chevrolet Chevette and Pontiac 1000 models. Output had been slated to begin Sept. 7. About 1,700 will be on indefinite layoff.

Second-shift operations will be discontinued at GMAD plants at Leeds, Mo., and North Tarrytown, N. Y. The Leeds cutback begins Aug. 30 and involves Buick Skyhawk and Oldsmobile Firenza.

The North Tarrytown reduction begins Sept. 13 and applies to Buick Skylark, Chevrolet Citation and Pontiac Phoenix. Some 2,000 employes will be indefinitely laid off at each plant.

• At Cadillac in Detroit, stamping operations at Conner Ave. and metal plating operations at Clark Ave. will be consolidated with similar activities at other GM plants for economic reasons.

The consolidation will take place during the next three years and will involve about 1,600 employes, 1,150 at Conner Ave. and 460 at Clark Ave.

Most of the stamping activities will be moved to GM facilities in Pontiac and Flint, and the metal-plating work (bumpers) will go to Oldsmobile in Lansing. The Conner Ave. plant produces hoods, fenders and other metal stampings.

Edward C. Kennard, Cadillac general manager, said GM has too much metal stamping and plating capacity, and these operations must be consolidated at other GM facilities if the company is to remain competitive.

The Rochester Products plant in Tuscaloosa is to be closed within six months. Some 300 jobs will be affected.

The Tuscaloosa plant makes carburetors, emission-control parts and carburetor service kits for the aftermarket. Production will be shifted to the division's plants in the Rochester (N. Y.) area.

Gilbert elected FISITA president

WARRENDALE, Pa. — Joseph Gilbert, executive vice president of the Society of Automotive Engineers, has been elected president of FISITA, the International Federation of Automobile Engineering Societies.

Gilbert's two-year term will begin during the XIXth International FISITA Congress in Melbourne, Australia, Nov. 8-12.

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis. June, 1982	Percent Share of Market	Regis. June, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 6 mos., 1982	Percent Share of Market	Regis. 6 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	111,839	15.59	118,414	15.85	− 0.26	618,032	16.36	749,538	17.07	− 0.71
Ford	88,547	12.34	92,352	12.36	− 0.02	443,086	11.73	530,731	12.09	− 0.36
Oldsmobile	73,020	10.18	75,931	10.16	+ 0.02	378,268	10.01	425,419	9.69	+ 0.32
Buick	66,641	9.29	62,484	8.36	+ 0.93	341,212	9.03	364,017	8.29	+ 0.74
Pontiac	42,755	5.96	48,076	6.43	− 0.47	232,093	6.14	268,499	6.13	+ 0.01
Mercury	30,961	4.32	33,934	4.54	− 0.22	158,173	4.19	178,482	4.06	+ 0.13
Plymouth	22,898	3.19	29,131	3.90	− 0.71	126,263	3.34	177,455	4.04	− 0.70
Dodge	21,724	3.03	25,585	3.42	− 0.39	123,568	3.27	160,988	3.67	− 0.40
Cadillac	20,803	2.90	17,039	2.28	+ 0.62	113,215	3.00	103,185	2.35	+ 0.65
Chrysler	16,086	2.24	6,391	0.86	+ 1.38	77,139	2.04	52,026	1.18	+ 0.86
Lincoln	7,949	1.11	5,309	0.71	+ 0.40	39,549	1.04	31,951	0.73	+ 0.31
AMC	7,499	1.04	9,845	1.32	− 0.28	46,076	1.22	72,463	1.65	− 0.43
GENERAL MOTORS	315,058	43.92	321,944	43.08	+ 0.84	1,682,820	44.54	1,911,103	43.53	+ 1.01
FORD MOTOR CO.	127,457	17.77	131,595	17.61	+ 0.16	640,808	16.96	741,164	16.78	+ 0.08
CHRYSLER CORP.	60,706	8.46	61,107	8.18	+ 0.28	326,970	8.65	390,469	8.89	− 0.24
AMERICAN MOTORS	7,499	1.04	9,845	1.32	− 0.28	46,076	1.22	72,463	1.65	− 0.43
IMPORTS	206,373	28.77	222,508	29.77	− 1.00	1,080,030	28.59	1,274,171	29.02	− 0.43
MISCELLANEOUS	263	0.04	306	0.04	.....	1,405	0.04	1,338	0.03	+ 0.01
TOTAL	717,358		747,305			3,778,109		4,390,708		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Registrations in first half rise 10.9 pct.

With sizeable increases in all three light-truck classifications, registrations of new trucks of all types in the U. S. in the first half of 1982 were significantly higher than a year ago.

According to R. L. Polk & Co. statistics, 1,204,538 trucks were registered through June, an in-

Table on Page 16.

crease of 10.9 percent over the 1,085,915 units tallied in the like period in 1981.

In June, there were 225,522 new-truck registrations, a gain of 12.3 percent over the year-ago 200,866 units.

Light-truck tallies in the first half were up 13.9 percent, from 381,350 units a year ago to 1,117,959. Mediums dropped 23.4 percent to 19,265 units, compared with last year's 25,163. Heavies were off 15.2 percent, from 79,402 in 1981 to 67,314.

There were increases in the first half in only three of the eight weight groups — light trucks were up and the big trucks were down.

The Group 1 count, with the new domestic compact pickups providing the spark, soared to 617,788 units, an increase of 14 percent over the year-ago 542,-037.

• Growth in sales of van conversions and other types of recreational vehicles contributed largely to the gain in Group 2 registrations. The January-June total was 490,467, up 13.3 percent over last year's 432,902.

The biggest percentage in-

Continued on Page 13, Col. 1

One of TravelMaster's firsts

Belinda Barnett, president, TravelMaster Vans, Arlington, Tex., and Doug Barnett, right, general manager, deliver one of the new custom-van manufacturer's first products to Mike Hicks, Vogt GMC, Arlington.

Coachmen, Winnebago note sales, profits gains

Substantial improvement in second-quarter sales and earnings has been reported by Coachmen Industries, Inc., while Winnebago Industries, Inc., noted good gains in both net earnings and sales in its fiscal third quarter ended May 29.

Coachmen sales in the April-June period were up 12.4 percent to approximately $70 million, compared with $62.3 million a year ago. Net earnings amounted to about $2.9 million, an increase of 60 percent over the year-earlier $1.8 million.

Thomas H. Corson, chairman, attributed much of Coachmen's rise in earnings to continuing emphasis on cost controls, increased sales and improved capacity utilization.

"Retail demand for our recreational-vehicle products was strong during the quarter," he said. "This demand pulled down dealer inventories to low levels. The restocking of these inventories should augment results in the third quarter."

For the first half, Coachmen sales totaled approximately $126.3 million, an increase of 21 percent over last year's $104.3 million. Net earnings increased to $2.8 million, up 7.7 percent over the year-ago $2.6 million.

Corson said second-quarter earnings last year included a non-recurring gain of approximately $726,492 from the sale of excess manufacturing facilities. A comparable gain of about $72,-755 was included in this year's second quarter, he added.

Winnebago's net earnings in the third quarter amounted to almost $3.4 million, a gain of 89 percent over the year-earlier $1.8 million. Included in the cur-

Continued on Page 26, Col. 4

U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1982 VS. 1981★

	6 mos., 1982	Percent Share of '82 market	6 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	390,445	32.42	332,610	30.63	+ 1.79
Ford	363,511	30.18	349,103	32.15	− 1.97
Dodge	110,860	9.20	82,481	7.60	+ 1.60
GMC	108,451	9.00	80,285	7.39	+ 1.61
Jeep	29,232	2.43	26,364	2.43	.....
International	21,604	1.79	30,259	2.79	− 1.00
Mack	8,047	0.67	9,468	0.87	− 0.20
Plymouth*	5,583	0.46	8,441	0.78	− 0.32
Kenworth	3,762	0.31	5,342	0.49	− 0.18
Freightliner	3,613	0.30	4,324	0.40	− 0.10
Peterbilt	2,942	0.25	3,040	0.28	− 0.03
Mercedes-Benz	1,537	0.13	1,820	0.16	− 0.03
White	996	0.08	1,424	0.13	− 0.05
Western Star	374	0.03	427	0.04	− 0.01
Autocar	312	0.03	634	0.06	− 0.03
Volvo	248	0.02	769	0.07	− 0.05
Miscellaneous**	153,021	12.70	149,084	13.73	− 1.03
TOTALS	1,204,538	100.00	1,085,915	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1982 VS. 1981★

	6 mos., 1982	Percent Share of '82 market	6 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	15,501	23.03	16,585	20.89	+ 2.14
International	14,589	21.67	20,528	25.85	− 4.18
GMC	12,717	18.89	10,550	13.29	+ 5.60
Mack	6,945	10.32	8,856	11.15	− 0.83
Chevrolet	4,005	5.95	5,323	6.70	− 0.75
Kenworth	3,762	5.59	5,342	6.73	− 1.14
Freightliner	3,613	5.37	4,324	5.45	− 0.08
Peterbilt	2,942	4.37	3,040	3.83	+ 0.54
White	996	1.48	1,424	1.79	− 0.31
Mercedes-Benz	450	0.66	449	0.56	+ 0.12
Western Star	374	0.56	427	0.54	+ 0.02
Autocar	312	0.46	634	0.80	− 0.34
Volvo	248	0.37	754	0.95	− 0.58
Miscellaneous	851	1.26	1,166	1.47	− 0.21
TOTALS	67,314	100.00	79,402	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981.

Industry sales in July, 7 months exceed '81 totals

America's franchised truck dealers and factory outlets retailed 197,823 new trucks of all types in July, an increase of 3.4 percent over last year's 191,400 units.

For the first seven months of the calendar year, the total was 1,536,282, up 10.4 percent over the 1,392,041 units sold in the like period in 1981.

Through July, sales of light trucks were up significantly over a year ago, but the big vehicles continued to decline.

The light-truck total in the January-July period was 1,419,-356, an increase of 13.7 percent over the year-earlier 1,248,639 units.

Big trucks, medium and heavy, were off 18.5 percent, from 143,-402 units in 1981 to 116,926. The medium total was down 43.3 percent to 28,078, compared with 49,514 a year ago. Heavies dropped 5.5 percent, from 93,888 units last year to 88,848.

Sales of the compact pickup trucks were up dramatically for both the month and the January-July period.

During the month, dealers retailed 59,266 compacts, both domestic and imports, an increase of 48.9 percent over last year's 39,798. The seven-month count was up 45.7 percent, from 292,-298 a year ago to 425,926 units.

recreation on wheels

June shipments highest since '79

First-half deliveries of RVs up 9.9 percent

First-half shipments of recreational vehicles from manufacturers to retail outlets in the U. S. were up almost 10 percent over last year, and June deliveries were the highest in more than three years.

Through June, according to the Recreation Vehicle Industry Assn., manufacturer members shipped approximately 135,800 units of all types to their dealers, an increase of 9.9 percent over last year's 123,600 vehicles.

Shipments during the six months were up over a year ago in all three major RV categories — towable units, motor homes and multi-use vehicles.

In June, RVIA members delivered about 29,900 units, a gain of 36 percent over last year's 22,000 and almost 29 percent higher than the May total of 23,200 units.

"Factory sales incentives appear to be responsible for part of this strong (June) showing," an RVIA spokesman said.

The last time that monthly shipments exceeded the June total was May, 1979, when approximately 32,500 units were delivered. The June total that year was 21,700, down 57.6 percent from the pre-slump, year-earlier 51,200 units.

• The Index of Consumer Sentiment in June, however, was not as encouraging as was the sharp rise in shipments. It was down 1.8 points to 65.7 for the month.

"Less favorable business expectations was the primary reason for the decline in sentiment," said Dr. Richard Curtin, the survey's director. Unemployment remained the dominant concern of consumers in the June survey, he added.

Shipments of all towable RVs in the first half were up 1.9 percent, from approximately 58,400 units in 1981 to 59,500. The June total was up 2.8 percent to 11,-100 units, compared with 10,800 a year ago.

Conventional and fifth-wheel

Continued on Page 41, Col. 1

Coachmen to buy Midas RV, van and plastic units

MIDDLEBURY, Ind.—Coachmen Industries, Inc., has entered into an agreement in principle with Midas International Corp., an IC Industries company, whereby Coachmen will acquire certain Midas recreational-vehicle operations.

Thomas H. Corson, Coachmen chairman, said the transaction involves the Midas RV, van and plastics operations. These operations are located in Elkhart and Mishawaka, Ind., and New Tazewell, Tenn.

Corson said the addition of the Midas RV operations will increase the company's penetration of motor-home markets by as much as 50 percent and will nearly double Coachmen's share in van conversions.

"This acquisition is part of our planned program for strengthening our participation in the motor-home segments of the RV industry," he added. "We are confident that Coachmen's position in the marketplace will be greatly enhanced."

While the price of the transaction is subject to audits, Coachmen officials said it would be approximately $3 million.

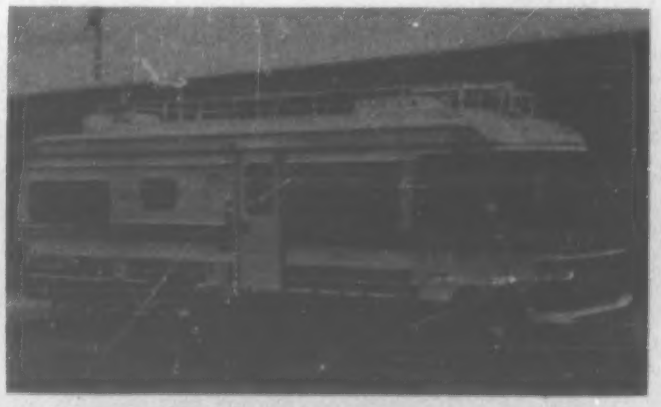
Rupp to succeed Burbank as chief at Freightliner

STUTTGART, West Germany. —Daimler-Benz AG has named Peter E. Rupp vice chairman and president of Freightliner Corp. and Mercedes-Benz Truck Co., both located in Portland, Ore. The move is effective Nov. 15.

Rupp, 52, will succeed Ronald E. Burbank, 53, currently president of the two truck-building firms. Until the November date, Burbank will remain responsible for all Daimler-Benz truck activities in the U. S.

Rupp currently is president of Euclid, Inc., Cleveland, and will be succeeded by Juergen E. Schrempp, 38, a member of the

Continued on Page 41, Col. 1



Holiday modified for Mideast use

Holiday of Orlando, Inc., Orlando, Fla., is modifying Holiday Rambler motor homes for use in the Middle East under a contract with Inter Amar Enterprises, Abu Dhabi. The unit's frame is elevated six inches to permit use of "doughnut" tires for easy movement over desert terrain.

Light-weight classes lead gains

Truck registrations up 10.9 pct. for first half

Continued from Page 12

crease was achieved by Group 3 trucks, again due principally to the strong demand for motorized recreational vehicles. The six-month total of 9,704 tallies was 51.4 percent higher than the year-ago 6,411 units.

Group 6 suffered the greatest percentage loss in the first half. Registrations were off 23.9 percent, from 24,302 units in 1981 to 18,505.

Group 5's total dropped to 755 units through June, 11.5 percent lower than last year's 853. There were only five Group 4 tallies in the first half, compared with eight in 1981.

In Group 7, there were 30,186 registrations through June, a decline of 10.7 percent from last year's 33,815. Heavies were down 18.6 percent, compared with 45,587 in the first six months of 1981.

In June, Ford had 75,247 tallies to 68,485 for No. 1 Chevrolet and reduced the latter's first-half lead to approximately 27,000 units. Through June, Chevrolet had 390,445 registrations and Ford had 363,511.

Chevrolet's share of total six-month registrations was up 1.79 percentage points, from 30.63 percent a year ago to 32.42 percent this year. The Ford share, on the other hand, was off 1.97 points to 30.18 percent, compared with 32.15 percent in 1981.

Ford was No. 1 in heavy-truck registrations through June, with a lead of almost 1,000 units over International.

Ford's penetration was up 2.14 points, from 20.89 percent in 1981 on 16,585 tallies to 23.03 percent on 15,501 units. International's share dropped 4.18 points to 21.67 percent on 14,589 tallies, compared with 25.85 percent a year ago on 20,528 units.

GMC scored the biggest gain in penetration in the first half. Its 12,717 tallies through June accounted for 18.89 percent, an increase of 5.60 points over last year's 13.29 percent on 10,550 units.

A surge in deliveries of Group 7 trucks since Jan. 1 was responsible for the big boost in GMC's penetration. Through June, GMC's Group 7 count was 8,345 units, a gain of 56.4 percent over last year's 5,334.

Saab appoints 25 U.S. dealers during first half

ORANGE, Conn.—Saab-Scania of America appointed 25 dealers during the first half of this year and had 310 outlets at the end of June, 55 of them Saab exclusives, according to Sten O. Helling, sales and marketing vice president.

Saab had 307 dealers in the U. S at the beginning of this year.

Helling said the company is aiming for 350 dealers nationally as the first step in its long-range planning.

New Saab dealers appointed during the first half are: Fitzgerald Cadillac - Saab, Fort Wayne, Ind.; Saab Country, Scottsville, N. Y.; Moore Cadillac-Jaguar-Saab, Ellisville, Mo.; Zimbrick, Inc., Madison, Wis.; Holiday Saab, Fort Worth; Tradewind Ford - Saab, Corpus Christi, Tex., and Wigglesworth Imports, West Chicago, Ill.

Also: Downers Grove Saab, Downers Grove, Ill.; Plaza Motors, Palm Springs, Calif.; Wolf Import Motors, Inc., Painesville, O.; Autohaus of Asheville, Inc., Asheville, N. C.; Bill Hanna Ford - BMW - Saab, Shreveport, La., and Kelly Saab, Chattanooga, Tenn.

Also: Bob Richards Saab, Augusta, Ga.; Jeffords Motor Car Co., Brookfield, Wis.; Friedman Toyota, Des Moines; Seymour Cadillac-Saab, Detroit; Schaefer Pontiac, Racine, Wis., and Merrill Bean Chevrolet-Saab, Ogden, Utah.

Also: Foothills Saab, Fort Collins, Colo.; Pray Saab, Greenwich, Conn.; Lynch Buick, Chicago; Hanley - Dawson Toyota-Saab, Chicago; George White Chevrolet, Ames, Ia., and Castle Toyota-BMW - Saab, Edgewood, Md.

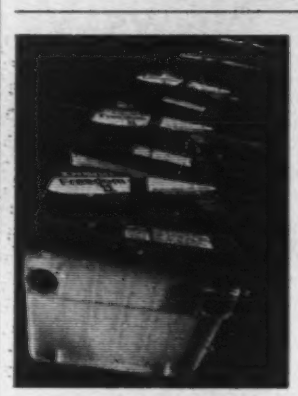
Ford shuts off plant time clock

ST. LOUIS. The Ford Motor Co. car assembly plant in suburban Hazelwood, has abandoned time-clock punching, a direct dividend of the Employe Involvement work group.

The decision to drop the practice for a six-month trial period saves time at the beginning and end of the shift when long lines appear. The plant, which builds full-size Mercurys, employs 1,200 production workers. Another shift will be added in October.

The company says it saves supplies and time. Foremen will report workers' hours on time sheets.

A BATTERY OF EXPERTS.



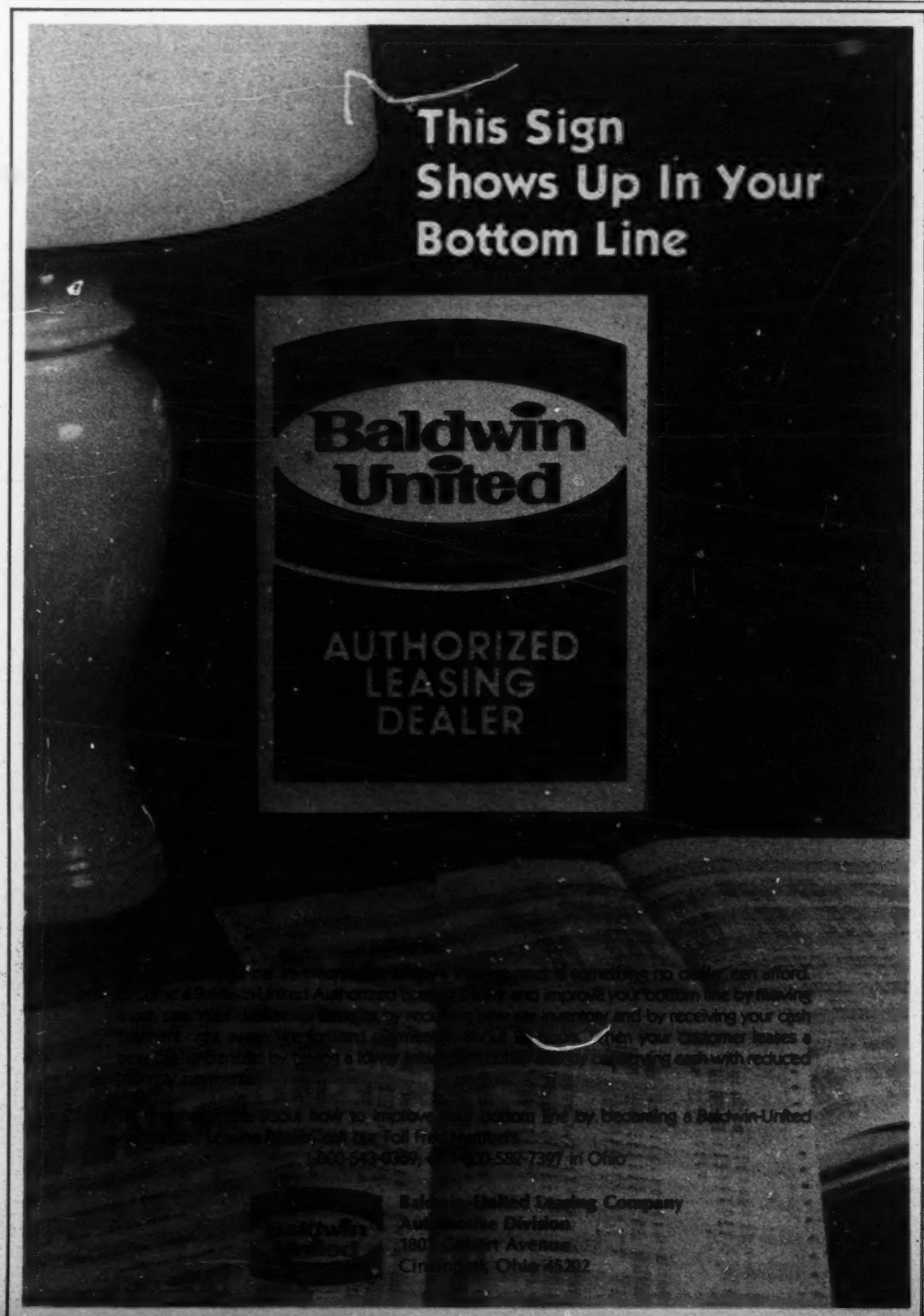
For years Delco Remy has been an acknowledged leader in battery technology.

And you can see that expertise in each Delco Freedom II Battery—the battery that combines the rugged dependability of our original never-add-water, maintenance-free batteries with the construction features of our tough, heavy-duty truck batteries.

So when you make your choice, go right to the head of the class: The Delco Freedom II Battery.

Delco Remy

The leader under the hood



Oil executive sees competitive market

20-year oil prices tied to developing nations

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich. — Don't look close at hand, say to the nation's coal fields, for any relief soon from the upward pressure on petroleum prices.

Speaking at an annual University of Michigan management seminar here, Glenn Brown, senior vice president, Standard Oil Co. (Ohio), said distant lands will play a key role in that pricing.

His remarks came in response to a question during a panel portion of the seminar.

"The major driving force in sending up the price of oil over the next 20 years is growth in usage in the developing world," he said.

"That's where demand is going to be. Most of the developed nations will either be holding relatively constant in their energy use as far as petroleum use is concerned, or actually declining.

"By 2000, only two of the OECD (Organization for Economic Cooperation and Development) nations will be in the top 10 in population in the world. There will be just three more in the next 10 and they'll be down at the bottom.

"As a result of this population shift to the undeveloped nations, there will be pressure on us. They'll be competing for the most convenient energy-source," Brown said.

Brown said his company believes oil prices will be set by worldwide competition. Coal prices, however, will be set by the marginal producer.

"They'll be cost-based," he said.

"You'll be seeing an increasing differential on a cost-per-BTU basis between coal and oil and, to a lesser extent, between coal and gas.

"Every time we evaluate where we're headed down that track we have to consider the alternative of turning coal into a product that can compete directly with petroleum.

"Conversion of coal ultimately will be a limiting factor on petroleum prices," Brown said.

Mexico targets U. S., Japan, Europe as engine markets

MEXICO CITY. — The Mexican auto parts industry, despite the country's economic difficulties, has programmed the export of around a million engines next year.

Main markets for the products will be the U. S., Japan and European nations, according to Rene Espinosa Olivera, president of the National Assn. of the Auto Parts Industry.

By 1985, engine production is expected to rise to 3.5 million units, with the bulk of these (more than 2 million) destined for the U. S. Japanese and European sales are expected to absorb a smaller percentage.

The association projects production of one million vehicles in 1985 for the internal market. An unspecified number are expected to be exported, mainly to Central and Latin America.

Three major American automotive firms established in Mexico will be responsible for the bulk of parts production Espinosa Olvera said, thus complying with recent regulations calling for an expansion of the export sector.

Espinosa Olivera, said Ford, in collaboration with the Alfa Industrial Group (which liquidated many of its holdings to avoid bankruptcy), produces aluminum cylinder heads through the Nemark subsidiary in which the American firm has a 25-percent interest.

With the Visa Group, Ford turns out plastic parts, and through Vitroflex (part of the Vitro Group), Ford de Mexico is producing and exporting windshields. In the latter two firms, Ford participation is only 40 percent.

General Motors, through Diesel Allison, has a 40-percent stake in Motor Diesel Mexicana, which produces diesel engines and passenger buses. Espinosa Olivera said this firm will be producing 500,000 engines annually by 1984, mainly for the internal market.

But 60 percent of component parts produced by the plant will be exported.

According to Espinosa Olivera, Chrysler de Mexico, which inaugurated its engine assembly plant in Ramos Arizpe, Coahuila, in 1981, will be producing 400,000 engines annually by 1984.

In its first seven months of operation, this plant produced 270,000 engines, of which 220,000 were utilized by the K-car in the U. S.

Mahin joins Subaru

PENNSAUKEN, N. J.—C. D. Hahin has been named director of market development for Subaru of America.

Engine giant retires

M. R. McKellar, right, 45-year veteran of engineering service with General Motors and Pontiac, is presented with an honorary Doctorate of Engines degree by J. J. Wetzel, Pontiac assistant chief engineer, powertrains. McKellar was with the division during the Pontiac GTO and Super Duty engine days, and he was instrumental in V-8s including the 389, 400, 421, 428 and 455. The racing community nicknames a series of performance camshafts the McKellar Series.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SIX MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**58**	**58**
	June, '81	.....	.....	.....	.....	.....	.....	.....	105	105
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**312**	**312**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	634	634
BROCKWAY	**June, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**June, '82**	**36,057**	**29,484**	**1,825**	.....	**40**	**384**	**640**	**75**	**68,485**
	June, '81	31,355	24,636	902	.....	74	650	836	90	58,543
	Year to Date '82	**211,479**	**163,500**	**9,055**	.....	**215**	**2,191**	**3,653**	**352**	**390,445**
	Year to Date '81	179,778	136,460	6,099	.....	459	4,491	4,786	537	332,610
(Memo Units) #	**June, '82**	**22,128**	**10,939**	.....	.....	.....	.....	.....	.....	**33,067**
	June, '81	11,007	7,843	.....	.....	.....	.....	.....	.....	18,850
	Year to Date '82	**127,665**	**54,122**	.....	.....	.....	.....	.....	.....	**181,787**
	Year to Date '81	70,946	39,974	.....	.....	.....	.....	.....	.....	110,920
DODGE	**June, '82**	**13,265**	**7,070**	.....	.....	.....	.....	.....	.....	**20,535**
	June, '81	8,678	7,391	42	1	.....	.....	.....	.....	16,112
	Year to Date '82	**72,794**	**38,048**	**18**	.....	.....	.....	.....	.....	**110,860**
	Year to Date '81	47,335	34,875	269	2	.....	.....	.....	.....	82,481
(Memo Units) #	**June, '82**	**8,307**	**4,812**	.....	.....	.....	.....	.....	.....	**13,119**
	June, '81	5,035	4,145	1	.....	.....	.....	.....	.....	9,181
	Year to Date '82	**46,406**	**25,866**	.....	.....	.....	.....	.....	.....	**72,272**
	Year to Date '81	28,934	19,638	23	.....	.....	.....	.....	.....	48,595
FORD	**June, '82**	**26,886**	**44,550**	.....	.....	.....	**995**	**1,953**	**863**	**75,247**
	June, '81	22,155	40,255	.....	.....	.....	1,435	2,270	703	66,818
	Year to Date '82	**120,401**	**222,290**	.....	.....	.....	**5,319**	**11,153**	**4,348**	**363,511**
	Year to Date '81	117,505	208,356	.....	.....	.....	6,657	12,460	4,125	349,103
(Memo Units) #	**June, '82**	**17,309**	**18,151**	.....	.....	.....	.....	.....	.....	**35,460**
	June, '81	7,322	14,082	.....	.....	.....	.....	.....	.....	21,404
	Year to Date '82	**63,351**	**80,831**	.....	.....	.....	.....	.....	.....	**144,182**
	Year to Date '81	44,445	66,783	.....	.....	.....	.....	.....	.....	111,228
FREIGHTLINER	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**591**	**591**
	June, '81	.....	.....	.....	.....	.....	.....	.....	804	804
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,613**	**3,613**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	4,324	4,324
GMC	**June, '82**	**8,215**	**9,786**	**86**	.....	**180**	**295**	**820**	**794**	**20,176**
	June, '81	5,490	6,947	22	.....	119	435	930	928	14,871
	Year to Date '82	**43,951**	**48,817**	**631**	.....	**535**	**1,800**	**8,345**	**4,372**	**108,451**
	Year to Date '81	29,502	36,967	41	.....	387	2,838	5,334	5,216	80,285
(Memo Units) #	**June, '82**	**4,191**	**3,152**	.....	.....	.....	.....	.....	.....	**7,343**
	June, '81	827	2,156	.....	.....	.....	.....	.....	.....	2,983
	Year to Date '82	**21,962**	**14,211**	.....	.....	.....	.....	.....	.....	**36,173**
	Year to Date '81	4,522	10,089	.....	.....	.....	.....	.....	.....	14,611
INTERNATIONAL	**June, '82**	.....	.....	.....	.....	.....	**1,101**	**1,012**	**1,720**	**3,833**
	June, '81	.....	165	.....	.....	.....	1,186	1,584	2,025	4,960
	Year to Date '82	.....	.....	.....	.....	.....	**7,015**	**6,038**	**8,551**	**21,604**
	Year to Date '81	.....	1,613	.....	.....	.....	8,118	9,929	10,599	30,259
(Memo Units) #	**June, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**June, '82**	**4,015**	**2,309**	.....	.....	.....	.....	.....	.....	**6,324**
	June, '81	3,807	1,762	.....	.....	.....	.....	.....	.....	5,569
	Year to Date '82	**16,717**	**12,515**	.....	.....	.....	.....	.....	.....	**29,232**
	Year to Date '81	16,256	10,128	.....	.....	.....	.....	.....	.....	26,384
(Memo Units) #	**June, '82**	**4,015**	**1,760**	.....	.....	.....	.....	.....	.....	**5,775**
	June, '81	3,807	1,278	.....	.....	.....	.....	.....	.....	5,085
	Year to Date '82	**16,717**	**9,323**	.....	.....	.....	.....	.....	.....	**26,040**
	Year to Date '81	16,256	7,433	.....	.....	.....	.....	.....	.....	23,689
KENWORTH	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**659**	**659**
	June, '81	.....	.....	.....	.....	.....	.....	.....	1,069	1,069
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,762**	**3,762**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,342	5,342
MACK	**June, '82**	.....	.....	.....	.....	.....	**166**	**43**	**1,161**	**1,370**
	June, '81	.....	.....	.....	.....	.....	145	56	1,407	1,608
	Year to Date '82	.....	.....	.....	.....	.....	**1,102**	**294**	**6,651**	**8,047**
	Year to Date '81	.....	.....	.....	.....	.....	632	117	8,739	9,488
MERCEDES-BENZ	**June, '82**	.....	.....	.....	.....	.....	**167**	**97**	.....	**264**
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	290
	Year to Date '82	.....	.....	.....	.....	.....	**1,087**	**459**	.....	**1,537**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	1,820
PETERBILT	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**537**	**537**
	June, '81	.....	.....	.....	.....	.....	.....	.....	651	651
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,942**	**2,942**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,040	3,040
PLYMOUTH	**June, '82**	**517**	**403**	.....	.....	.....	.....	.....	.....	**920**
	June, '81	853	368	.....	.....	.....	.....	.....	.....	1,221
	Year to Date '82	**3,455**	**2,128**	.....	.....	.....	.....	.....	.....	**5,583**
	Year to Date '81	6,249	2,192	.....	.....	.....	.....	.....	.....	8,441
VOLVO	**June, '82**	.....	.....	.....	.....	.....	.....	**41**	**21**	**62**
	June, '81	.....	.....	.....	.....	1	2	115	124	242
	Year to Date '82	.....	.....	.....	.....	.....	.....	**175**	**73**	**248**
	Year to Date '81	.....	.....	.....	.....	2	13	381	373	769
WESTERN STAR	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**61**	**61**
	June, '81	.....	.....	.....	.....	.....	.....	.....	97	97
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**374**	**374**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	427	427
WHITE	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**187**	**187**
	June, '81	.....	.....	.....	.....	.....	.....	.....	208	208
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**996**	**996**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,424	1,424
MISCELLANEOUS*	**June, '82**	**25,857**	**631**	.....	**1**	**1**	.....	**19**	**104**	**26,413**
	June, '81	26,911	540	.....	1	2	230	159	137	27,980
	Year to Date '82	**148,991**	**3,169**	.....	**5**	**5**	.....	**69**	**782**	**153,021**
	Year to Date '81	145,412	2,311	2	6	5	1,553	806	749	150,846
TOTALS	**June, '82**	**114,612**	**94,213**	**1,911**	**1**	**221**	**3,108**	**4,625**	**6,831**	**225,522**
	June, '81	99,249	82,064	966	2	196	4,083	5,950	8,356	200,868
	Year to Date '82	**617,788**	**490,467**	**9,704**	**5**	**755**	**18,505**	**30,186**	**37,128**	**1,204,538**
	Year to Date '81	542,037	432,902	6,411	8	853	24,302	33,815	45,587	1,085,915

★—No Oklahoma registrations, 1982 and 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

Dealer network growing in preparation for Oct. launch

Mitsubishi adds another 20 outlets

FOUNTAIN VALLEY, Calif. —Mitsubishi Motor Sales of America (MMSA) has appointed 20 more dealers, bringing the total to 56 toward a goal of 70 dealers for the company's new-model launch in October.

Seven of the new dealers are in California and four are in the Chicago area.

In the San Francisco Bay area, MMSA has signed Frederick J. Bowerman and Robert Messamore to operate a dealership in Walnut Creek and Leon C. Felton in Sausalito.

Bowerman and Messamore coown European Motor Cars in Walnut Creek — a Fiat and Alfa Romeo operation. Felton has Volkswagen and Porsche-Audi dealerships in San Rafael and Mill Valley, respectively.

Also in northern California, MMSA has named Tom Price as a dealer in Colma. The new store will be in the Serramonte Auto Center. Price owns Serramonte Oldsmobile as well as an Isuzu store in Colma-Daly City.

In Southern California, MMSA has named Robert D. Kramer in Santa Monica, Steven Cerrito in Irvine, Frank Abbott in Upland and John E. Daley in the San Diego suburb of Kearny Mesa.

Kramer operates a number of L.A.-area dealerships, including Volvo, Fiat, Honda and Chevrolet outlets and is co-owner of a combined Lincoln-Mercury and Subaru store.

Cerrito will co-own the Irvine MMSA point with his brothers Salvatore and Roy and with Jack Hilleary. The Cerrito brothers own Datsun and Toyota stores in San Jose as well as a Datsun outlet in Irvine.

Abbott, who will operate MMSA's Upland point, owns Abbott Ford, in La Puente. Daley owns West Coast Sports and Imports in Kearny Mesa.

• In Chicago, Hanley Dawson Jr., Hanley Dawson III and William C. Shaver each have been named dealers by MMSA. Hanley Dawson Jr. will put his store in downtown Chicago. His son will operate a dealership in Schaumburg. Shaver will be based in Homewood.

Hanley Dawson Jr. owns Hanley Dawson Cadillac-Datsun Co. and a Toyota-Saab dealership in Chicago, as well as a Cadillac-Pontiac combine in Davenport, Ia. Hanley Dawson III owns Patrick Cadillac-BMW-Saab in Schaumburg. Shaver owns J. B. Shaver Motors, in Gary, Ind., and Shaver Chevrolet, in Homewood.

Also in the Chicago area, MMSA has awarded a franchise to Joseph Levy Jr. and Richard Fryman in Downers Grove. Levy owns Shamrock Oldsmobile in Downers Grove, Westmont Toyota in Westmont and Joe Levy's Toyota in Evanston. Fryman has been an executive manager in Levy's orangization.

Elsewhere in the Midwest, MMSA has established points in the Minneapolis suburb of Bloomington; in Kirkwood, Mo., and in Overland Park, Kan.

W. S. (Steve) Bloomer III, president of Village Chevrolet in Bloomington, was given the Minneapolis-area franchise. Joseph Bloom and James Auffenberg will operate the Kirkwood point.

Bloom is founder of Bloom Motors, Ltd., a Mazda and BMW outlet in North St. Louis and he also holds a majority interest in Christopher Chevrolet, also in the St. Louis area. Auffenberg owns Auffenberg Ford.

Fred M. (Marty) Dubowy will operate the MMSA outlet in Overland Park. He owns Metcalf Datsun on Overland Park's Auto Row.

• In the East, two dealerships will open in the Boston area. The dealers are Allen Glick, in Framingham, and Leonard Liebowitz and Earl Weinshel, in Lynn.

Glick owns Crown Chevrolet as well as an Oldsmobile-Toyota dual in Framingham. Leibowitz and Weinshel have operated North Shore Auto Imports, a Fiat outlet in Lynn, since 1976.

Ronald Ciasulli has been given an MMSA franchise in New Brunswick, N. J. He owns a Chevrolet store in Somerset, N. J., and a Chevrolet-Honda combine in Hillside, N. J.

In Fallston, Md., Gerald Statberg will operate the MMSA point. He has held a Chevrolet franchise in the Baltimore area for 25 years.

MMSA has appointed Jeffrey I. Wooley as a dealer in Tampa, where he currently owns and operates Superior Pontiac.

Louis S. Grubb, owner of Lou Grubb Chevrolet, in Phoenix, has been awarded an MMSA franchise in that city. He also owns a Chevrolet-Toyota dual in Poway, Calif. and Frank See Chevrolet in Midland, Tex.

Sheller-Globe names Graham president

TOLEDO.—James A. Graham, 57, has been elected president and chief operating officer of Sheller-Globe Corp. He succeeds John R. Eastman, 64, who becomes vice chairman and chief administrative officer. Eastman had been president since 1977.

Graham had served as executive vice president of operations since 1981. He joined the company in 1980 as executive vice president of the corporation and president of the former Automotive and Truck Group.

VW deal adds Peugeot

COLORADO SPRINGS.—Phil Winslow Volkswagen, Inc., has been awarded a Peugeot franchise. Philip A. Winslow heads the firm.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JUNE '82 VS. JUNE '81

	1982 June	1982 Year	1981 June	1981 Year
AMC Spirit	1,678	10,827	2,622	20,363
Concord	2,002	11,576	2,811	21,675
Concord SW	798	4,763	1,188	7,986
Eagle 4WD	591	3,270	499	3,798
Eagle 4WD SW	1,511	9,175	1,273	8,470
Eagle SX4 4WD	919	6,465	1,452	10,171
TOTAL AMC	7,499	46,076	9,845	72,463
Chrysler LeBaron '81			2,682	21,418
LeBaron '81 SW			522	4,147
LeBaron FWD	7,800	39,584		
LeBaron SW FWD	938	2,764		
Cordoba	1,247	7,302	1,884	15,245
Newport			286	3,529
New Yorker '81			449	4,673
New Yorker	5,806	25,890		
Imperial	295	1,599	568	3,014
Total	16,086	77,139	6,391	52,026
Plymouth Horizon FWD	6,943	42,740	11,792	74,968
Reliant FWD	9,905	52,987	11,853	70,025
Reliant SW FWD	3,981	21,607	4,868	26,828
Gran Fury '81			618	5,634
Gran Fury	2,069	8,929		
Total	22,898	126,263	29,131	177,455
Dodge Omni FWD	6,155	39,634	9,490	57,310
Aries FWD	6,791	38,596	8,413	54,324
Aries SW FWD	3,073	17,328	3,361	20,771
Dodge 400 FWD	2,430	12,081		
Diplomat	2,636	12,199	2,350	13,739
Diplomat SW	1	58	219	2,132
Mirada	638	3,672	1,182	8,734
St. Regis			570	3,978
Total	21,724	123,568	25,585	160,988
Total Chrysler Corp.	60,708	326,970	61,107	390,469
Ford Escort FWD	25,369	125,559	17,220	94,176
Escort SW FWD	7,977	40,555	11,778	65,161
EXP FWD	3,593	21,554	8,253	16,533
Pinto			406	8,518
Pinto SW			116	2,563
Fairmont	12,794	63,345	10,947	77,763
Fairmont SW	57	1,926	4,797	28,293
Granada	6,947	37,650	8,011	53,186
Granada SW	4,132	19,169		
LTD	5,213	24,019	5,809	27,680
LTD Crn. Victoria	4,508	20,645	3,486	18,795
Ford SW	2,618	10,169	2,441	10,546
Mustang	11,135	57,241	14,102	89,012
Thunderbird	4,204	21,254	4,986	38,505
Total	88,547	443,086	92,352	530,731
Lincoln Town Car	3,869	16,001	2,676	15,299
Mark VI	2,531	12,066	2,633	16,652
Continental	1,549	11,482		
Total	7,949	39,549	5,309	31,951
Mercury Lynx FWD	6,886	37,531	6,357	32,851
Lynx SW FWD	1,872	10,365	3,479	19,179
LN7 FWD	1,205	7,800	2,492	4,851
Bobcat			59	1,969
Bobcat SW			16	452
Zephyr	4,646	20,324	4,416	25,291
Zephyr SW	20	762	1,489	7,268
Cougar	3,132	16,962	4,202	21,799
Cougar SW	2,051	8,256		
Marquis	949	4,279	657	3,652
Marquis Brougham	1,817	8,717	1,033	5,691
Grand Marquis	3,432	16,081	1,901	10,661
Marquis SW	1,034	4,684	629	3,579
XR7	1,569	7,791	2,213	14,755
Capri	2,348	14,621	4,991	26,484
Total	30,961	158,173	33,934	178,482
Linc. Merc. Div. Total	38,910	197,722	39,243	210,433
TOTAL FORD MOTOR CO.	127,457	640,806	131,595	741,164

	1982 June	1982 Year	1981 June	1981 Year
Buick Skylark FWD	11,663	78,420	16,846	103,656
Skyhawk FWD	5,334	15,759		
Century '82 FWD	8,381	39,390		
Regal/Century	20,181	103,464	28,261	166,717
Regal/Century SW	1,720	7,176	1,822	8,592
Le Sabre	2,824	13,880	1,966	10,507
Le Sabre Limited	5,578	27,894	3,747	21,356
Electra	5,187	26,839	4,532	25,792
Buick SW	1,501	7,166	1,108	5,450
Riviera FWD	4,272	21,224	4,202	21,947
Total	66,641	341,212	62,484	364,017
Cadillac de Ville	10,058	49,791	7,982	47,209
Cimarron FWD	633	6,644	365	401
Fleetwood & Chas.	3,293	18,866	2,701	18,085
Eldorado FWD	5,275	26,830	4,236	25,100
Seville FWD	1,544	11,084	1,755	12,390
Total	20,803	113,215	17,039	103,185
Chevrolet Chevette	17,723	117,601	26,431	202,073
Camaro	21,335	83,715	10,207	54,788
Monza			304	15,222
Cavalier FWD	7,128	46,406	2,549	2,747
Cavalier SW FWD	2,203	13,228	1,035	1,101
Citation FWD	13,342	103,952	24,315	161,265
Malibu	5,876	36,975	15,243	86,195
Malibu SW	4,683	20,049	5,791	30,119
Celebrity FWD	9,429	38,822		
Monte Carlo	9,199	50,391	12,089	82,635
Impala	4,944	26,780	5,711	30,009
Caprice	9,354	47,658	8,047	45,045
Chevrolet SW	4,586	21,146	4,169	22,013
Corvette	2,037	11,309	2,523	16,326
Total	111,839	618,032	118,414	749,538
Oldsmobile Omega FWD	5,606	39,060	9,281	55,369
Firenza FWD	2,702	10,072		
Cutlass Ciera FWD	10,201	47,258		
Cutlass Salon '81			16,408	87,896
Cutlass Sup/Calais '81			22,225	134,635
Cutlass Sup/Calais	24,744	131,391		
Cutlass SW	2,161	10,715	3,418	16,937
Delta 88	847	4,808	1,049	6,017
Delta Royale	14,332	68,585	11,971	60,022
98	7,130	40,457	6,528	37,974
Oldsmobile SW	2,021	9,814	1,740	8,902
Toronado FWD	3,276	16,108	3,311	17,667
Total	73,020	378,268	75,931	425,419
Pontiac T1000	3,305	26,709	6,841	14,706
Firebird	11,237	46,900	5,265	30,603
Sunbird			627	27,174
J2000 FWD	3,699	22,965	2,555	2,847
J2000 SW FWD	711	3,830	463	552
Phoenix FWD	3,818	27,559	6,984	46,767
LeMans/Bonn.	5,555	29,702	4,217	26,593
LeMans/Bonn. SW	1,491	7,295	2,511	11,682
6000 FWD	4,315	19,964		
Grand Prix	8,477	43,409	10,423	64,521
Catalina	15	418	591	3,691
Bonneville '81	50	1,573	3,814	19,939
Bonn. '81 Brougham	60	1,329	2,903	15,473
Pontiac SW	22	440	882	4,396
Total	42,755	232,093	48,076	268,944
TOTAL GM CORP.	315,058	1,682,820	321,944	1,911,103
(Checker)	230	1,252	184	1,049
Misc. Domestic	263	1,405	306	1,338
Domestic Station Wagon Total	51,162	252,440	59,115	317,119
Domestic Grand Total	510,985	2,698,079	524,797	3,116,537
Import Total	206,373	1,080,030	222,508	1,274,171
Grand Total All Registrations	717,358	3,778,109	747,305	4,390,708

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

State capitol roundup

Pace of auto legislation slows during 1982

Continued from Page 10

age four seated in the front seat, by child restraint system; children aged one to four in back seat, by child restraint system or seat belt.

State franchise laws were amended regarding: Reimbursement for warranty work, damage labeling, indemnification, succession, franchise cancellation, repurchase agreement, relevant market area and establishment of new franchise.

Delaware

Drivers must require children under age four to use child-restraint system.

The state is allowed to adopt test procedures and standards for vehicle noise.

Florida

A new law regulates motor vehicle service agreement companies.

Sales tax was increased from 4 percent to 5 percent.

Vehicles purchased or leased by the state must be equipped with all energy-saving devices approved by the EPA.

Parents or guardians are required to restrain children in vehicles as follows: Children under age four, in child restraint; children aged four and five, in child restraint or seat belt.

Georgia

Annual safety inspection program was repealed.

Hawaii

The State Health Department was requested to establish air-pollution standards more stringent than existing federal standards.

A $25 state income tax credit was granted for the purchase of a child-restraint system.

Idaho

Motor fuel tax was increased from 11 cents to 12.5 cents per gallon.

A monthly fee was levied on vehicles which weigh under 16,000 pounds and use propane, natural gas or hydrogen as a fuel. The fee will be based on EPA fuel economy estimates.

Indiana

Written estimates were required on repairs on consumer goods over $750. The law prohibits exceeding the estimate by 10 percent.

Iowa

State sales tax was levied on optional service or warranty contracts.

The gasohol tax exemption will be phased out by Dec. 31, 1985.

All owners of LPG or natural gas-propelled vehicles were required to purchase a fuel use identification sticker from the state.

Kansas

A local compensating use tax was imposed for the privilege of using a vehicle. The amount equals the local sales tax (one half to one percent).

Cities and counties were allowed to use 10 percent of highway funds for public transportation.

Kentucky

A methane fuel demonstration project was established.

A statewide automated registration and titling system was established. It incorporates an intaglio printing process, which is difficult to counterfeit. The law also requires a vehicle's odometer reading to be recorded on certificate of title at the time of transfer.

State membership in the Vehicle Equipment Safety Compact was repealed.

The manufacturer-dealer franchise statute was amended regarding warranty work reimbursement, establishment of new or relocation of an existing dealership, relevant market area and disclosure of damage to consumer.

A Motor Vehicle Commission was created, consisting of 11 franchised vehicle dealers and one member of the public.

The commission will grant, suspend and revoke dealer and manufacturer licenses.

The sale of gasohol was exempted from motor fuel tax.

Provided for the development of statewide, rather than county by county, ad valorem tax system for motor vehicles.

Required resident parents or guardians to restrain children under 40 inches in height in child-restraint while transporting such child in a motor vehicle.

Required motor-vehicle manufacturer to offer comprehensive informal dispute resolution system which will be used to settle disputes during first two years or 25,000 miles. Decision of dispute resolution system will be legally binding on both parties.

Maine

Allowed the state attorney general and private persons to

Continued on Page 28, Col. 3

Blanck notches 25

G. Neil Perkins, right, Indianapolis zone manager for Chevrolet, presents a 25-year award plaque to Edward W. Blanck Jr., Blanck Chevrolet Co., Brownsburg, Ind.

Coachmen and Winnebago report gains in sales, profits

Continued from Page 12

rent net was a restatement of deferred tax charges, which boosted earnings by $1.2 million.

The year-ago quarterly net included an operating-loss carryover which reduced taxes by $834,000, according to John K. Hanson, chairman.

He said third-quarter sales were up 13.3 percent to almost $46.7 million, compared with about $41.2 million in 1981. For the nine-month period, sales totaled $101.6 million, an increase of 5 percent over the year-earlier $96.8 million.

Net earnings for the fiscal nine-month period totaled approximately $5 million, up 16.3 percent over last year's $4.3 million.

Restatement of deferred tax charges boosted this year's net by $1.4 million, while last year's nine-month total included an operating-loss carryover which cut income taxes by almost $1.9 million.

"At this time," Hanson said, "market conditions for motorhome sales remain stable and we now expect sales and earnings in fiscal 1982 to exceed those in fiscal 1981."

In the fall, Winnebago will introduce new lines of motor homes on a Renault front-wheel-drive chassis with diesel power. They will be similar in size and weight to the Centauri van, which will debut at the same time.

NEW IMPORTED-CAR SALES BY MODEL — First Half '82 vs. First Half '81

	6 mos., 1982	Same Period, 1981
Alfa Romeo	940	933
Spider	579	690
GT	337	196
Others	24	47
Audi	22,752	24,761
4000 gas	6,483	9,976
4000 diesel	1,584	.....
5000 gas	8,311	8,403
5000 diesel	1,114	3,224
5000 turbo	2,361	2,689
5000 td	886	.....
Coupe	1,929	469
Quatro	84	.....
BMW	24,560	20,294
320	16,653	15,526
528	5,246	2,934
633	875	611
733	1,786	1,223
Chrysler/Mitsubishi	47,617	57,973
Champ	16,473	22,126
Colt	17,834	22,472
Sapporo	5,792	6,871
Challenger	7,518	6,504
DeLorean	1,549	34
Fiat	9,533	18,425
Strada	3,492	4,036
Brava	1,835	4,732
X1/9	1,496	4,041
Spider 2000	2,710	5,598
Fiesta	.....	28,408
Honda	189,620	204,871
Civic	66,761	88,261
Accord	102,528	92,139
Prelude	20,331	24,471
Isuzu	6,522	7,460
Jaguar	4,478	2,016
Lancia	451	556
Beta Coupe	233	219
Zagato	217	288
Mazda	76,394	93,407
GLC	25,790	37,077
626	27,262	34,203
RX-7	23,342	22,127
Mercedes	31,969	32,694
240 D	7,647	7,745
300 D	6,940	7,184
300 CD	893	714
300 TD	1,528	1,658
300 SD	8,130	8,521
280 E	28	556
280 CE	1	378
380 SEL	1,730	1,061
380 SL	4,117	3,855
380 SEC/SLC	943	956
Misc.	12	66
MG	.....	2,656
Nissan	231,121	247,430
Sentra/210	92,816	88,776
310	25,303	43,986
Stanza/510	27,974	25,367
Maxima/810	23,630	15,636
200 SX	27,205	42,300
280 ZX	30,983	31,345
Hawaii/Misc.	3,210	2,020
Peugeot	7,002	8,145
504	897	1,201
505 gas	1,896	1,046
505 diesel	540	1,364
505 turbo	3,159	4,335
604	361	98
Tourist	149	101
Porsche	6,971	5,803
924	1,582	1,739
924 turbo	578	1,036
944	1,276	.....
911 SC	2,361	2,046
928	1,174	967
930 T	0	15
Renault	20,137	16,875
Le Car	9,305	10,868
R 18i	6,051	6,007
Fuego	4,781	.....
Rover	.....	421
Saab	8,845	7,357
99	.....	235
900	2,209	1,176
900 S	1,875	2,278
T	4,629	3,583
Tourist	132	85
Subaru	72,448	77,769
Toyota	264,234	326,678
Starlet	9,775	18,944
Corolla	88,755	149,232
Corolla Tercel	64,525	63,622
Celica	61,185	56,514
Celica Supra	16,290	7,799
Corona	3,038	12,983
Cressida	16,521	13,803
Land Cruiser	1,571	891
Hawaii	2,574	2,890
Triumph	.....	6,796
TR-7	.....	2,429
TR-8	.....	656
Spitfire	.....	3,711
Volkswagen	32,238	44,772
Rabbit Conv.	4,479	6,642
Jetta	10,002	12,529
Vanagon	6,349	5,862
Quantum	4,686	1,552
Dasher	500	6,188
Scirocco	6,222	9,999
Volvo	41,786	37,323
GLT ('80)	.....	274
DL	23,580	24,018
GL	6,041	5,178
GLT	194	1,704
GLT turbo	5,666	1,200
GLE	1,393	2,578
DL diesel	366	1,337
GL diesel	3,885	.....
Coupe	67	778
Tourist	596	256
TOTAL IMPORTS	1,101,164	1,273,862

TOYOTA "SPORT" CONVERTIBLES

"AMERICAN CUSTOM COACHWORKS, LTD."

Custom built convertibles with their "fully automatic convertible top" have already proven they sell very fast and are **very profitable** for Toyota dealers to sell. They are the very highest quality of craftsmanship, and are the finest showroom traffic builders, and with their superb engineering and style create additional business. Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643 FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-22

FOR A LIMITED TIME ONLY...

LEASE OR BUY A LOW-MILEAGE USED MAGIRUS DIESEL TRUCK AND SAVE UP TO 45%.

You can put a cost-cutting Magirus Diesel Truck to work for you now, without paying the price of a new one.

For more information about leasing or buying these used Magirus Diesel Trucks, contact Ben Romanasky or Connie Hawkins at Iveco today:

215-825-3880

TRUCK DESCRIPTION	SUBLEASE RATE*	SALE PRICE**
18' VAN BODY W/LIFTGATE	$480/MONTH	$16,000
18' STAKE OR FLATBED	NOT AVAILABLE	$16,000
20' STAKE OR FLATBED	NOT AVAILABLE	$16,000
22' VAN BODY W/O LIFTGATE	$460/MONTH	$16,000
22' VAN BODY W/LIFTGATE	$475/MONTH	$17,000
DIESEL TRACTOR	$480/MONTH	$16,000
DIESEL TRACTOR W/AIR	$470/MONTH	$16,500

*Minimum of 5 trucks required.
**FOB truck's location. Destination charges not included. Subject to prior sale.

IVECO TRUCKS OF NORTH AMERICA, INC.

Theory Z author says middle management must change system

Lifetime jobs called Japan's ace

ST. LOUIS. — The author of "Theory Z," which outlines Japanese management techniques, believes American automotive management can snap back from the current recession and heavy unemployment totals.

Here to address an audience at the St. Louis Art Museum, William Ouchi told AUTOMOTIVE NEWS he is optimistic because General Motors has been practicing participatory management for 17 years and Chrysler Corp., for 8 years.

But the new chairman of the Graduate School of Management of the University of California, Los Angeles, believes the lure of lifetime employment makes the principal difference between Japanese and American companies.

The Japanese management concept, he said, differs sharply from that of American firms, which are in a hurry and anxious to meet quotas. The Japanese are more patient, he said. Also, a new Japanese employe knows he isn't going anywhere for 10 or 15 years, so there is no tendency to burn out or to impress his superiors.

In America, when orders drop, workers are laid off or dismissed. Not so in Japan. Workers there are shifted to another department.

"The irrevocable step of a promotion does not come until you've been there for such a long time that people know you are one of the real heavy hitters in the company," Ouchi said. "This system relies on a nearly perfect personnel evaluation system in which you cannot conceal either your good or bad behavior."

• In contrast to the American system of specialization where personnel seldom shift to other departments or disciplines, the Japanese workers are familiar with many areas of the company, he said.

"We set our companies up like Tinker Toys in that the pieces are replaceable," Ouchi said of the American system. "The result is that the pieces fit together very well."

He warned American managers must change their ways of doing business or they will never recoup during this "temporary window of opportunity." He was referring to a new willingness of business and government to work together. This cooperation is practiced widely in Japan.

Ouchi said America can never adopt the exact system that exists in Japan, possibly because of its culture, history and lifestyles.

Japanese people save more than Americans. Even the banks and financial institutions operate differently: Frequently 70 percent of a Japanese company's capital is borrowed and 30 percent is stockholders' investment. The ratio is reversed in the U. S.

Switching to the Japanese system isn't easy in America, since antitrust laws discourage cooperation among companies, even for the benefit of the public, Ouchi said. Ouchi believes American laws should be changed to help companies, some of which are nearly drowning in red ink.

Explaining a "Theory Z" company, he said, "It is the kind of place where the chairman of the board has to fight for a parking place every morning just like everyone else. He goes through the same cafeteria line as the employes and takes off his jacket when talking to a young, new worker."

It is a bitter pill to swallow in the U. S. executive suites, where perks abound and distinctions separate workers and management except at company picnics, he said.

Ouchi said the changes must be initiated by middle-management "because the chairman of the board isn't smart enough to think of these things."

He said that while the U. S. has its Ivy League, the Japanese prepare early to get into the best kindergartens that cost as much as $1,000 a week, so they can qualify for the best schools and later, be hired by the largest companies.

Jaguar deal opens

STRATFORD, Conn. — Burgundy Motor Cars (Jaguar) has opened here.

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1982	$8,891	$9,371	$9,646
1981	6,541	6,824	6,892
1980	5,354	5,377	5,367
1979	4,810	4,823	4,768
1978	3,882	3,872	3,637
1977	3,010	2,935	2,950
1976	2,087	2,103	2,041
1975	1,313	1,686	1,415
OVERALL AVERAGE	$4,921	$4,885	$4,708

Used car sales

Auction Averages

August to date	$4,921
Month ago	$4,885
Year ago	$4,611

factories list auction dates

American Motors

August 25—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

August 26—Minneapolis North Star Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

August 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 25—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler Corp.

Aug. 24—Aptco Auto Auction, Taylor, Mich.

Aug. 25—South Seattle Auto Auction, Inc., Seattle, Wash., and Southwest Auto Auction, Inc., Phoenix, Ariz.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 1[illegible] days in advance.

TEXAS

TWO GREAT SELLING DAYS!!!

DALLAS AUTO AUCTION

PROUDLY PRESENTS

Our Second Corvette and Special Interest Sale of 1982

(Mercedes, Rolls Royce, BMW's, Jaguars, Etc.)

TUESDAY, SEPTEMBER 14, 1982 — 11:00 A.M. SHARP!

Due to the great response to our May Corvette and Special Interest Sale, with many requests for two of these type sales a year, we think it appropriate at this time to plan our semi-annual sale.

Over 500 Corvettes, Mercedes and other special interest vehicles expected for this SALE of SALES. This will most certainly be one of the biggest sales ever at DALLAS AUTO AUCTION

WEDNESDAY, SEPTEMBER 15, 1982

GIANT CONSIGNMENT SALE

Over 1,400 Units Expected

Texas Bar-B-Que following the conclusion of Wednesday Sale.

Make your plans now to attend these TWO GREAT DAYS, at Dallas Auto Auction. Phone early for reserved numbers and motel reservations.

CALL GARY SMITH OR BARRY ROOP AT (214) 264-2344

DALLAS AUTO AUCTION

4226 EAST MAIN, GRAND PRAIRIE, TEXAS 75050

P.O. BOX 210468, DALLAS, TEXAS 75211

FREE REFRESHMENTS ALL DAY—BOTH DAYS!

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION

100 Route 46, Fairfield, N. J. 07006

(201) 227-0100

4 Lane Selling Every Tuesday

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. No registration fee unless car sold. 516-968-8844.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

MINNESOTA

WEDNESDAY 12:00

Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.

Minneapolis Auto Auction

1125 Nathan Lane, Minneapolis, Minn. 55441

612-546-2403

NEW MEXICO

NEW LOCATION

NEW SALE TIME

NEW SALE DATE

GREATER ALBUQUERQUE AUTO AUCTION

2019 MENAUL N.E.

New Mexico's only dealer auction.

Sale every Tuesday, 11 A.M.

505-883-7772

Member NAAA & WAAA

INDIANA

MID STATES AUTO AUCTION

25784 Western Ave.

South Bend, Indiana

Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

MARYLAND

BEL AIR AUTO AUCTION

BEL AIR, MARYLAND

Over 35 years serving auto dealers

SALE EVERY THURSDAY, 11 A.M.

FULL SERVICE AUCTION

Member NAAA

Call: 301-838-5880 or 301-879-7950

Rt. 1, Bel Air, Maryland 21014

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

AUCTION

CANADA!

Wednesday

MONTREAL AUTO AUCTION, LTD.

325 Rue Norman

Ville St. Pierre P.Q.

Canada, H8R 1A3

LBE 3C2 Ph. (418) 560-4851

(DEALER AUCTION)

Thursday

ONTARIO AUTO AUCTION

406 Lake Ave. North

Hamilton, Ont. Canada

LBE 3C2 Ph. (418) 560-4851

(DEALER AUCTION)

Special & Immediate Service to:

- Lease & Daily Rental Companies
- Dealers, Fleet Owners
- Banks & Finance Companies

RETAIL AUCTIONS AND BUSINESS TERMINATION AUCTIONS A SPECIALTY (ON YOUR LOCATION)

- Over 20 years experience
- A Complete Auction Service . . . Both Wholesale & Retail

FOR IMMEDIATE SERVICE

WRITE OR PHONE

MICHAEL LAWRENCE

Montreal Auto Auction Ltd.

325 RUE NORMAN

VILLE ST. PIERRE

QUEBEC, CANADA

H8R 1A3

PH (514) 489-6873

An Ad in the Classified Section of

AUTOMOTIVE NEWS

Will get you quick action, and a satisfactory return for your investment.

72,547 cars built; 5 plants return, 13 still down

Week's auto output climbs 11 pct.

By Patricia Hoffman
Staff Writer

Although 13 assembly plants were idle for model changeover/inventory control, the return of five facilities helped boost last week's domestic auto production from the previous week's total. But output remained substantially below that of the comparable 1981 week.

Last week the makers scheduled 72,547 cars, up 11.69 percent from the previous week's 64,954, but down 32.49 percent from 107,454 units built in the same 1981 week.

The breakdown last week by company was: General Motors, 65.22 percent; Ford Motor, 23.27 percent; Chrysler Corp., 8.20 percent and American Motors, 3.31 percent.

Volkswagen of America's Westmoreland facility, idle since Aug. 2, is expected to resume production in September.

Seven GM plants remained closed for changeover last week. They were Willow Run, Wilmington, Tarrytown, Lordstown, Janesville, Baltimore and Framingham.

Willow Run and Lordstown are both slated to begin 1983 production today (Aug. 23), and Janesville is scheduled to return tomorrow.

Production of Chevrolet Celebrity and Pontiac 6000 will begin this Wednesday at GM's Framingham facility. Assembly at the plant will be halted again Oct. 1. No startup date has been set. Approximately 3,400 workers will be placed on indefinite layoff.

GM's Tarrytown point, also slated to return Wednesday, will end second-shift operations Sept. 13, indefinitely idling about 2,000 workers. The facility produces Buick Skylark, Chevrolet Citation and Pontiac Phoenix.

On Aug. 30, the Leeds plant (Buick Skylark and Oldsmobile Firenza) will also end second-shift operations placing approximately 2,000 workers on indefinite layoff. GM's Lakewood plant has indefinitely delayed startup on '83 Chevette and Pontiac 1000, which was to have begun Sept. 7. The plant is still building '82s.

GM's Bowling Green (Corvette) point resumed production last week following a two-week strike.

Also back last week at GM were the Detroit and Doraville facilities. Both plants had been idle for changeover.

Ford's Atlanta, Dearborn and Chicago points were idle for the third week last week due to changeover schedules, while production resumed at the Ford Lorain and San Jose facilities after a two-week shutdown to control inventory.

Chrysler's Belvidere and Newark plants, down last week for changeover, are scheduled to resume today.

Year-to-date, the auto makers have finished 3,326,860 units, down 24.21 percent from last year's 4,389,527.

Truck production climbs for week to 34,644 units

Domestic truck output last week rose 4.91 percent from the previous week's figure as 1983-model production got under way at two General Motors facilities.

The truck makers targeted last week's output at 34,644 units, up from 33,022 the previous week when seven assembly points were idle for changeover/inventory control. The total was up 45.02 percent from 23,889 units in the comparable 1981 week.

So far this year, the manufacturers have finished 1,300,691 units, a 16.05 percent gain from 1,120,811 completed in last year's comparable period.

GM's Moraine facility, idled July 30, and its Lordstown (van) plant, down since Aug. 9, returned last week (Aug. 16) following model changeover.

Still idle at GM were the Janesville and Shreveport plants. Shreveport is due back today (Aug. 23), and Janesville is slated to resume operations Aug. 31.

Also down for changeover last week was Chrysler Corp.'s Belvidere facility, which is expected to return today.

Volkswagen's Westmoreland point, which has been idle since June 28, will return in September.

Ford Motor's Kansas City plant remained down for the second week last week to control overstocked inventory.

In October, a second shift will be added at GM's Pontiac truck plant to build the Chevrolet S-10 and GMC S-15 compact pickups.

STP headquarters now in Boca Raton

BOCA RATON, Fla. — STP Corp. has moved its headquarters from Ft. Lauderdale to Boca Raton.

The new address is: 5300 Broken Sound Blvd. N.W., P.O. Box 3070, Boca Raton, Fla. 33431. Phone: (305) 994-1000.

Wagner Electric to give plants to St. Louis

ST. LOUIS.—Wagner Electric Corp., which is expected to leave the St. Louis area in December, has announced that it will donate much of its plant, 47 buildings, to St. Louis County for use as an "enterprise zone."

The donation by the automobile and truck brake manufacturer is expected to ease the unemployment situation in the suburb of Wellston where the jobless rate is 19.4 percent.

A bill approved by the Missouri Legislature and signed by Gov. Christopher Bond allows state tax credits to companies relocating to enterprise zones.

Six vacant buildings will be donated now to the county's Land Clearance for Redevelopment Authority. At the end of the year, the other buildings will be turned over. Wagner has 1.4 million square feet of building space.

GM plant returns; auto production rises in Canada

While four car assembly points remained idle for model changeover/vacation; the return of General Motors' Oshawa (No. Two) facility helped boost last week's Canadian auto production 7.07 percent from the previous week's total. Output jumped 13.68 percent from the comparable 1981 figure.

Last week, the auto makers targeted output at 13,913 units, up from 12,994 the previous week and up from 12,239 in last year's comparable week.

Year-to-date, the manufacturers have assembled 564,988 cars, a 3.02 percent gain from 548,438 built in the same period last year.

Truck production, marred by the steady but slow startup of 1983 models at Ford Motor's Oakville plant, reached only 6,918 units last week. It was down 14.49 percent from the previous week's total of 8,090 and was down 27.05 percent from 9,483 in the year-ago week.

So far this year, the manufacturers have built 330,776 trucks, down 1.86 percent from last year's 337,037.

GM's Oshawa (No. One) facility, idled Aug. 2, remained idle last week for model changeover. Also still down at GM was the Ste. Therese point, which ended 1982 model assembly on Aug. 12.

Ford's St. Thomas facility, idled Aug. 9, remained down last week for changeover.

Volvo's Halifax plant, which closed Aug. 2, is slated to return today (Aug. 23) from vacation.

U. S. CAR PRODUCTION

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
AMERICAN MOTORS	2,400*	3,150*	2,456*	7,312*	86,422*	43,667*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	5,950	10,532	5,678	13,439	527,787	366,492
Plymouth Total	1,650	5,904	1,826	4,097	273,877	149,653
Horizon	.....	3,276	.....	.....	105,914	46,460
Reliant	1,600	2,628	1,792	4,013	158,376	103,109
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	34	84	.....	84
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,100	.....	1,747	4,381	22,098	72,448
LeBaron	1,500	.....	1,270	3,304	17,236	71,371
Chrysler	.....	.....	.....	.....	4,862	.....
E-Class	600	.....	477	1,077	.....	1,077
Dodge Total	2,200	4,628	2,105	4,961	231,812	144,391
Omni	.....	2,500	.....	.....	91,614	43,771
Aries	900	2,128	1,195	2,532	123,872	77,645
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	700	.....	706	1,625	.....	22,171
Dodge 600	600	.....	204	804	.....	804
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	16,883	31,864	12,442	44,316	904,002	715,545
Ford Division	10,210	21,592	6,802	24,877	617,731	450,799
Escort	6,158	7,941	4,030	10,188	231,264	178,945
Fairmont	2,791	3,587	2,772	8,720	129,410	83,000
Must./Must. II	.....	4,210	.....	2,588	112,494	81,665
Granada	.....	3,759	.....	.....	56,718	74,051
Thunderbird	1,089	2,095	.....	3,209	46,959	28,467
Ford	.....	.....	.....	.....	40,886	.....
EXP	172	.....	.....	172	.....	4,671
L-M Division	6,673	10,272	5,640	19,439	286,271	264,746
Mercury Total	5,028	9,205	4,333	14,898	248,284	204,372
Lynx	1,901	3,043	2,442	4,343	80,742	57,206
Capri	.....	1,169	.....	1,468	38,678	22,566
Zephyr	1,065	1,046	332	2,510	39,329	27,409
Cougar	.....	1,472	.....	.....	28,619	35,953
XR-7	524	1,170	.....	1,669	20,986	9,996
Mercury	1,470	1,305	1,559	4,840	39,930	50,108
LN7	68	.....	.....	68	.....	1,134
Lincoln Total	1,645	1,067	1,307	4,541	37,987	60,374
Continental ('82)	330	247	258	910	56	12,602
Lincoln	723	417	576	2,064	18,487	27,413
Mark VI	592	403	473	1,567	19,444	20,359
GENERAL MOTORS	47,314	58,105	44,378	148,190	2,754,901	2,138,872
Buick Division	11,578	14,537	12,965	40,571	596,644	502,779
Skylark	.....	5,785	1,873	5,850	181,692	93,240
Skyhawk J	.....	.....	.....	.....	.....	47,922
Century	2,058	.....	1,724	7,194	86,881	88,465
Regal	4,702	5,531	5,023	14,504	174,074	136,339
Buick	3,721	3,149	4,081	11,662	107,964	114,244
Riviera	1,097	72	264	1,361	46,033	22,569
Cadillac Division	4,700	1,117	135	5,056	174,837	143,836
Cimarron	.....	1,006	.....	221	12,275	3,660
Seville	431	25	41	472	15,941	13,062
Eldorado	1,099	86	94	1,193	40,160	35,505
Cadillac	3,170	.....	.....	3,170	106,461	91,609
Chevrolet Division	12,766	22,135	18,070	54,188	1,031,741	689,134
Chevette	1,365	7,215	5,336	12,248	233,539	150,853
Cavalier	.....	3,977	.....	1,613	59,686	55,191
Celebrity	200	.....	224	624	.....	41,301
Camaro	6,252	.....	5,244	16,459	87,694	152,672
Citation	2,400	5,805	2,390	9,167	244,474	121,198
Malibu	1,464	2,569	2,125	6,941	167,148	80,035
Monte Carlo	485	2,214	1,070	2,930	95,274	44,745
Chevrolet	.....	.....	1,681	3,373	122,590	24,726
Corvette	500	355	.....	833	21,336	18,413
Oldsmobile Division	13,515	11,044	8,485	29,893	594,346	487,491
Omega	.....	3,712	1,093	3,451	107,288	56,754
Firenza	.....	.....	.....	.....	.....	34,011
Cutlass	3,960	4,650	.....	3,960	279,000	123,596
Cutlass/Ciera	3,064	.....	1,616	6,465	.....	76,518
Oldsmobile	5,832	2,629	5,615	15,194	178,204	176,441
Toronado	659	53	161	820	29,854	20,171
Pontiac Division	4,755	9,272	4,723	18,482	357,333	315,632
Acadian†	100	249	225	325	14,667	8,453
J2000	.....	2,976	.....	.....	42,677	27,438
T1000	395	2,537	1,101	3,298	54,806	27,338
Firebird	4,260	.....	3,360	10,910	43,468	93,082
Phoenix	.....	1,877	.....	1,415	78,322	34,378
Grand Prix	.....	563	37	1,595	70,142	50,145
Bonneville ('82)	.....	.....	.....	939	1,160	50,028
A6000	.....	.....	.....	.....	.....	24,770
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,778	.....	.....	114,946	60,121
CHECKER	.....	25*	.....	.....	1,469*	2,163*
Total Cars, U. S.	72,547	107,454	64,954	213,257	4,389,527	3,326,860

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
CHEVROLET	2,391	45	7,110	21,587	334,995	443,584
DODGE	2,100	2,168	2,329	4,429	65,166	84,562
FORD	15,761	15,525	16,444	43,985	413,785	467,523
GMC	2,601	157	3,094	9,773	116,409	163,890
INTERNATIONAL	1,095	1,559	995	3,290	48,336	31,697
VOLKSWAGEN	.....	985	.....	.....	30,076	8,103
JEEP	2,000*	2,000*	2,000*	6,006*	66,188*	55,123*
AM GENERAL	50*	50*	50*	150*	2,736*	1,530*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	43,120*	37,000*
Total Trucks, U. S.	34,644	23,889	33,022	99,899	1,120,811	1,300,691

CANADIAN TRUCK PRODUCTION

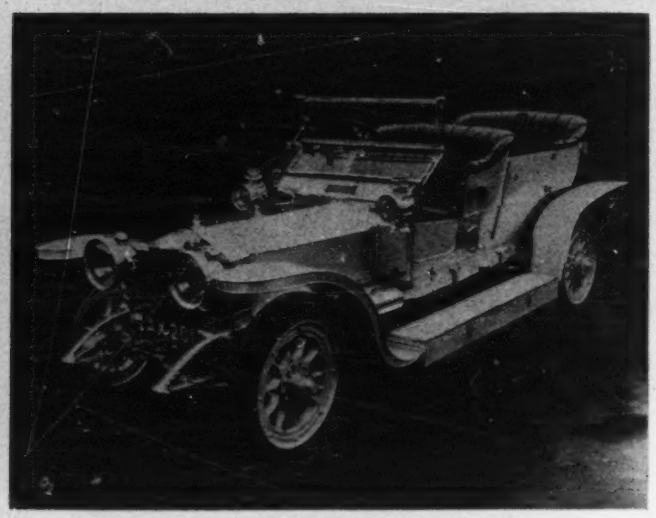
	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
CHRYSLER CORP.	2,160	2,439	2,623	6,500	52,891	65,779
FORD MOTOR	2,698	2,778	3,487	9,632	96,038	92,986
GENERAL MOTORS	1,800	4,003	1,713	5,267	180,709	164,587
INTERNATIONAL	260	263	267	736	7,399	7,424
Total Trucks, Canada	6,918	9,483	8,090	22,135	337,037	330,776
N. American Trucks	41,595	33,372	41,112	122,034	1,457,848	1,631,467

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
AMERICAN MOTORS	1,200	706	1,217	3,637	21,619	19,765
CHRYSLER CORP.	3,440	2,229	4,140	11,232	33,724	106,947
FORD MOTOR	3,546	6,517	4,065	16,212	148,539	196,524
GENERAL MOTORS	5,727	2,785	3,572	9,299	338,001	235,211
VOLVO	.....	.....	.....	137	6,555	6,541
Total Cars, Canada	13,913	12,239	12,994	40,517	548,438	564,988
N. American Cars	86,460	119,693	77,948	253,774	4,937,965	3,891,848
N. American Trucks	41,595	33,372	41,112	122,034	1,457,848	1,631,467
North American Cars and Trucks	128,055	153,065	119,060	375,808	6,395,813	5,523,315

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.



Diamond jubilee for Silver Ghost

Said to be the world's most valuable Rolls-Royce, this 1907 Silver Ghost was built 75 years ago with the help of Henry Royce and driven on its renowned endurance trials by Charles Rolls before being sold to a R-R employe who drove it about half a million miles. Following his death in 1948, the Silver Ghost was returned to the company and carefully brought up to snuff. It made a recent trip to the U. S. and still is taken out for runs in spite of some 570,000 miles on the odometer.

Judge denies class-action bid in suit by Subaru dealers

BOSTON.—A federal District Court judge here denied a motion by a group of Subaru dealers to have a $6 million suit, alleging illegal tying of transportation of cars against Subaru of New England, certified as a class action.

Chase Parkway Garage, of Watertown, Conn., and seven other dealers sought to have their suit against the distributor considered a class action to represent 101 present and former Subaru dealers in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Judge John J. McNaught ruled that individual proof of coercion will be necessary to establish the existence of a tie-in. And because of the individual proof needed, common questions of fact, which is a key to granting a class action, do not predominate, he said.

The dealers brought the suit against Subaru of New England in late 1979. They alleged that the distributor illegally tied the sale of its transportation services to the sale of new cars to its dealers.

They alleged that the tie-in is contained in the franchise agreement and that Subaru of New England charged excessive amounts for transportation.

The suit also alleges conspiracy to effect the tying arrangement.

Subaru of New England owns the transportation services by which it delivers cars to its dealers.

The suit also maintains that dealers were required to use Subaru of New England's advertising agency and that the agency charged excessive fees.

The suit was originally filed as a $6 million class action, although the formal certification hearing was held in the spring, the decision was rendered recently.

EPA preparing relief for Detroit on clean air

Continued from Page 2

that Ford has joined the other makers in adopting feedback emission control/fuel management systems on its fleet.

Feedback systems with adaptive memories are capable of holding emissions to set levels through approximately 6,000 feet without modification.

The proposal to remove areas from the high-altitude requirement if they are already in compliance with ambient air quality standards also coincides with a proposal made by Hart and Domenici, which would limit the high-altitude areas to Colorado, Utah, New Mexico and Nevada, states with significant air pollution problems in their larger cities.

EPA has testified that the high-altitude changes it is suggesting could save the industry as much as $4 billion yearly.

Regarding the diesel particulate standard, the agency plans to announce soon a proposal to delay the 1985 standard of 0.2 grams per mile for two years until the 1987 model year because technology is not yet available to control particulates to that level, while also controlling diesel oxides of nitrogen emissions to 1.0 gpm as required by statute.

According to an unreleased EPA study, diesel particulate trap technology will be only half ready by then, the regenerative process not being refined or even proven as yet.

St. Louis dealers schedule auto show

ST. LOUIS.—For the first time in more than 20 years, the Greater St. Louis Automotive Assn. has decided to resume sponsorship of a major automobile show.

The event slated for Jan. 26-30, 1983, will be chaired by Charles Brock, of Charles Brock Oldsmobile. The show will be produced by Cahners Exposition Co., of Boston, and will be held at the A. J. Cervantes Convention and Exhibition Center.

Its product mix gives it an advantage, Lehman Bros. reports

Investment firm cites GM edge

WASHINGTON. — The North American auto industry is not competitive with the Japanese, according to Lehman Brothers Kuhn Loeb research, and until labor cost and productivity are brought more into line, only General Motors, "with its rich mix of vehicles, can show sustained profitability."

But Peter D. Zaglio, vice president of the investment firm, recommended buying GM stock for intermediate or long-term appreciation. He said the company has enough financial strength to develop new products and to automate production facilities at the same time.

GM stock has outperformed the market over the last nine months, but the recent falloff of sales clouds the short-term outlook, he said.

Although Ford Motor Co. has made some meaningful changes, Zaglio thinks Ford does not offer the breadth of mix needed for North American profits. Its "truly impressive" overseas group should mean "consolidated profits in a cyclical upturn," he said.

As for Chrysler Corp., its mix would also be unprofitable were it not for the 1980 cost concessions granted by the UAW—currently worth $400 to $500 per car vis-a-vis GM and and Ford, But the crunch for Chrysler will come in September with union negotiations, Zaglio predicted.

"Should parity be achieved without equivalent offsets (in benefits or productivity), the near-term victory for Chrysler workers could eventually ring quite hollow," he said.

• Lehman Brothers is projecting a 15-percent increase in retail sales in 1983, to 9.25 million units. Zaglio said that although that may appear optimistic, first years of previous auto recoveries (1958, 1962, 1968, 1971 and 1976) were at least this much. Nevertheless, even Lehman Brothers' prediction would put 1983 sales 18 percent below 1978.

If there is a 15-percent rise in U. S. sales, continued restraint of Japanese sales, continuing gains in light-truck sales and constant inventories, Zaglio predicted North American vehicle production will go up 23 percent in 1983.

This rise in production, plus a bigger proportion of larger and more expensive cars, should "generate reasonable levels of profitability," he said.

In outlining market shares for the three major domestics, Zaglio noted GM's domination of the "rich end" and sharing of the "lean end" with Ford and Chrysler. GM's decline in intermediates, he said "reflects the phasing out of several intermediate models and the less-than-wholly-successful introduction of new front-wheel-drive intermediates."

Its recent upturn in specialty shares is because of the Camaro and Firebird, he said.

• Ford's gain in subcompacts is because of the leadership of the Escort and its deterioration in the compact-car market comes from the aging of its models, but the forthcoming Topaz and Tempo should help in that segment next spring, Zaglio said. Since profitability is harder at the low end of the market, Zaglio stressed the need for Ford to reestablish itself at the upper end.

Because of the aging of Chrysler's Omni and Horizon, Chrysler's share of this segment is deteriorating, but the K-body has held the line in the compact arena. But "most notable" in Zaglio's book is the resurging intermediates—the enrichment of its mix that has allowed the company to earn an operating profit.

If Chrysler's planned introductions for late 1982 and 1983 in intermediates and specialty cars are successful, then its overall mix will be further improved, he said.

With Japanese imports restrained through March, 1983, and possibly longer, Lehman Brothers forecasts a stabilizing of market shares for the domestics. They may even regain some share of the total market during the next several years, the firm said.

New in New Bedford

Richard D. Poole, left, Lincoln-Mercury Division's Boston district manager, congratulates Ron Tichon at the opening of his dealership, New Bedford Lincoln-Mercury, Inc., New Bedford, Mass.

Oldsmobile leads in first half sales per dealer

Continued from Page 1

88/98, 43, and luxury—Cadillac (Fleetwood and deVille), 45.

Nameplate leaders for the first half of 1981 by market class were: Subcompact — Chevrolet Chevette, 37; compact — Plymouth Reliant, 38; intermediate—Oldsmobile Cutlass Supreme, 44; standard-size — Oldsmobile, 38, and luxury—Cadillac, 43.

This year's best-selling name plates by make were as follows: Oldsmobile — Cutlass Supreme; Buick — Regal; Chevrolet — Chevette; Ford — Escort; Pontiac — Firebird; Volkswagen — Rabbit; Cadillac — standard Cadillac; Mercury — Lynx; Plymouth — Reliant; Dodge — Aries; Chrysler — LeBaron; Lincoln — standard Lincoln, and AMC — Eagle.

SALES PER OUTLET BY MAKE

First-half sales per U. S. new-car franchise

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Oldsmobile	129	140	127	152	155	164	143	86	77	131
Buick	123	126	116	119	125	125	126	77	69	124
Chevrolet	123	137	159	192	199	190	175	139	176	218
Ford	101	107	107	149	178	172	161	126	169	207
Pontiac	85	93	99	130	141	137	118	73	78	129
Volkswagen	80	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cadillac	73	68	66	99	108	103	101	72	62	87
Mercury	64	67	59	93	106	89	74	51	60	77
Plymouth	53	73	45	64	77	82	97	64	101	121
Dodge	53	69	52	75	86	85	90	57	86	104
Chrysler	31	18	26	36	45	46	44	31	16	28
Lincoln	30	22	23	42	54	56	38	25	24	38
AMC	30	46	46	44	59	61	76	90	106	107
Imperial	4	7	.....	.....	.....	.....	.....	.....	.....	.....

SALES BY NAMEPLATE

Per U. S. Outlet

U. S. new-car sales by market class

First 6 mos., 1982		First 6 mos., 1981
	Subcompact	
1—47	Rabbit	†
2—38	Escort	32— 2
3—22	Chevette	37— 1
4—20	Lynx	19— 5
5—19	Horizon/TC3	30— 3
6—18	Omni/024	25— 4
7—12	Cavalier	4— 9
8— 9	T-1000	6— 8
8— 9	J-2000	11— 7
10— 7	Spirit	12— 6
11— 6	'82 Skyhawk	.....
12— 5	EXP	4— 9
13— 4	'82 Firenza	.....
14— 3	LN7	3—11
	Compact	
1—30	Reliant	38— 1
2—27	Skylark	36— 2
3—23	Aries	30— 3
4—20	Citation	29— 4
5—19	Firebird	10—12
6—18	Camaro	10—12
7—15	Fairmont	20— 5
8—13	Omega	18— 7
8—13	Mustang	18— 7
8—13	Eagle	14—10
11—10	Concord	19— 6
12— 9	Phoenix	15— 9
13— 8	Zephyr	11—11
14— 6	Capri	10—12
	Intermediate	
1—48	Cutlass Supreme/Sedan	69— 1
2—39	Regal Coupe/Sedan	61— 2
3—17	LeBaron	10— 8
4—16	Grand Prix	22— 3
4—16	Cutlass Ciera	††
6—15	Century FD	††
7—13	Bonneville/LeMans	13— 6
7—13	Granada	11— 7
9—11	New Yorker	††
9—11	Malibu	22— 3
11—10	Monte Carlo	15— 5
11—10	Cougar	8— 9
13— 8	Celebrity	††
14— 7	6000	††
15— 6	Diplomat	7—11
16— 5	Dodge 400	††
16— 5	Thunderbird	8— 9
18— 4	Gran Fury	††
19— 3	XR-7	6—12
19— 3	Cordoba	6—12
21— 2	Mirada	4—16
	Standard	
1—43	Oldsmobile	38— 1
2—28	Buick	22— 2
3—19	Chevrolet	18— 3
4—14	Mercury	9— 6
5—13	Ford	12— 5
6— 1	Pontiac	15— 4
	Luxury	
1—45	Cadillac	43— 1
2—17	Eldorado	16— 2
3—12	Lincoln	11— 4
4— 9	Mark VI	12— 3
5— 8	Riviera	8— 5
5— 8	Continental	††
7— 7	Seville	8— 5
8— 6	Toronado	6— 8
9— 4	Imperial	7— 7
9— 4	Cimarron	1—10
11— 2	Corvette	3— 9

†—U. S.-built VWs were not included in the domestic sales-per-dealer charts before the fall year, 1981.

††—New nameplate and/or new market class for 1982.

C2700-1 9/1/82

Automotive News®

August 30, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Innovative buy-sell auto trade show draws enthusiastic response

First World Expo smash hit; '83 return set

By Al Fleming
Industry Editor

The world automotive marketplace came to Detroit last week in the form of a revolutionary new trade show, the Automotive News World Expo.

Held at Cobo Hall in downtown Detroit, Aug. 24-27, it was hailed a rousing success by participants who numbered in the thousands at the first international buying-and-selling auto industry trade fair ever held in the U. S.

World Expo was held in conjunction with the seventh annual Automotive News World Congress, which took place Aug. 22-25, at the nearby Westin Hotel in Detroit's Renaissance Center. The two events made up Automotive News Week in Detroit.

Michigan Gov. William G. Milliken declared Aug. 24-27 as International Automotive Trade Days in the state, coinciding with World Expo.

"The exposition can mean more business and more jobs for Michigan," Milliken said. "The state is getting behind this effort to stimulate sales." The State of Michigan hosted a reception at World Expo.

Industrial agents of the Michigan Department of Commerce's Office of Economic Development participated in World Expo by, among other things, working with a staff of local economic development corporations, utilities, banks and legal and accounting firms to provide on-the-spot counseling to participants. In addition, a computer terminal was made available to provide plant site and community information.

• The basic concept of World Expo proved to be the most attractive feature to participants, because the show brought together, for the first time in an organized forum in the U. S., buyers and sellers of automotive products from around the world.

Thirty-three vehicle manufacturers staffed buying offices in the exhibit area with purchasing, engineering, manufacturing and management personnel. There were 152 exhibitors from around the world displaying and selling components, materials, machinery and services.

"World Expo has proved to be a great opportunity to set up contacts with vehicle manufacturers and even other exhibitors (suppliers). People here under-

Continued on Page 8, Col. 1

A gala event

Jim Piegue

Automotive News Week event packs 'em in

Highlight of Automotive News Week in Detroit was the Tuesday Evening Gala, which attracted 1,500 persons to a banquet and key presentations by Eberhard von Kuenheim, chairman of the board of management of BMW, and Charles M. Jordan, director of design, General Motors.

GM link with imports is essential, McDonald tells World Congress

By Matt DeLorenzo
Staff Writer

While the U. S. auto industry is hard at work regaining a competitive edge through new products, higher quality and a different approach to management, it will continue to rely on captive imports to retain a strong presence in the small-car market, F. James McDonald, General Motors president, said in the keynote address at the Automotive News World Congress.

"As you know, all the American car companies have entered into creative new relationships with foreign companies," he said. "Although some people question these moves, competitive economics at the lower end of product offerings make them mandatory.

"Importing smaller vehicles from abroad is not a new idea. But today, small cars from compact size down are taking about 60 percent of all U. S. auto sales. And imports account for 40 percent of this market segment.

"These arrangements with foreign companies will assure that U. S. auto makers retain a strong and competitive pressure in this growing segment of the car market."

McDonald said he doubts that American car producers prefer doing business this way but said, "I am hopeful that our current research and development work will prove that in the future we can competitively build small cars in this country."

While defending the need for captive imports, McDonald said he feels that import manufacturs with high volumes in this country have an obligation to base some of their operations

Continued on Page 40, Col. 1

Wall Street analyst bullish on Detroit, sees 15.6 million sales in '84

Happy days are here again—almost

By Edward Lapham
Financial Editor

One of Wall Street's more bullish auto analysts dispensed a dose of good old-fashioned optimism last week to attendees at the Automotive News World Congress.

David Healy, auto analyst for Drexel Burnham Lambert, Inc., predicted U. S. car and truck sales will recover to 13.3 million units next year and 15.6 million units in 1984.

This recovery will mean a return to healthy profitability for U. S. auto makers, he said, with General Motors earning $3 billion to $4 billion, Ford earning $1.5 billion, Chrysler earning $400 million to $500 million and American Motors returning to breakeven or even showing a small profit.

Healy's perspective represents a significant turnaround. The four auto makers reported a combined net loss of $1.8 billion in 1981. For this year, with car and truck sales forecast at 10.4 million units, Healy said GM will earn about $1 billion; Ford will lose $250 million; Chrysler will have profits from operations, before including receipts from asset sales, of $30 million to $40 million, while AMC will still "be deep in the red."

Healy's presentation on the final day of the Automotive News World Congress was well-received by the attendees who earlier had been inundated with less-optimistic, dire observations about the state of the industry.

The analyst said he does not believe the industry is permanently recessed, but rather that a normal, fairly robust, cyclical recovery is just around the corner.

"There are lots of pessimists on Wall Street still, and auto stock prices still reflect, as they typically do in recessions, a fair amount of long-term 'death-of-the-automobile' sentiment among investors," Healy said.

"I think I'd like to own auto

Continued on Page 37, Col. 1

breaking news

Nissan Ambivan?

LOS ANGELES. — Nissan's Stanza-based minivan has been tentatively named the Ambivan and is expected to be introduced in the U. S. market next April. The home market version will be called the Prairie and it's expected to go on sale in Japan this fall. The U. S. model will be powered by a 2.0-liter four-cylinder engine, while a 1.8-liter version will be available in Japan.

Continued on Page 8, Col. 1

At World Congress

Jim Piegue

Opening-night speakers

Addressing the opening session of the Automotive News World Congress were F. James McDonald, left, president of General Motors, and David P. Reynolds, right, chairman of Reynolds Metals Co. Before their talks, they chatted with Keith E. Crain, Automotive News publisher and editorial director.

NEWSPAPER
AN
DC2001ACNGLIAO OEA FMJT M
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Consultant Harbour says management systems must change quickly

Time running out for U. S., auto industry is warned

By Kathleen Hamilton
News Editor

A management consultant issued a strong warning to U. S. auto executives that they have little time left to adopt Japanese-style management techniques before the country's industrial base is destroyed.

"Ladies and gentlemen, you don't have five years—much less 10 — to employ new management techniques," James E. Harbour, president of Harbour & Associates, Berkley, Mich., told the Automotive News World Congress.

"In 10 to 15 years, our industrial base will be eroded so much that the only thing we will be exporting is free-enterprise rhetoric."

Technology is not the problem of the U. S. industry, Harbour said, citing the country's capacity to build 5.9 million fuel-efficient, front-drive cars a year.

The U. S. will be able to build 7 million such cars in 1983—yet the capacity has been unused because they have been "a sales disaster," Harbour said.

Meanwhile, high-quality, old-technology (rear - wheel - drive) Japanese cars are capturing the market.

Uncompetitive prices are the problem for the U. S., Harbour said. The way to achieve price-competitiveness is through improved management techniques, he said.

The Japanese could cut the prices of all their cars worldwide an average of $1,200, according to Harbour.

"The price war has not yet started," he said.

The advantage, he said, comes from a management system that has half the middle-management layers of a typical U. S. auto firm; from using production-workers' talents to improve the product and production system, and from a zero-defects system that reduces scrappage, inspection and warranty costs.

Harbour stressed the importance of the just-in-time inventory system used by the Japanese. Some of its advantages are that it reduces interest paid on inventory, reduces plant size and resulting costs, reduces the need for computers and insures that sources of defective components are discovered immediately.

Toyota's inventory per car is $46; Honda's is $60; the North American average is $700, Harbour said.

The system also demands that suppliers be treated as extensions of the auto maker, with design and engineering capabilities, Harbour said.

Statistical process control — while important — will not do the job alone, Harbour said. He singled out Ford Motor Co. as leading the U. S. in this area.

While the North American auto industry has averaged annual productivity improvements of 3 to 4 percent in recent years, the Japanese industry — using these techniques—has averaged 8 to 9 percent, he said.

The result is that it takes Japan 15.3 hours to assemble a small car, and it takes the U. S. makers 33.2 hours to assemble a small car.

Harbour said his analysis takes into consideration the fact that Japanese suppliers make more of their cars' componentry.

The total time to produce a U. S. car (excluding management, sales and engineering) is 145 hours. In Japan, the figure is 84 hours, Harbour said.

He stressed that the Japanese are working with the same level of technology in their plants. The sole exception, he said, is advanced body-stamping capability—and this technology was purchased from the U. S.

Harbour said union-negotiated redundant work rules add $300 to the cost of each U. S. car.

Harbour had other suggestions for the auto executives. Trucking will become increasingly important unless rail service improves, he said. It now takes an average of six days to ship a part by rail from the Midwest to the East — a trip that takes a truck one day.

Harbour also said companies must stop shipping bulky items like floorpans and seats long distances.

The cost of shipping also has made California assembly plants unworkable, he said.

Following up

James E. Harbour, center, president, Harbour and Associates, is interviewed by radio reporters after his Automotive News World Congress presentation.

GM diesel engine complaints mount as consumers gird for legal action

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The used-car market is reflecting problems with General Motors diesel engines, particularly early 350-cubic-inch V-8s used first on the 1978 Oldsmobiles.

GM is facing a major class action suit in federal court, two big ones in state courts in New York and California, and a Federal Trade Commission suit is approaching trial before an administrative law judge.

The Center for Auto Safety here is trying to assess consumer complaints. The Diesel Automotive Assn. has written GM Chairman Roger B. Smith suggesting GM consider withdrawing the engine from the market, extending its warranty, or no longer calling it a diesel.

But what may hurt GM most is rejection in the the marketplace. Reality is what happens when dealers accept the GM diesel cars in trade, what is bid for them at auctions, what dealers can wholesale them for, what prices appear in the Kelley Blue Book and in NADA's used-car guide. Those dollar amounts may be unfair or improperly perceived, but they are real.

The Kelley Blue Book has been using $750-deduct-from-wholesale for '78 and '79 GM diesel cars and $500-deduct for '80s and '81s. The September NADA guide uses a $500-deduct for '78 and '79 GM diesels and just the word deduct for '80 and '81 models. Nothing unusual is being used for '82 GM diesels.

• Informed sources are saying — but GM will not confirm — that the 1983 Chevrolet Chevette with its Isuzu 1.8-liter diesel engine, will carry a three-year/36,000-mile warranty. That is not an indication GM has greater faith in the Japanese diesel than in its own, but is being done to reassure customers.

Warranty policy for GM diesels is the same as for its gasoline engines. A GM spokesman said that means giving customer satisfaction which could mean reimbursing consumers for repair work and expenses — if warranted by the individual situation — but sticking to the usual warranty.

GM has, however, offered to extend the warranty for its '81 and '82 diesel engines to 24 months or 24,000 miles for the modest price of $100.

GM acknowledges water-in-fuel problems with early models and designed a fix for '80 models, a warning light at a $50 cost to the owner. It sent warning letters to owners of earlier models. But GM insists problems occurred mostly with bad fuel.

In February, GM announced a recall of some engine governors because of a possibility of

Continued on Page 38, Col. 3

UAW may forego raises for profit slice—Fraser

By Marjorie Sorge
Labor Editor

The UAW could be willing to give up annual raises in exchange for a more generous profit-sharing fomula, according to UAW President Douglas A. Fraser.

Fraser told AUTOMOTIVE NEWS last week the union might be willing to exchange the traditional annual improvement factor (AIF) for better profit-sharing agreements. That raise is usually 3 percent.

But he emphasized it is not likely the deal would be part of current negotiations with Chrysler Corp. and said the cost-of-living adjustment would not be a part of the exchange.

Fraser, who steps down as union president next May, also said it is likely that his successor will be picked this fall. Current contenders are Owen Bieber, vice president and director of the General Motors Department; Don Ephlin, vice president and director of the Ford Department; Raymond Majerus, secretary-treasurer and Stephen Yokich, vice president and director of the Agricultural Implement Department.

In a speech at the Automotive News World Congress, Fraser said:

1. The UAW would be willing to modify the local-content bill making it more flexible and that a floor vote in the House is expected before the end of the current session.

2. He believes the U. S. is ready to accept wage-and-price restraints.

3. The domestic car makers will sell 5.8 million units in the

Continued on Page 37, Col. 1

UAW chief at World Congress

Douglas A. Fraser, center, president of the UAW, is escorted through crowd at Automotive News World Congress by Cynthia Radom, director, special products, Crain Automotive Group, and David Mitchell, UAW public relations aide.

Toyota, Renault plan passenger-car diesels

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The bloom may be off diesel passenger-car sales in the U. S., but that doesn't mean manufacturers have given up on the oil burners. Indeed, two more are about to join the list.

According to information on file at the EPA, Toyota will be introducing a turbocharged and normally aspirated 1.8-liter four-cylinder diesel in the 1984 model year, and American Motors/Renault will be introducing turbocharged and normally aspirated versions of a four-cylinder 1.6-liter diesel engine to be produced by Renault.

The latter will be offered as an option in the Alliance, the former will likely be available in Toyota's new Corona series.

Both companies are asking EPA to grant them waivers from the 1984 oxides of nitrogen standard to bring the new diesels on line.

Such waivers are available under provisions of the Clean Air Act and have been given previously to all diesel makers asking for them on the grounds that technology does not exist to meet both a 1.0 gpm nitrogen oxide standard and a 0.6 gpm diesel particulate standard at the same time.

The last year in which waivers up to 1.5 gpm are available for the NOx standard is 1984. In 1985, it will be 1.0 for all makers and the particulate standard will go to 0.2 gpm, although EPA is readying a proposal to postpone that until the 1987 model year.

index

Auction reports	27
Classified advertising	30
Editorial page	12
Production by makes	43
Service highlights	18
Truck highlights	10

58th year — No. 4930

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Participants enthusiastic at innovative buy-sell auto trade show

First World Expo hailed as hit

Continued from Page 1

stand it's a back and forth, give and take thing, and personnel staffing the buying offices are very accessible," said Jack Baumgarten, of Kent-Moore Tool Division, which exhibited OEM-approved service tools and equipment.

George MacFarlane, vice president of sales for Creative Industries of Detroit, an exhibitor whose major products and services include tooling and prototypes, product design and manufacturing engineering, and training/merchandising programs, said, "World Expo is the most well-hosted show I've ever been to, and I've been to a lot of them. The buying office personnel are very cooperative. We're also pleased by attendance at the meetings we've held."

Said an obviously pleased sales manager of an OEM supplier firm during the second day of World Expo: "I'm going back to our plant with blueprints I picked up here. We'll have a quote back to them (a potential customer) next week. It's much faster this way than going the usual route of making sales calls."

• To further the World Expo goal of promoting business, free meeting rooms, separate from the exhibit area, were made available to exhibitors to hold seminars, workshops and presentations.

For some of those who took advantage of the opportunity to talk with prospects in the meeting rooms, the effort paid off handsomely.

James J. Badgero, marketing manager for Ralph Shrader, Inc., Detroit-based supplier of petrochemical products to the OEM, said the company used the meeting rooms to present its latest test data and illustrate its ties to the auto industry.

"In no way could we afford to send someone around the world and make these initial contacts (with overseas manufacturers)," he said.

Norsk Hydro Aluminum, Inc., Rockledge, Fla., producer of drawn aluminum tube and aluminum extrusions, had 50 attendees at a meeting on Cobo Hall's third floor.

Norsk had sent invitations to a list of buying prospects, had a poster in its display area and "benefited from word of mouth," according to Thomas G. Hamilton, sales manager, who added, "We're very pleased."

Hamilton said Norsk had an audio visual presentation and a "very valuable question-and-answer session at each meeting.

"We enjoyed the privacy (of the meeting room), and we'll be back next year," he said.

Newnam Foundry Division of Chromalloy American Corp. plans to return to the World Expo in 1983 with double the exhibit space it had this year, according to a company spokesman. The company's major products are gray iron castings.

The foundry firm, located in Kendallville, Ind., used meeting rooms to present its newly developed Vendor Inventory Supply Assurance (VISA) system, a way of doing business that the company says offers advantages over the Japanese "Just-In-Time" or Kanban concept.

• Ken Davies, Newnam account executive, said, "The first thing we're going to do next year (at World Expo) is get two sections (of exhibit space), just one isn't enough. We're also going to change our exhibit design."

Davies added: "There's been a lot of interest in VISA, and in buying from us."

A major innovation at World Expo was a computerized "Match Maker" service designed and programmed by IBM Corp., in cooperation with AUTOMOTIVE NEWS. It was the first attempt ever made anywhere to match suppliers, distributors and manufacturers' representatives by a computer at a trade show.

"It (Match Maker) went well and drew a great deal of interest," said Tony Merpi, managing director of World Expo. "This year was the first step; next year we take an even bigger one."

He said that at 1983 World Expo, in addition to a computerized cross-indexing system matching suppliers and distributors who do business in the same geographical areas and deal with similar automotive products, the computer data base will be expanded to include vehicle manufacturers.

"We'll plug in information on the kinds of products, applications and services the car and truck makers are looking for," Merpi said.

Another World Expo feature that received a lot of attention, Merpi said, was an International Business Center, designed to assist representatives from 18 foreign countries who conducted business at the show.

The service included a Telex machine, interpreters and availability of a Department of Commerce trade specialist who assisted visitors in making contacts with American suppliers.

Cobo Hall was designated as international free-trade zone during the show, allowing overseas exhibitors to ship their displays and products duty-free.

Merpi said exhibitors told him that the "quality of participants and attendees at the show was excellent." He said he heard reports of several transactions being made that involved multi-million-dollar contracts.

According to Merpi, exhibitors already have asked for space at next year's Automotive News World Expo, to be held July 12-15 at Cobo Hall, and some have signed letters of intent to exhibit.

"We've also talked with representatives from various trade associations in England, Italy, South Korea and elsewhere, who came this year to observe and analyze. They tell us they'll be participants in '83," Merpi said.

Mid-August new-car sales off 8th period in a row

By Jenny L. King
Staff Writer

For the eighth 10-day selling period in a row, retail sales of new U. S. cars fell from year-ago levels, bringing the 1982 model year closer to a stagnant ending. New-car sales plunged 35.33 percent Aug. 11-20, the greatest year-to-year gap since a 43.99-percent decline mid-March.

Dealers delivered 132,356 domestic cars during the mid-August period, down from 204,678 in 1981 and lowest since 115,799 in 1961.

With nine selling days this year and last, the daily rate of 14,706 was down 35.33 percent from 22,742.

Year-to-date sales through Aug. 20 totaled 3,610,227, down 13.32 percent from 4,164,870 in 1981.

The major domestic auto makers were down from 19.71 percent to an even 50.00 during the period. Ford Motor Co. held the 19.71 percent decline, its sales dropping to 29,736 from 37,034 last year. Chrysler Corp. was down 29.58 percent, to 16,092 from 22,853.

General Motors bowed under a 39.53-percent sales difference, plunging to 81,597 from 134,949 in 1981. Volkswagen of America reported sales of 2,431 Rabbits, down 49.79 percent from 4,842. Estimated sales of American Motors passenger cars were 2,500, down 50.00 percent from 5,000 in 1981.

• GM earned 61.65 percent of the mid-month domestic market, down from 65.93 percent last year. Ford cornered 22.46 percent, up from 18.09 percent. Chrysler had 12.16 percent, up from 11.17 percent. VWoA dropped to 1.84 percent from 2.37 percent, and AMC stood at 1.89 percent, down from 2.44 percent.

Chrysler and Lincoln were the sole U. S. makes to increase their sales compared with year-ago levels. Chrysler more than doubled its total, going to 4,255 from 1,714, while Lincoln was up 10.03 percent, to 1,766 from 1,605.

At Chrysler Corp., Plymouth was down 44.01 percent, Imperial was down 79.53 percent and Dodge was down 43.56 percent. Ford sales dropped 25.46 percent and Mercury was down 10.10 percent.

Cadillac suffered the lightest blow at GM, its sales down just 5.02 percent from last year. Oldsmobile was down 41.69 percent, Chevrolet was down 40.08 percent, Pontiac was down 53.83 percent and Buick was off 32.73 percent.

AMC was down 50.00 percent and VWoA dropped 49.79 percent.

DOMESTIC SALES

	Aug. 11-20, 1982	Aug. 11-20, 1981
AMERICAN MTRS.	2,500†	5,000†
Chrysler	4,255	1,714
Imperial	26	127
Plymouth	5,989	10,696
Dodge	5,822	10,316
CHRYSLER CORP.	16,092	22,853
Ford	16,830	25,262
Mercury	9,140	10,167
Lincoln	1,766	1,605
FORD MOTOR CO.	29,736	37,034
Buick	16,943	25,186
Cadillac	6,812	7,172
Chevrolet	29,761	49,669
Oldsmobile	17,517	30,042
Pontiac	10,564	22,860
GENERAL MOTORS	81,597	134,949
VOLKSWAGEN	2,431	4,842
INDUSTRY TOTAL	132,356	204,678

† Estimated

breaking news

Continued from Page 1

Dresser to buy IH construction unit

CHICAGO.—Dresser Industries, Inc., Dallas-based manufacturer of equipment for construction, mining and petroleum operations, has agreed in principle to buy most of International Harvester's construction-equipment business. Sources close to IH said Dresser will pay $100 million to $150 million. The Dresser offer doesn't include foreign operations, which IH is expected to sell eventually.

GM picked as strike target in Canada

TORONTO.—The UAW in Canada has picked General Motors as the strike target. UAW Vice President Robert White, director of the Canadian region, said he is "going in (to negotiations with GM) looking for a settlement," but said if an agreement is not reached by midnight Sept. 14 there will be a strike. White also said the decision has the support of the union's International Executive Board which would have to authorize the strike. The strike target decision was made between GM and Ford. The UAW had ruled out Chrysler because of its economic situation.

Low-interest finance rates offered by Chrysler, Ford

By Joseph Bohn
Marketing Editor

Chrysler Corp. uncorked a new low-interest retail financing program which covers some new '81, '82 and even '83 model cars.

Ford Motor jumped in with a competitive 11.9 percent retail finance rate on three selected car lines, almost immediately, and announced it would lower the finance rate offered by Ford Motor Credit on all cars by 1 percentage point.

For Aug. 24 to Sept. 30, Chrysler is offering 12.5 percent financing to purchasers of its '82 LeBaron and Dodge 400 convertibles.

From Aug. 24 to Dec. 31, it is offering similar 12.5 percent financing on '81, '82 and '83 Cordoba, Mirada and Imperial models.

Eligible customers are those who take delivery during the specified time period.

Financing can be handled by any financial institution. Chrysler will reimburse lending institution the difference between 12.5 percent and their normal rate up to 18 percent.

However, because Chrysler is paying the money all at once—rather than over a period of months — it is discounting amounts it will pay lenders.

If, for example, a finance contract is for one to 12 months, Chrysler will pay 90 percent of the difference between 12.5 percent and whatever the bank's normal financing rate.

If it is a 13-24-month contract, Chrysler pays 85 percent, and on 25-to-48-month contracts it pays 75 percent of the difference between 12.5 percent and the lender's normal rate.

Customers can use credit unions, banks or whatever finance source the dealer lines up. There is no participation agreement to be signed by dealers, or enrollment fee or any other dealer requirement in the program.

• Meanwhile, from Aug. 24 to Dec. 31, Ford Motor is offering car buyers 11.9 percent retail financing on '82 Thunderbirds, XR-7s and Lincoln Continentals.

The program is in effect on eligible cars delivered to customers through Dec. 31, 1982, whether they buy out of dealer stock or order from the factory.

Unlike Chrysler, Ford is paying a straight $800 on finance contracts, regardless of size, in states with limited-recourse laws.

Essentially, limited recourse means the dealership is responsible for paying off the car if a customer defaults.

The vast majority of states fall into this category.

In other states, without limited recourse, Ford is paying banks and financial institutions a flat $750 per vehicle.

Ford is also paying a flat $90 finance reserve on the contracts in limited recourse states and $40 in others.

In some states, this could affect the dealers' finance reserve, and might be interpreted as the dealers contributing to the program.

Thus, the company still has to iron out specifics in states like Texas and Arkansas which have rules against requiring dealers to participate in company-sponsored programs of this sort.

Meanwhile, Ford Motor Credit is reducing its finance rate on all Ford products it finances by a full percentage point.

However, because there are some 200 different rate areas around the country, this reduction was not expected to be implemented until around Sept. 1.

Some states have add-on interest rates, such as California, where the rate will be lowered from 10.5 percent to 9.75 percent.

A half-point of add-on interest equals roughly about one point of simple interest.

In simple-interest states, the prevailing rate might be reduced to 16 percent, for example, from a previous 17.

Still again, in some states like Arkansas, where there is a very low capped interest rate, no change may be made.

The complications of figuring these changes as they apply to each area prevented Ford Motor Credit from initiating the reductions immediately last week.

Meanwhile, from Aug. 18 to Sept. 22, Ford Division has a truck program, offering sales people $75 for the sale of any '81, '82 or '83 Bronco, F-100 to F-350 or Ranger pickup.

If a dealership hits 100 percent of an assigned sales manager's objective on these units, the sales manager also gets $25 per unit retailed.

Executive Subaru opens

WALLINGFORD, Conn.—Executive Subaru is Connecticut's newest Subaru dealership.

Mann lists factors on both sides

Fleet boss' problem: Lease or buy?

By Francis J. Gawronski

There are no clear-cut factors to indicate that buying fleet vehicles is better than leasing them, or leasing them is better than buying, according to Ilene Mann, director of facilities management for G. D. Searle & Co., Skokie, Ill.

Speaking at the Automotive News World Congress, Mann said there are common advantages and disadvantages to both sides.

According to Mann, there are two basic advantages of company fleet ownership.

"One is total corporate control," she said. "That is, negotiating your own purchasing costs and arrangements which can be substantially less than leasing arrangements.

"Fixed depreciation and interest rates are heavy weighing factors in the decision of buying or leasing," she said, "as are negotiating maintenance and vehicle disposal.

"Second is having a corporate vehicle management staff that has the expertise necessary to manage all of the areas just mentioned," Mann said.

The disadvantages of corporate ownership include administration—the expense of maintaining the appropriate staff and headcount to manage company ownership effectively.

Other disadvantages listed by Mann include capital investment of millions of dollars in vehicles instead of possibly investing in other areas more appropriate to the needs of your business.

Also, company owned vs. leased vehicles affect the organization's balance sheet, and the dollars invested in vehicles would probably not bring as great a return as would other investments, she said.

• "Advantages of external leasing include capital release," Mann said. "The opposite of company ownership, you are not investing capital in vehicles and can, therefore, invest in other areas."

Another advantage in leasing is that lessors have the expertise in all areas of vehicle management and can provide the resources necessary to manage a program effectively.

Procurement and disposal leverage of vehicles is another advantage, Mann said, because leasing companies purchase and sell thousands of vehicles all over the country.

Disadvantages of leasing includes administration because "your company still has to maintain an appropriate staff to administer a program even with utilizing an external leasing source," she said.

Interest and fees are other leasing disadvantages. Because the cost of money has increased substantially over the last few years, Mann said it usually costs most companies a substantial amount over the prime interest rate to utilize external leasing.

"Given all of these factors to analyze, it really comes down to only two major factors for management to consider as a basis for decision," she said.

The first one is your company's financial position," Mann said. "That is, what kind of tax situation is beneficial and can your organization afford to invest the capital necessary for ownership?

"The second major factor is resource expertise," she said. "What resource expertise is available both internally and externally?"

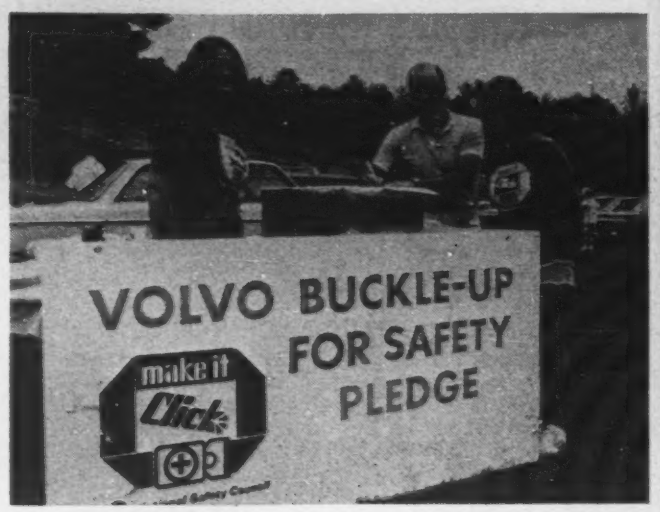
After a careful lease vs. buy analysis has been performed and a decision has been made, Mann said it all comes down to managing that decision.

Used car sales
Auction Averages

August	$4,910
Month ago	$4,885
Year ago	$4,548

Model breakdown
Auction Averages

	AUGUST	JULY	JUNE
1982	$8,749	$9,371	$9,648
1981	6,591	6,824	6,892
1980	5,348	5,377	5,367
1979	4,830	4,823	4,768
1978	3,867	3,872	3,637
1977	3,038	2,935	2,950
1976	2,046	2,103	2,041
1975	1,357	1,686	1,415
Overall Average	$4,910	$4,885	$4,708



Volvo hooks up with safety

Joseph L. Nicolato, senior vice president of Volvo's North American Car Operations, signs a Buckle-Up for Safety pledge at a picnic preceding the recent Volvo International Tennis Tournament, North Conway, N. H. Some 240 persons accepted Volvo's invitation to back the National Safety Council's "Make It Click, Buckle-Up" campaign. Overseeing the pledging are Volvo employes Regina Brady, left, and Phyllis Bosco.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

Due to the Labor Day Holiday, Aptco will hold its auction sale on

THURSDAY, SEPTEMBER 9, 1982
11 A.M.

Starting with

FORD MOTOR CREDIT UNITS

Lease units (Geico, P.H. & H., Avis, etc.
Rentals, Trucks, Pickups, Vans (also customized vans)

Followed by Our

BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. No registration fee unless car sold. 516-968-8844.

NEW YORK

Tri-State Auto Auction, Cicero, N. Y. Sale every Weds., 6 p.m. Just No. of Syracuse, Exit 30/Rte. 81. 4 action-packed lanes. 500 cars each week. 1-315-699-2792.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

TEXAS

TRI-STATE AUTO AUCTION
"We're worth getting to know!"
SALE EVERY TUESDAY AT 11:00 A.M.
OUR SPECIALTY IS LEASE & FLEET ACCOUNTS
CONTACT OUR LEASE AND FLEET MANAGER
KEN OSBORN
4445 CANYON DRIVE, AMARILLO, TEXAS 79110
PHONE (806) 358-3663

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

But year-to-date total is 23 pct. below 1981

9 plants return; car output jumps

By Patricia Hoffman
Staff Writer

Domestic auto production fared considerably better last week than in the previous week as nine assembly points returned from model changeover, leaving only six plants idle.

Last week's car production was targeted at 99,993 units, a 32.96 percent gain from the previous week's 75,207, but the total was 4.40 percent below the 104,600 units completed in the comparable 1981 week.

So far this year, the manufacturers have finished 3,429,513 units, down 23.80 percent from last year's 4,500,830.

Breakdown last week by company was: General Motors 62.91 percent; Ford Motor, 21.76 percent; Chrysler Corp., 12.93 percent and American Motors, 2.40 percent.

GM's Lordstown and Willow Run plants resumed operations last week following model changeover. Also back at GM were Tarrytown, Framingham and Janesville. Tarrytown and Framingham returned Wednesday (Aug. 25) and GM's Janesville plant resumed production Thursday.

Ford Motor's Dearborn and St. Louis facilities and Chrysler's Belvidere and Newark points also resumed operations last week.

The GM Leeds plant, idle since July 14, will resume with one shift operations today (Aug. 30), leaving about 2,000 workers on indefinite layoff. The plant builds Buick Skylark and Oldsmobile Firenza.

GM's Wilmington facility, idled Aug. 13, is slated to return Sept. 7.

Also at GM, the Oklahoma City point began a four-week shutdown last week for model changeover. Operations are expected to resume Sept. 20.

Ford's Atlanta and Chicago points remained idle last week for changeover.

Volkswagen of America's Westmoreland facility, down Aug. 2, is slated to return sometime in September.

AMC announced that beginning Sept. 13, production of the new Renault Alliance at the company's Kenosha facility will be doubled, upping the current rate of 300 units a day on two shifts to 600 units a day on two shifts. Approximately 1,000 workers will be recalled from indefinite layoff.

Sporty rear window

Hammond Mfg. Corp., Lansing, now offers aluminum/stainless rear window louvers for 1982 Camaro and Firebird models. The black satin finish wraparound louvers are designed for installation without body bolting.

Truck production rises 7 pct. on 30,411 assemblies

Downtime at Ford Motor's Louisville facility pulled last week's domestic truck production down 7.29 percent from the previous week's total, but output was 54.71 percent higher than last year's figure when six assembly points were idle for changeover.

The truck makers scheduled 30,411 units last week, down from 32,804 the previous week but up from 19,657 in the comparable 1981 week.

Year-to-date, the manufacturers have assembled 1,329,229 trucks, a 16.99 percent gain from 1,136,169 trucks finished in the same period last year.

General Motors' Janesville facility, idle since Aug. 6, remained down last week for model changeover. Operations are slated to resume tomorrow (Aug. 31).

Also at GM, the Detroit plant, down since Aug. 20, is expected to return Sept. 20 with 1983 production.

The Pontiac heavy-duty and medium-duty facilities also remained idle last week for changeover. The heavy-duty line is slated to resume operations Sept. 20, and the medium-duty line will be back Sept. 7.

Volkswagen of America's Westmoreland plant, which closed June 28, is slated to resume operations in September.

Ford's Louisville point was closed last week for inventory control.

Car output rises 26 pct. in Canada; trucks up, too

Canadian auto production jumped 26.16 percent last week from the previous week's total as Ford Motor's St. Thomas facility scheduled six days of assembly following downtime for model changeover.

Last week's car output was estimated at 17,982 units, up from 14,328 the previous week, and up 12.08 percent from 16,026 units in the comparable 1981 week.

Year-to-date, the auto manufacturers have assembled 583,275 units, a 3.68 percent gain from last year's 562,574.

The return of General Motor's Oshawa truck point helped boost last week's truck production 40.53 percent to 10,423 units from the previous week's 7,417, and output was up 1.10 percent from 10,310 trucks completed in the comparable 1981 week.

So far this year, there have been 341,698 trucks produced, down 1.65 percent from 347,446 units in last year's comparable period.

GM's Oshawa (No. One) and St. Therese facilities remained idle last week for model changeover.

Also still down was Volvo's Halifax point, which has been idle since Aug. 2 for changeover.

Recent stock market boom has little effect on Detroit

The recent Wall Street boom in stock prices has had little effect on Detroit despite the run-up in auto stocks, according to several experts.

Otto Eckstein, chairman of Data Resources, Inc., said the market boom has had no effect "but the falling interest rates which started the activity will definitely help the auto industry."

Dealer finance-and-insurance expert Kark Singer, of Karl Singer and Associates, agreed but added that "to return to the prosperity," the long-term interest rates must start "breaking through 12 percent and head below 10 percent."

Arthur G. Davis, auto analyst for Prescott Ball & Turben, Inc., said General Motors should take advantage of the stock price increases to go to the equity market with a new stock issue. "Given investor enthusiasm for the auto cycle, there is an apparent opportunity for GM in the market," Davis said.

David Healy, auto analyst for Drexel Burnham Lambert, Inc., disagreed. "I hope GM doesn't go to the equity market," Healy said. "GM already is a recipient of benefits of the lower interest rates. Car loans will be cheaper and easier to get.'

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 28, 1982	Week Ended Aug. 29, 1981	Week Ended Aug. 21, 1982	Aug. to Date	Jan. 1 to Aug. 29, 1981	Jan. 1 to Aug. 28, 1982
CHEVROLET	8,641	1,595	8,229	36,066	336,408	458,063
DODGE	2,400	24	2,126	6,855	65,134	86,988
FORD	12,579	10,376	16,075	56,878	420,029	480,416
GMC	2,646	1,699	2,219	12,037	118,242	166,154
INTERNATIONAL	1,095	1,596	1,105	4,395	49,895	32,802
VOLKSWAGEN	.....	917	.....	.....	30,967	8,103
JEEP	2,000*	2,000*	2,000*	8,006*	68,188*	57,123*
AM GENERAL	50*	50*	50*	200*	2,786*	1,560*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	44,520*	38,000*
Total Trucks, U. S.	30,411	19,657	32,804	128,437	1,136,169	1,329,229

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 28, 1982	Week Ended Aug. 29, 1981	Week Ended Aug. 21, 1982	Aug. to Date	Jan. 1 to Aug. 29, 1981	Jan. 1 to Aug. 28, 1982
CHRYSLER CORP.	2,543	2,105	2,190	9,073	55,330	68,352
FORD MOTOR	3,399	2,628	3,170	13,503	98,828	96,857
GENERAL MOTORS	4,221	5,311	1,793	9,481	185,626	168,801
INTERNATIONAL	260	266	264	1,000	7,662	7,688
Total Trucks, Canada	10,423	10,310	7,417	33,507	347,446	341,698
N. American Trucks	40,834	29,967	40,221	161,494	1,483,615	1,670,927

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Aug. 28, 1982	Week Ended Aug. 29, 1981	Week Ended Aug. 21, 1982	Aug. to Date	Jan. 1 to Aug. 29, 1981	Jan. 1 to Aug. 28, 1982
AMERICAN MOTORS	2,400*	3,150*	2,456*	9,768*	89,572*	46,123*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,930	14,673	6,341	26,760	542,119	379,813
Plymouth Total	4,230	7,730	1,741	8,418	281,281	153,974
Horizon	1,600	3,110	.....	1,600	109,390	48,060
Reliant	2,600	4,620	1,702	6,715	162,304	105,811
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	30	.....	39	103	.....	103
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,900	.....	2,355	7,536	22,098	75,603
LeBaron	2,100	.....	1,435	5,339	17,236	73,406
Chrysler	.....	.....	.....	.....	4,862	.....
E-Class	800	.....	920	2,197	.....	2,197
Dodge Total	5,800	6,943	2,245	10,806	238,740	150,236
Omni	1,500	2,770	.....	1,500	94,114	45,271
Aries	3,100	4,173	982	5,714	128,300	80,827
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	.....	676	2,101	.....	22,647
Dodge 600	700	.....	587	1,491	.....	1,491
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	21,755	26,493	16,959	66,147	931,211	737,376
Ford Division	14,398	17,806	10,003	39,068	635,502	464,990
Escort	7,234	9,135	6,143	17,407	239,144	186,164
Fairmont	2,869	3,573	2,634	11,432	130,050	85,712
Must./Must. II	2,975	.....	.....	5,563	116,747	84,640
Granada	.....	3,444	.....	.....	60,070	74,051
Thunderbird	1,138	1,654	1,040	4,298	48,605	29,556
Ford	.....	.....	.....	.....	40,886	.....
EXP	182	.....	186	368	.....	4,867
L-M Division	7,357	8,687	6,956	27,079	295,709	272,386
Mercury Total	5,717	7,641	5,297	20,884	256,578	210,358
Lynx	2,061	2,865	1,944	6,447	83,862	59,310
Capri	686	.....	.....	2,154	39,849	23,252
Zephyr	987	1,034	1,246	3,678	39,478	28,577
Cougar	.....	1,283	.....	.....	30,122	35,953
XR-7	475	1,165	593	2,213	22,010	10,540
Mercury	1,443	1,294	1,456	6,269	41,257	51,537
LN7	65	.....	58	123	.....	1,189
Lincoln Total	1,640	1,046	1,659	6,195	39,131	62,028
Continental ('82)	330	232	332	1,242	383	12,934
Lincoln	724	402	729	2,794	18,895	28,143
Mark VI	586	412	598	2,159	19,853	20,951
GENERAL MOTORS	62,908	56,794	49,451	213,235	2,814,702	2,203,917
Buick Division	13,177	13,599	11,183	53,353	610,334	515,561
Skylark	3,334	3,703	.....	9,184	185,590	96,574
Skyhawk J	.....	.....	.....	.....	.....	47,922
Century	852	.....	1,673	7,661	86,881	88,932
Regal	4,076	5,643	4,709	18,587	179,915	140,422
Buick	3,715	3,833	3,801	15,457	111,595	118,039
Riviera	1,200	420	1,000	2,464	46,353	23,672
Cadillac Division	5,311	1,539	4,380	10,047	176,455	148,827
Cimarron	31	944	.....	252	13,256	3,691
Seville	480	199	398	919	16,147	13,509
Eldorado	1,200	396	1,002	2,296	40,591	36,608
Cadillac	3,600	.....	2,980	6,580	106,461	95,019
Chevrolet Division	19,587	22,801	15,950	76,959	1,053,229	711,905
Chevette	1,465	6,893	1,495	13,843	240,769	152,448
Cavalier	1,266	4,168	.....	2,879	63,318	56,457
Celebrity	1,262	.....	175	1,862	.....	42,539
Camaro	5,575	.....	6,006	21,788	87,694	158,001
Citation	3,168	6,008	2,406	12,341	249,414	124,372
Malibu	2,138	2,949	2,340	9,955	169,623	83,049
Monte Carlo	2,383	2,603	1,205	6,033	98,170	47,848
Chevrolet	1,730	.....	1,730	6,833	122,590	28,186
Corvette	600	180	592	1,425	21,651	19,005
Oldsmobile Division	17,558	11,731	13,503	47,439	606,761	505,037
Omega	1,695	1,352	.....	5,146	108,704	58,449
Firenza	.....	.....	.....	.....	.....	34,011
Cutlass	5,310	4,729	4,611	9,921	284,828	129,557
Cutlass/Ciera	4,003	.....	2,375	9,782	.....	79,832
Oldsmobile	5,830	5,380	5,918	21,110	183,128	182,357
Toronado	720	270	599	1,460	30,101	20,831
Pontiac Division	7,275	7,124	4,435	25,437	367,923	322,587
Acadian†	.....	513	.....	256	14,966	8,353
J2000	1,002	1,060	.....	1,002	45,653	28,440
T1000	.....	2,487	364	3,267	57,292	27,307
Firebird	3,816	.....	4,071	14,537	43,468	96,709
Phoenix	1,080	1,776	.....	2,495	50,199	35,458
Grand Prix	13	729	.....	1,608	71,430	50,156
Bonneville ('82)	812	559	.....	1,751	2,824	50,840
A6000	552	.....	.....	552	.....	25,322
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,465	.....	.....	121,732	60,121
CHECKER	.....	25*	.....	.....	1,494*	2,163*
Total Cars, U. S.	99,993	104,600	75,207	315,910	4,500,830	3,429,513

CANADIAN CAR PRODUCTION

	Week Ended Aug. 28, 1982	Week Ended Aug. 29, 1981	Week Ended Aug. 21, 1982	Aug. to Date	Jan. 1 to Aug. 29, 1981	Jan. 1 to Aug. 28, 1982
AMERICAN MOTORS	1,390	850	1,219	5,046	22,339	21,174
CHRYSLER CORP.	3,440	3,003	3,489	14,721	36,737	110,436
FORD MOTOR	6,959	6,964	3,760	23,385	155,214	203,697
GENERAL MOTORS	6,173	4,984	5,770	15,515	341,562	241,427
VOLVO	.....	255	.....	137	6,722	6,541
Total Cars, Canada	17,962	16,026	14,238	58,804	562,574	583,275
N. American Cars	117,955	120,626	89,445	374,714	5,063,404	4,012,788
N. American Trucks	40,834	29,967	40,221	161,494	1,483,615	1,670,927
North American Cars and Trucks	158,789	150,593	129,666	536,208	6,547,019	5,683,715

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2200-1 9/9/82

Automotive News

September 6, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

European lines fare best in import sales per dealer

By Kathleen Hamilton
News Editor

The first half of 1982 was a washout for dealers selling Japanese cars, but those handling European lines fared pretty well.

Of the 20 most popular import makes, seven — all European — registered gains in sales-per-dealer averages compared with the first half of 1981. Twelve makes — including all the Japanese makes except the Challenger imported by Dodge—took losses.

It wasn't roses for all the European-car dealers, however. Since the first half of '81, five lines have disappeared from the U. S.: MG, Triumph, Ford Fiesta, Lancia and Rover.

Hefty gains in the Jaguar average helped offset the losses incurred by Jaguar-Rover-Triumph-MG dealers. Jaguar dealers averaged a record 21 sales per outlet — 13 more than during the first half of 1981, and well above the previous alltime high of 13 sales, set in the first half of 1970 and repeated in 1975.

Nevertheless, those 21 cars were about half of what a full-line JRT dealer averaged in the first half of '81. There were 108 full-line dealers then. Twice that many now carry Jaguar.

• Another European make that fared well in 1982 was Volvo. Its record 104 sales per outlet broke the old mark of 92, set last year. It was enough to put the Swedish car maker into the No. 4 ranking, below Toyota, Honda and Datsun/Nissan.

Volkswagen, which was in the No. 4 spot at this time last year in import-car sales per dealer, is now tabulated as a domestic car because the preponderance of cars in VW showrooms are Pennsylvania-built Rabbits.

Only two other makes had record sales averages this year: BMW, with a new peak of 63, up 8 from the record set last year, and Saab, whose new record of 29 beat the old mark of 25, set during the first half of 1973 and repeated in 1978.

DeLorean, with a sales-per-dealer average of 4, didn't have an average available at this time last year, when its dealer network was just starting up.

Renault and Porsche were the only other makes that increased their sales-per-dealer averages this year. Each is up by 3 cars—Renault, to 15 sales per dealer, and Porsche, to 21 sales per dealer.

On the other side of the ledger, Toyota suffered its first loss since 1978. What a loss it was: An average of 59 cars per outlet. That brought the import giant's average sales per dealer down to 241 — still good enough for the No. One spot.

Honda dealers lost, too — 26

Continued on Page 40, Col. 4

SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports for the January-June periods.

1982 Position	Sales		1981 Sales	Position
1—241		Toyota	300—	1
2—236		Honda	262—	2
3—209		Datsun/Nissan	225—	3
4—104		Volvo	92—	7
5—100		Mazda	123—	5
6— 95		Subaru	103—	6
7— 78		Mercedes-Benz	80—	8
8— 63		BMW	55—	10
9— 53		Audi	57—	9
10— 33		Isuzu	44—	11
11— 29		Saab	24—	14
12— 21		Jaguar	8—	20
12— 21		Peugeot	25—	13
12— 21		Porsche	18—	16
15— 20		Fiat	33—	12
16— 15		Renault	12—	17
17— 8		Colt	10—	18
18— 7		Champ	10—	18
19— 4		DeLorean		*
20— 3		Challenger	3—	*

*—Did not make the Top 20 listing in 1981.

Copyright, 1981, Automotive News

It's got Flair

Jim Piegue

ASC concept car shown at World Expo

The Flair, displayed at the recent Automotive News World Expo, was created by ASC, Southfield, Mich., with input from Ford Motor's Plastic, Paint & Vinyl Division. Flair is based on the Ford EXP front-drive platform and features fiberglass body, targa top, quad headlamps behind smoked covers, Ford five-speed transmission and McLaren-tuned 1.6-liter engine and suspension. A unique feature is a power backlight that opens inward from a hinged base and pivots underneath the decklid.

CARB tightens particulate standard, rejects NOx relaxation

Calif. action could slash diesel sales

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — In an action that could effectively ban the sale of diesel cars and light-duty trucks in California during 1985, the California Air Resources Board (CARB) adopted diesel particulate emission controls tighter than those required by the federal government.

At the same time adopting its staff's recommendation for the controls, CARB rejected another proposal from the staff that would have relaxed the 1984 1.0 gpm NOx limit to 1.5 gpm for passenger cars weighing more than 4,000 pounds.

Those two rulings, when taken in conjunction, could preclude the sale of some diesel models as early as next year, according to a number of manufacturers who testified at the board's hearing.

The particulate standards adopted by the board call for no more than 0.4 grams per mile of particulate matter over 50,000 miles during the 1985 model year, 0.2 gpm for 1986-88 and 0.08 gpm in 1989 and subsequent model years. The federal standard is 0.6 gpm 1982-84 and 0.2 gpm in 1985.

While the board is confident that particulate trap technology will be far enough along by 1985 to enable the manufacturers to meet the standards, the auto makers themselves are less optimistic.

Traps currently under development, according to testimony presented by the makers, have durability problems, are costly and to date have no reliable means for regeneration or cleaning out the trapped particulates.

• Equally troubling is the tighter NOx standard, which gives the manufacturers of larger and heavier diesel cars less leeway in meeting both the NOx and particulate standards in 1984-85.

"While we have not had time to assess the full engineering impact of the California Air Resources Board action, our initial reaction is that it would be extremely difficult, if not impossible, to sell larger diesel cars in California after the 1983 model year," according to General Motors.

A Chrysler spokesman said "the requirements are beyond

Continued on Page 37, Col. 2

Overall, the '83 fleet is up 1.9 pct.

GM boosts some prices, cuts others

By John K. Teahan Jr.
Managing Editor

General Motors prices moved up, down and sideways last week as the corporation decided upon the stickers for its 1983 models.

When all the deliberations were finished, the price of an average-equipped GM car was up $212, or 1.9 percent. The boost consisted of $160 on the base car and $52 on optional equipment.

It brought the price of the average GM car to an estimated $11,100.

There are no changes in dealer discounts for '83 models, and there is no increase in destination charges for introduction time.

The $212 increase for the full GM fleet does not include Corvette. The Chevrolet sports car is new for '83 and is expected to be several thousand dollars above its present sticker of $18,290.

GM's $212 boost appears stiff in light of the depressed condition of auto sales, but it was mitigated somewhat by the way it was constructed, with some lines reduced and some unchanged.

The $212 compares with an increase of $617, or 5.8 percent, at introduction time last year.

GM's 1.9 percent boost is expected to become the industry's standard for '83, since GM sets the pricing pattern for the rest of the domestic makers.

• GM's '83 price announcement had three parts. The A-cars and the J-cars are down, reflecting the sales problems of those lines. The T-cars and the X-cars are unchanged, and other models are up.

The decreases generally range from $250 to $500, although the Cadillac Seville was cut $1,500 on a comparably equipped basis. The Seville sticker is down $1,993, but some equipment has been removed — Twilight Sentinel, extended-range radio speakers and aluminum wheels.

Price hikes range from a carline average of $357 to $686 (Buick Electra Park Avenue). The boosts involved the rear-drive intermediates, the standard-size and luxury cars and the Chevrolet Camaro and Pontiac Firebird. Camaro and Firebird have been hot this year, and the standard-size cars have been selling better than expected.

So GM is obviously trying to give some much-needed help to the cars that have been the most obvious victims of sticker shock and, at the same time, trying to pick up some extra bucks on those that have met with greater public acceptance.

The A-car and J-car price reductions embraced 37 models. The A-bodies are Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera. GM said the average base car list price cut on those models was $250.

On the J-cars, it was an aver-

Continued on Page 37, Col. 1

breaking news

Ford studies Dearborn assembly closing

DEARBORN.—Ford Motor Co. is on the verge of completing plans to close its 64-year-old Dearborn assembly plant. The company is said to be considering moving assembly operations to either its recently closed Flat Rock (Mich.) casting plant or to the partially completed assembly plant in Sterling Heights, Mich., that Volkswagen is trying to sell. Ford executives, it has been learned, favor a move to the modern Flat Rock plant.

Cadillac buyers again go for V-8 power

LIVONIA, Mich. — When the 1982 model year started, Cadillac expected 65 percent of its cars to be powered by a new 4.1-liter digital fuel injection engine made here. The year ended with diesel sales misfiring and with 82 percent of the cars on which it was available being fitted with the new gaso-

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER
AN JAN83
MO2081#CNGLIAC OE IN09S 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

AMC claims its 32 MPG tops U.S. cars

SOUTHFIELD, Mich.—American Motors will have a 1983 corporate average fuel economy (CAFE) rating of 32 miles per gallon, making it the highest of any domestic auto maker, the company said last week. The figure includes Renault models.

The company made the announcement at a series of 22 regional press conferences held to preview the '83 Renault Alliance and other offerings.

AMC Executive Vice President Lawrence Hyde told the press conference here that the 32-MPG rating is "better than we expect GM, Ford or Chrysler to report and even better than some of our competitors from Japan."

Hyde, calling the new Alliance an "imoprt fighter," spoke about its many attributes, emphasizing the newest entry, rather than the carryover AMC models.

He said capital investment in the Alliance was $200 million, with another $100 million spent "in addition to tooling" to prepare the Kenosha (Wis.) manufacturing facilities for Alliance production.

Hyde said the Alliance models have 0-to-60 acceleration times of 12 to 14 seconds.

He also said that if the Alliance is "as big a success as we think it will be," meaning 100,000 sales the first year, "we expect a growing need for additional dealers."

Hyde said the dealer discount on the new Alliance ranges from "14 percent on the standard model to 10 percent on leader models."

Public introduction date for all '83 AMC-Renault cars and Jeeps is Sept. 22. The new line of more-fuel-efficient senior Jeeps, which was to have bowed at mid-year, has been pushed back to an intro as an '84 model one year from now.

California passes inspection measure

SACRAMENTO, Calif.—A bill requiring biennial vehicle emission inspections has been passed by the California Legislature and it's expected to be signed into law by Gov. Jerry Brown.

It is hoped the new law would end federal EPA sanctions that froze approximately $83 million in federal funds for California sewer, water and nighway projects.

index

Advertising news	35
Auction reports	29
Automotive World News	12-15
Classified advertising	30
Editorial page	16
Engineering	23
Obituaries	36
Production by makes	43
Truck highlights	18

58th year — No. 4931

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Awaiting his turn

John K. Givens, right, marketing vice president of Chrysler Corp., waits to make his presentation at Automotive News World Congress. With him are Silvia Simmons, senior vice president of Kenyon & Eckhardt, and his son, Kevin Givens.

Tab is put at $3 per hour

Cost of health benefits too high, Chrysler says

By Marjorie Sorge
Labor Editor

Chrysler Corp. has told the UAW it can no longer afford to shoulder the total cost of workers' health-care benefits.

"Chrysler can no longer tolerate the awful penalty it must pay as a result of being shackled to a health-care benefit plan which drains our limited resources and just plain wastes our labor dollars," said Thomas W. Miner, vice president, industrial relations.

"A greater and greater portion of our labor cost dollar is going to pay for health care and not into the pockets of workers," he said.

The UAW has said it wants more money in workers' paychecks, but Miner said the only way to do that is to lower the cost in other areas. To lower the medical coverage cost, he suggested less-comprehensive coverage, co-pays and deductibles and limiting the choice of providers.

"What we need is both a reduced level of costs and predictability regarding future levels of cost," Miner said. "We'll take it any way we can get it."

According to Miner, healthcare benefits cost the company about $3 per hour and that is expected to rise another $1.33 an hour by 1985 under the current system.

At Chrysler (and Ford and General Motors), both retirees and active workers are 100 percent covered under the major medical plan which is totally company paid. The policy also covers the portion not paid by Medicare after a retiree is 65 years old.

Labor costs at Chrysler are $19.60 an hour, about $1.50 less than at Ford and GM when Chrysler's higher pension and medical costs are considered. Chrysler's costs are higher because it has a one-to-one ratio of active workers to retirees.

• Chrysler's total cost for health care will be about $337 million in 1982, up from $81 million in 1970, according to Miner. The cost of health care at Chrysler is equal to $450 a car. At Ford it is $336 a car and at GM, $370.

"Now, if that's the type of labor cost increase they want Chrysler to chin, if that's the kind of new money they want generated in these negotiations, where zero, none of it, goes in employe pockets, I think we're both in for a big problem," Miner said.

According to Miner, a Health Maintenance Organization (HMO) plan costs $187.43 a month for the same coverage.

About 5 percent of Chrysler workers are currently HMO members. Both Chrysler and the UAW have continually promoted the system. While availability could be a problem with introducing more HMOs, Miner said they could be set up quickly to accommodate a heavier load.

"People who want to have the right to retain all the trimmings of the existing wasteful system should pay for it," Miner said.

It is possible that a program could be negotiated under which workers who elect to use HMOs have full coverage while those who elect to use private physicians would make some payments.

• UAW Vice President Marc Stepp, director of the Chrysler Dept., has said he would "not fight this concept" but "would look at it objectively." (Automotive News, April 26, 1982).

The union has said it wants more money in the paychecks after this round of bargaining, but it has also flatly refused to accept co-pays and deductibles on health care. But Miner said the only way to get more take-home pay is to reduce costs elsewhere.

"If we take the money away from the hospital and put it in the worker's checks, we think they'll want to keep it there," he said.

Rev. Jesse Jackson leads talks with makers

Wider auto role urged for blacks

By Edward Lapham
Financial Editor

The drive to improve the lot of black Americans in all aspects of the auto industry is gaining momentum and has a good chance of succeeding, a national civil rights leader told Automotive News last week.

The Rev. Jesse L. Jackson, founder and national president of Operation PUSH (People United to Save Humanity), said the current economic climate in the U. S. has provided the black community with the economic leverage it needs to open new doors in Detroit.

"We are the margin of salvation or collapse in the economy," Jackson said. "Just as America could not defeat Japan on the battlefield without black soldiers, corporate America cannot defeat the Japanese on the economic battlefield without the use of black minds, black dollars and black talent."

Jackson and other PUSH officials were in Detroit last week to meet with General Motors officials as well as UAW leaders and local businessmen as part of the drive.

Jackson said PUSH intends to press for improvements in all aspects of the industry, including more black dealers, better financial arrangements for black dealers, more black decision-makers and policy implementers in the corporate ranks plus more business for black suppliers.

He and other PUSH officials visited Detroit earlier in the year and were able to get Ford and Chrysler "to declare a moratorium" on foreclosing on black-owned dealerships for the duration of auto industry depression, but he said that GM had yet to make a commitment.

Subsequently, a Ford spokesman said Ford did not commit to a moratorium, but offered to make it a topic at the next meeting with PUSH. "Our principal goal is to assure the success of our existing minority dealers," Ford said. "Happily, there has been no loss of minority dealers in the past 18 months."

A Chrysler official said his company did not commit to a moratorium either. "We can't give a dealer carte blanche under any circumstances," he said. "But we are making every reasonable effort to help any dealership in trouble. Some you just can't keep open."

Although Jackson expressed an interest in securing more positions for black lawyers, CPAs and executives plus securing more business for black ad agencies, manufacturers and insurance companies, it was clear the dealership situation was at the fore.

He said there are 22,500 domestic dealerships in the U. S. and that using a population ratio, blacks should have about 10 percent or 2,200. Jackson said there are currently about 94—eight at Chrysler, 27 at Ford and 59 at GM—and that 64 of these are currently in the red.

"There has been a policy of apartheid, a policy of exclusion," Jackson said.

"Many white dealers are occupying our territory," he said. "They got dealerships we should have had."

He said black dealers at GM are plagued by problems with "floorplanning, GMAC, inadequate advertising and bad locations," but added that the situation at all the domestic companies "is essentially the same."

Jackson said black Americans bought $14 billion in auto products in 1981 and received less than $500 million back in trade. He said that last year, Ford, GM and Chrysler had total procurement budgets of $50 billion and that black businesses should have had 10 percent of the business.

"That means there was a $5 billion trade deficit for the black community," Jackson said.

"We're not aiming for full employment," he said. "We had that under slavery.

"We're not asking for social generosity and aid but rather economic reciprocity and trade."

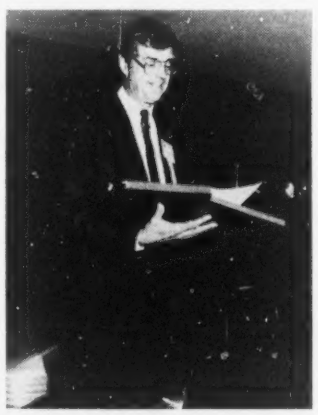
He also blasted auto company management. "The historical cataracts of racism have blinded corporate America," he said. "We are being victimized by inferior management which does not realize the value of black spending power and stumbles over black talent.

"Until 1967 there was an effective policy of restraint of trade with the black community; since then there has been a policy of ambivalence."

He said the auto industry has done less to develop the black American market than foreign markets because it believes the black market is captive.

"We are not captives," Jackson said. "Our dollars must be competed for. Black Americans have more median education and

Continued on Page 37, Col. 4



By the book

William E. Hoglund, general manager of Pontiac, checks his workbook before going on as a speaker at the Automotive News World Congress.

Ford reopens its plant in Northville, Mich.

DEARBORN. — Ford Motor Co. reopened its Northville (Mich.) plant last week as the final step in fulfilling the new UAW/Ford contract.

The plant, which closed in 1981, will now produce fuel tanks for Ford-built products and service and repair shipping racks for Ford plants in the Detroit area, according to John A. Betti, vice president, powertrain and chassis operations.

Ford President Donald A. Petersen said last spring that the plant would be reopened "in the spirit of the new labor agreement."

Workers in the plant will have flexible work assignments, need multiple skills and will need to use new technologies and statistical process control. Work rules were also modified and those changes were ratified by 97 percent of the local union's members.

Twenty-five workers were called back last week and about 25 will be recalled when fuel-tank product and rack-repair activities begin in the first quarter of 1983.

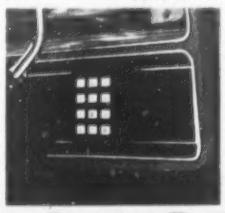
FINALLY A PROFITABLE ANTI-THEFT PROGRAM FOR YOU

PRE-VENT ANTI-THEFT SYSTEMS FOR CARS AND TRUCKS

Now Pre-Vent brings you a computerized theft system that is both easy for you to install and affordable for all your customers.

Retailing for under one hundred dollars, Pre-Vent is backed by an unconditional one year guarantee on parts, labor and towing.

Helping to protect your customers' property can lead to tremendous after sale profits, while providing your customer with an effective anti-theft device. By utilizing insurance discounts, the low cost of Pre-Vent can be covered for most car and truck drivers.



For more information on Pre-Vent, call 216-741-2488 or write: Bodyguard Rustproofing Co., Inc., 4963 Schaff Lane, Cleveland, Ohio 44131

PRE-VENT™

Daytona Beach works.

There's more to Daytona Beach than a fast track and fair weather. Low taxes. One hundred percent industrial revenue bond financing. Low labor rates. Low property maintenance. And an industrial park across the street from the famous International Speedway.

Of course, it takes more than relocating to make a good business. You've got to move to the right place. A place suited to your business needs. And if you're in the automotive business, it's Daytona Beach.

So if your business is dragging, shift to a winner's location. Daytona Beach ... home of the world famous Daytona 500.

Economic Development Council of the Greater Daytona Beach Area
Attention: Bud Denton • P.O. Box 9248 • Daytona Beach, FL 32020 • (904) 252-9711

☐ Please send me more information about Industrial Development in the Daytona Beach area.
NAME_____ TITLE_____
COMPANY _____
ADDRESS_____ ZIP_____
PHONE _____ AN1

Volvo beats Ford in average sales per franchise

Something startling happened in the first half of 1982: Volvo dealers turned in a better sales average than Ford dealers did.

A look at the 10 makes with the best sales-per-dealer totals shows that even though Ford dealers' average for early 1982 was off only six cars from the first half of 1981, Volvo's average was up 12 — enough to put dealers of the Swedish cars in the No. 7 slot.

Volvo is the only make on this year's list that registered a gain compared with last year. It also is the only European make in the lot.

Ford's unit sales, of course, were much higher than Volvo's — more than 11 times greater — but Ford's dealer total is about 12 times that of Volvo. So the Volvo average was higher.

The Japanese-car dealers on the list generally suffered worse average sales losses than dealers of the U. S. makes:

Toyota was down 59 sales per dealer compared with the first half of 1981. Honda was down 26, Mazda down 23, and Subaru down 8. Chevrolet dealers average fell 14. Oldsmobile was down 11, Ford was down 6 and Buick down 3.

The top five slots this year are occupied by the same makes and in the same order as in early 1981: Toyota, Honda, Datsun/Nissan, Oldsmobile and Chevrolet. This year, however, Buick tied with Chevy for the No. 5 slot. Last year, Buick was No. 7.

Volkswagen fell out of the Top 10 this year. In the first half of '81, its 127 sales per dealer had been enough to earn it the No. 6 position. That average fell to 80 — including both domestic and foreign-built VWs— in the first half of 1982.

SALES PER OUTLET

Total U. S. Market

New-car sales per franchise for January-June periods.

1982 Position	Sales		1981 Sales	Position
1	241	Toyota	300	1
2	236	Honda	262	2
3	209	Datsun/Nissan	225	3
4	129	Oldsmobile	140	4
5	123	Buick	126	7
5	123	Chevrolet	137	5
7	104	Volvo	92	*
8	101	Ford	107	9
9	100	Mazda	123	8
10	95	Subaru	103	10
		Volkswagen	127	6

*—Did not make the Top 10 in 1981.

Copyright, 1982, Automotive News

VW ad agency to open office in Detroit area

Doyle Dane Bernbach will join its clients Volkswagen and Porsche-Audi in moving to the Detroit area next March.

DDB expects to have a full-service operation in Troy, Mich., in March, handling not only its auto clients but "dozens" of dealer groups currently handled out of New York, according to Robert Dunn, management supervisor in the New York office.

DDB currently employs about 100 people on its New York automotive accounts. Its office in Troy will be headed by Robert Rees as president. He will continue to oversee the VW and Porsche-Audi accounts.

Rees is currently executive vice president of the agency in New York.

IMPORT SALES PER OUTLET, 1973-1982

First-half sales per new-car franchise

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Toyota	241	300	295	245	229	254	160	144	132	182
Honda	236	262	251	266	216	199	105	106	61	53
Datsun/Nissan	209	225	259	223	182	198	137	130	95	134
Volvo	104	92	68	75	55	50	42	71	54	74
Mazda	100	123	98	108	50	41	37	104	105	200
Subaru	95	103	95	96	69	55	36	32	20	31
Mercedes-Benz	78	80	64	70	54	62	55	52	46	61
BMW	63	55	49	49	45	49	47	30	30	30
Audi	53	57	48	48	47	41	40	73	83	81
Isuzu	33	44	0	0	0	0	0	0	0	0
Saab	29	24	21	24	25	23	15	19	15	25
Jaguar	21	8	5	8	7	8	13	11	6	12
Peugeot	21	25	22	23	16	21	18	20	12	8
Porsche	21	18	17	23	30	35	21	30	43	50
Fiat	20	33	35	51	46	51	43	68	48	48
Renault	15	12	13	32	25	27	11	11	13	16
Colt	8	10	15	16	12	24	12	19	11	15
Champ/Arrow	7	10	17	13	10	19	8	0	0	0
DeLorean	4	na	0	0	0	0	0	0	0	0
Challenger	3	3	3	4	3	0	0	0	0	0
Volkswagen	*	127	138	126	114	132	89	144	144	213

* Volkswagen counted as a domestic in 1982.

Copyright, 1982, Automotive News

European lines fare best in import sales per dealer

Continued from Page 1

sales apiece, which brought their sales-per-dealer average to 236. Mazda sales per dealer fell by 23 cars to 100.

Datsun/Nissan sales per dealer dropped by 16 to 209. Isuzu's average was down 11 from last year's estimated total to 33 sales per dealer. Subaru's sales per dealer fell by 8 to 95.

Dodge dealers' average sales of Colts fell by 2, to 8. Plymouth dealers' average Champ sales fell by 3 cars, to 7.

But there were also some European makes that registered declines in the first half of 1982. Fiat was down 13, to 20 sales per dealer. Peugeot dropped 4, to an average of 21 sales per dealer.

Audi also was down 4, to 53 sales per dealer. And Mercedes-Benz was down by 2, to 78 sales per dealer.

The Top 20 import listing used in this semiannual AUTOMOTIVE NEWS analysis excludes makes that sell less than 1,500 cars per half.

The Top 20 accounted for 96.4 percent of all import sales in the U. S. during early 1982. Combined, the Top 20 makes averaged 63 sales per outlet — the lowest average since the first half of 1976.

New-car campaign launched by Automobility Foundation

WASHINGTON.—"Get Into a New Car Now," a two-month public campaign sponsored by the Automobility Foundation, was launched officially Sept. 1, according to Robert P. Mallon, chairman of the foundation.

The public service campaign is designed to make consumers more aware of the added features and values found in today's new cars.

"Get Into a New Car Now" has been endorsed by the Television Bureau of Advertising, the Radio Advertising Bureau and the Newspaper Advertising Bureau as a way to benefit the entire automobile industry. The three advertising bureaus are supporting and promoting the foundation's program, distributing television commercials, radio spots and ad mats to their individual members along with the request that time and space be donated.

"This program creates a positive selling environment at no additional cost to dealers," said Mallon. "Dealers are encouraged to complement this public service advertising by buying time and space with the involved stations and newspapers," he said. "We have been particularly encouraged by the tremendous support received by all the individual bureaus of advertising."

Needham, Harper & Steers, Washington, D.C., is the agency preparing the campaign.

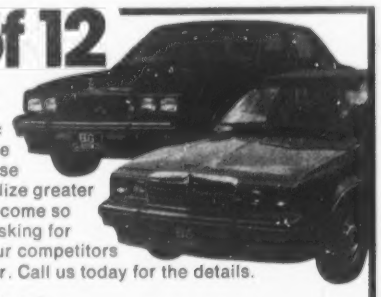
The Automobility Foundation is a nonprofit organization established by NADA.

Bank of America hikes dealers' credit-card rate

SAN FRANCISCO.—The Bank of America has raised the rate it charges members of the Northern California Motor Car Dealers Assn. who accept Visa/Mastercard payments from customers.

The rate for several years has been 1.85 percent. It has been increased to 2.24 percent.

10 out of 12



Are you one of the 10 out of 12 Cadillac dealers offering your customers these Classic Cimarron grilles? If not, you're missing an opportunity to close more Cimarron sales and realize greater profits. These grilles have become so popular that customers are asking for them. Don't lose a sale to your competitors over an option you don't offer. Call us today for the details.

B&G CLASSICS, INC.

THE INDUSTRY LEADER IN THE DESIGN, MANUFACTURING AND MARKETING OF DISTINCTIVE AUTOMOTIVE RESTYLING PRODUCTS

8909 McGraw Ct., Columbia, MD 21045 (301) 992-4900

REGISTRATIONS OVERSEAS

WEST GERMANY

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	6,270	7,203
Bertone	743	—
BL	2,263	3,348
BMW	73,383	70,501
Daihatsu	3,205	4,846
Datsun	22,073	22,825
Fiat Auto	55,519	52,286
Ford	136,368	171,778
General Motors	235,910	218,508
Honda	16,934	19,822
Lada	3,559	3,623
Mazda	21,422	24,792
Mercedes-Benz	125,608	128,654
Mitsubishi	18,464	27,944
Nuova Innocenti	335	909
Peugeot SA	54,480	58,765
Citroen	23,857	25,431
Peugeot	13,614	16,387
Talbot	17,009	16,947
Porsche	5,960	5,871
Renault	52,480	58,386
Saab	1,528	1,643
Skoda	743	977
Subaru	1,945	795
Suzuki	5,624	4,026
Toyota	21,280	30,252
VAG	376,779	402,705
Audi	71,943	90,838
Volkswagen	304,836	311,867
Volvo	6,505	7,809
Others	836	1,516
Total	1,249,685	1,330,060

AUSTRIA

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	1,510	1,191
BL	386	517
BMW	4,329	3,981
Daihatsu	177	211
Datsun	5,880	6,782
Fiat Auto	7,052	6,851
Ford	9,004	10,423
General Motors	16,755	13,230
Honda	1,401	1,232
Lada	1,118	1,440
Mazda	10,218	9,892
Mercedes-Benz	2,581	3,274
Mitsubishi	2,066	3,413
Peugeot SA	8,613	10,332
Citroen	3,629	3,663
Peugeot/Talbot	4,984	6,669
Porsche	232	256
Renault	6,701	6,203
Saab	295	437
Skoda	144	236
Subaru	1,509	1,765
Suzuki	426	727
Toyota	3,683	5,462
VAG	23,447	24,972
Volvo	1,681	2,047
Others	73	97
Total	109,281	114,971

JAPAN

	5 mos., 1982	5 mos., 1981
Cars		
Daihatsu	31,555	35,549
Fuji	29,315	24,593
Honda	95,712	69,143
Isuzu	24,758	25,552
Mitsubishi	102,583	105,960
Nissan	332,345	326,603
Suzuki	23,249	25,593
Toyo Kogyo	99,827	89,848
Toyota	470,752	446,607
Imports	13,976	16,623
Total	1,224,072	1,166,071
Trucks, Buses		
Daihatsu	102,974	91,231
Fuji	75,866	56,479
Hino	16,560	17,428
Honda	56,790	56,313
Isuzu	54,010	56,142
Mitsubishi	112,582	116,550
Nissan	124,897	150,767
Nissan Diesel	8,032	9,178
Suzuki	154,937	135,955
Toyo Kogyo	62,704	72,417
Toyota	154,567	179,517
Total	923,960	941,977
Total vehicles	2,148,041	2,108,048

UNITED KINGDOM

	7 mos., 1982	7 mos., 1981
Cars		
Alfa Romeo	4,742	3,863
BL	149,232	169,722
BMW	12,834	9,438
Colt	4,112	6,897
Daihatsu	2,586	1,349
Datsun	46,832	52,297
Fiat Auto	26,999	31,338
Ford	250,085	260,091
FSO	1,488	1,067
General Motors	99,104	73,603
Honda	8,199	8,875
Hyundai	1,227	—
Jeep	3	48
Lada	8,265	6,991
Lotus	202	136
Mazda	6,715	10,589
Mercedes-Benz	6,774	5,934
Panther	18	25
Peugeot SA	55,029	68,003
Citroen	13,380	14,730
Peugeot-Talbot	41,649	53,273
Reliant	68	217
Renault	38,050	41,294
Rolls-Royce	487	789
Saab	5,107	5,335
Skoda	4,289	4,390
Subaru	1,251	1,609
Suzuki	1,444	1,457
Toyota	13,261	11,794
VAG	48,636	43,515
Volvo	27,002	23,290
Zastava	1,135	—
Others	2,104	2,069
Total	827,990	846,057

SWEDEN

	7 mos., 1982	7 mos., 1981
Cars		
Alfa Romeo	311	290
BL	14	38
BMW	2,117	1,675
Daihatsu	740	518
Datsun	3,140	2,592
Fiat Auto	2,313	2,049
Ford	12,826	12,487
General Motors	12,303	9,882
Honda	2,399	2,234
Lada	1,782	1,757
Mazda	5,515	5,380
Mercedes-Benz	3,363	3,112
Mitsubishi	813	1,070
Peugeot SA	3,329	3,911
Citroen	1,372	1,383
Peugeot/Talbot	1,957	2,528
Porsche	104	71
Renault	1,374	1,672
Saab	16,704	13,880
Skoda	270	175
Subaru	166	—
Toyota	4,637	3,254
VAG	14,917	13,027
Volvo	32,082	27,623
Others	17	10
Total	121,236	106,708

FRANCE

	4 mos., 1982	4 mos., 1981
Cars		
Alfa Romeo	9,826	7,435
BL	8,866	7,060
BMW	11,189	7,739
Datsun	5,173	5,177
Fiat Auto	32,526	25,284
Ford	39,907	34,167
General Motors	16,005	10,226
Honda	2,360	1,509
Lada	6,965	5,208
Mazda	4,754	2,654
Mercedes-Benz	6,112	5,312
Mitsubishi	1,304	1,014
Peugeot SA	236,254	207,285
Citroen	98,717	89,609
Peugeot	92,865	86,942
Talbot	44,670	30,734
Polski	428	441
Porsche	519	417
Renault	277,051	254,985
Saab	37	108
Skoda	1,265	1,211
Toyota	3,228	4,284
VAG	42,703	42,806
Volvo	3,804	3,356
Zastava	276	431
Others	27	46
Total	710,755	627,542

PRODUCTION OVERSEAS

FRANCE

	6 mos., 1982	6 mos., 1981
Cars		
Peugeot SA	689,363	668,094
Citroen	274,888	284,904
Peugeot	291,683	283,392
Talbot	122,792	99,798
Renault	728,896	697,057
Total	1,418,259	1,365,151
Trucks, buses		
CBM	60	44
Peugeot SA	74,532	94,059
Citroen	15,657	26,527
Peugeot	51,391	60,808
Talbot	7,484	6,724
Renault	123,943	124,741
Sovam	48	68
Unic	3,305	5,851
Total	201,888	224,763
Total vehicles	1,620,147	1,589,914

JAPAN

	5 mos., 1982	5 mos., 1981
Cars		
Daihatsu	55,927	69,031
Fuji	82,705	75,950
Honda	364,488	364,573
Isuzu	51,236	51,631
Mitsubishi	248,641	257,621
Nissan	731,594	749,786
Suzuki	28,065	38,003
Toyo Kogyo	349,616	342,736
Toyota	942,911	968,523
Total	2,855,183	2,917,854
Trucks, buses		
Daihatsu	133,332	133,559
Fuji	124,893	107,266
Hino	27,262	29,237
Honda	61,616	60,070
Isuzu	121,301	140,094
Mitsubishi	159,032	183,054
Nissan	264,657	294,752
Nissan Diesel	15,606	17,406
Suzuki	201,046	180,066
Toyo Kogyo	116,273	142,360
Toyota	395,690	427,115
Others	348	319
Total	1,621,056	1,715,298
Total vehicles	4,476,239	4,633,152

SPAIN

	5 mos., 1982	5 mos., 1981
Cars		
Citroen	40,446	26,774
Ford	98,589	105,078
Renault	126,671	124,198
Seat	104,674	91,945
Talbot	25,433	26,096
Total	395,813	374,091
Trucks, buses		
GAF	146	703
Citroen	17,603	11,894
Enasa	5,219	6,477
Ford	3,350	2,542
Hispavinsa (Talbot)	1,372	1,319
Land Rover	5,801	7,326
Mercedes-Benz	6,076	6,105
Motor Iberica	7,912	9,013
Renault	13,864	10,858
Seat	1,043	558
Total	62,386	56,793
Total vehicles	458,199	430,884

UNITED KINGDOM

	4 mos., 1982	4 mos., 1981
Cars		
BL	160,412	164,412
Austin Rover	147,874	156,294
Jaguar	7,852	4,457
Land Rover	4,686	3,317
Carbodies	433	—
Ford	109,454	106,088
DeLorean	1,183	433
Lotus	184	98
Reliant	32	38
Rolls-Royce	910	910
Talbot	15,054	40,610
TVR	40	62
Vauxhall	34,983	23,687
Others	195	204
Total	322,880	336,198
Trucks, Buses		
Bedford	17,510	15,543
BL	30,112	30,140
Austin Rover	11,209	10,496
Land Rover	14,152	14,510
Leyland Vehicles	4,751	5,134
ERF	691	N/A
Foden	218	182
Ford	37,869	27,514
Hestair Dennis	294	291
Karrier	2,524	3,233
MCW	108	246
Seddon Atkinson	455	466
Others	199	253
Total	89,980	77,868
Total vehicles	412,860	414,066

ARGENTINA

	2 mos., 1982	2 mos., 1981
Cars		
Ford	3,099	7,807
Renault	6,738	11,479
Sevel	3,795	5,332
Volkswagen	1,166	2,716
Total	14,798	27,334
Trucks, Buses		
Deutz	—	38
Fiat	17	20
Ford	3,457	4,196
Mercedes-Benz	694	1,007
Renault	—	9
Scania	34	69
Sevel	137	562
Volkswagen	242	1
Total	4,581	5,902
Total vehicles	19,379	33,236

Auto industry revival poses questions

By Arthur Way
Economist Intelligence Unit

The worldwide automotive industry is beginning to awaken from one of its periodic nightmares. After three years of gloom, doom and despondency, some encouraging signs are emerging. Passenger car production in Western Europe's two principal vehicle manufacturing nations—West Germany and France—is rising, while, across the Atlantic, auto companies are starting to see a return to profitability.

The dismal performance of the past few years fits into the cyclical pattern of demand and production which has characterized worldwide automotive activity in the postwar period. The three principal vehicle-producing areas together — North America, Western Europe and Japan — have had eight downturns in passenger-car production since 1946, but each recovery peaked at a higher level than its predecessor, the so-called "ratchet effect."

As a general rule, the steeper the fall, the more impressive and rapid the recovery.

If there was to be a fundamental shift in industry fortunes, it would have occurred after the oil crisis of 1973. This triggered an exceptionally severe downturn. But recovery was so sudden and strong that two years later, in 1977, new record levels of sales and production were set.

The clear message is that the world depends on cars and trucks to move people and goods.

Revival of the auto industry is on the way. The question is, whether its past structure and pattern will remain valid in the future.

A number of developments have occurred which could alter the industry.

The role of government in auto industry affairs is always a consideration, but it assumed growing importance as a result of highly adverse market conditions of the past decade. Faced with potential collapse of individual auto companies, government has provided financial support and, in North America and Western Europe, assumed increasing roles as protectors in cases where domestic auto industries are threatened by imports.

Another factor is the growing global character of the auto industry. Postwar up to the mid-1960s, auto industries in Western Europe went their own ways. The 1970s, though, brought about a European industry in which companies served a European market with common tastes.

Emphasis in the 1980s undeniably is biased toward development of a world industry, with links between Japanese, European and U. S. companies, all serving a market with common demands.

Globalization by vehicle manufacturers has a crucial impact on auto suppliers. A recent survey shows there have been significant changes in international sourcing, particularly in Western Europe.

Japan's auto industry also is changing. The Japanese are the world's most efficient vehicle producers. However, their success comes at the expense of traditional producers in North America and Western Europe. This has resulted in the latter implementing huge investment programs to improve production efficiency without adding capacity.

As the 1980s develop these issues will be important:

- Will the Japanese be able to match the Europeans in technological innovation?
- How successful will U. S. companies be in downsizing cars while keeping prices competitive?
- Will more production shift to Japan, or will Japanese manufacturers be forced to assemble more in their major export markets as national protectionism grows?
- Will ambitious developing countries mount meaningful export drive to the West?
- What will be the financial climate of the worldwide auto industry?

Since the world automotive revival is only a matter of time —and past experience shows the turnaround from recession to prosperity is extremely rapid — how have the industry structure and character changed, and what are the key issues and ingredients of success for the 1980s?

This is the subject of a conference being organized by Kearney Management Consultants and The Economist Intelligence Unit entitled, "The Automotive Industry of the 1980s: Strategy for Revival." The conference is Oct. 21, the second trade day of the 1982 British Motor Show at the Metropole Hotel, Birmingham, England.

Mazda's Luce, above, and its sister Cosmo are entering the emerging sporty-car market in Japan with turbocharged rotary engines. The Hitachi blower and fuel injection are said to boost horsepower 23 percent and torque 40 percent.

factories list auction dates

American Motors

Sept. 8—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

Sept. 9—Todd Auto Auction, Telford, Pa., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Sept. 10—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 14—Aptco Auto Auction, Taylor, Mich.

Sept. 15—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Sept. 16—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Minneapolis North Star Autcion, Shakopee, Minn.

Sept. 17—Concord Auto Auction, Acton, Mass.

Sept. 21—D-A Auto Auction, New Stanton, Pa.

Sept. 22—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala., and Columbus Fair Auto Auction, Obetz, O.

Sept. 23—Todd Auto Auction, Telford, Pa., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Sept. 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 28—Aptco Auto Auction, Taylor, Mich.

Sept. 29—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Sept. 30—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 14—Aptco Auto Auction, Taylor, Mich.

Ford Motor Co.

Sept. 14 — Arena Auto Auction, Chicago, Ill.

Sept. 16—Big H Auto Auction, Houston, Tex.

Sept. 22—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Lakeland Auto Auction, Lakeland, Fla.

Sept. 23—Nashville Auto Auction, Nashville, Tenn., and Skyline Auto Exchange, Fairfield, N. J.

Sept. 28—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Used car sales
Auction Averages

September to date	$4,812
Month ago	$4,831
Year ago	$4,642

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1982	$8,578	$8,749	$9,371
1981	6,685	6,591	6,824
1980	5,141	5,348	5,377
1979	5,172	4,830	4,823
1978	3,824	3,867	3,872
1977	3,236	3,038	2,935
1976	1,859	2,046	2,103
1975	1,224	1,357	1,686
Overall Average	$4,812	$4,910	$4,885

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

FLORIDA

First Thursday
DAY ANNIVERSARY SALE
Thursday, September 16th
at 1 P.M.
Tampa Bay Buccaneers Swash Buc-Klers
GMAC SALE
From 1,000 to 1,200 cars registered
Free Lunch Cash Prizes Free airport pick up
For information and motel reservations
1-800-237-7661
IMPERIAL AUTO AUCTION
Lakeland, Florida

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 5:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211. Since 1971.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

TEXAS

TWO GREAT SELLING DAYS!!!
DALLAS AUTO AUCTION
PROUDLY PRESENTS
Our Second Corvette and Special Interest Sale of 1982
(Mercedes, Rolls Royce, BMW's, Jaguars, Etc.)
TUESDAY, SEPTEMBER 14, 1982 — 11:00 A.M. SHARP!
Due to the great response to our May Corvette and Special Interest Sale, with many requests for two of these type sales a year, we think it appropriate at this time to plan our semi-annual sale.
Over 500 Corvettes, Mercedes and other special interest vehicles expected for this SALE of SALES. This will most certainly be one of the biggest sales ever at DALLAS AUTO AUCTION
WEDNESDAY, SEPTEMBER 15, 1982
GIANT CONSIGNMENT SALE
Over 1,400 Units Expected
Texas Bar-B-Que following the conclusion of Wednesday Sale.
Make your plans now to attend these TWO GREAT DAYS, at Dallas Auto Auction. Phone early for reserved numbers and motel reservations.
CALL GARY SMITH OR BARRY ROOP AT (214) 264-2344
DALLAS AUTO AUCTION
4226 EAST MAIN, GRAND PRAIRIE, TEXAS 75050
P.O. BOX 210488, DALLAS, TEXAS 75211
FREE REFRESHMENTS ALL DAY—BOTH DAYS!

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, September 14, 1982
10 A.M. CHRYSLER CORP.
SALE OF OVER 200 UNITS
CHRYSLER PLYMOUTH
DODGE DEALERS ONLY
11 A.M. AMC FACTORY SALE
SALE OF OVER 200 UNITS
ALL MAKES & MODELS
APTCO DETROIT
Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

Total is $1,080,030, down 15 pct. from 1981

Import registrations dip for 1st half

By Jenny L. King
Staff Writer

Registrations of new imported cars represented 28.77 percent of the June new-car total, down a percentage point from the record 29.77 percent notched a year earlier.

The month's total was down from 1981, but was up from March, April and May of this year, according to figures compiled by R. L. Polk & Co.

Import registrations of 206,373 in June were down 7.25 percent from 222,508 in 1981. May, 1982, import registrations numbered 189,123, giving June a 9.12-percent increase.

Year-to-date import registrations totaled 1,080,030, down 15.24 percent from 1,274,171 the first half of 1981. Penetration this year was 28.59 percent compared with 29.02 percent the preceding year.

Nissan, Honda, Volvo, Mercedes-Benz and BMW increased their shares of the import market in June; Volkswagen suffered the greatest decline among the top 10.

Nissan gained 4.38 percentage points, climbing to 22.57 percent from 18.19 percent; Honda was up 1.64 percentage points, to 15.77 percent from 14.13 percent, and Volvo was up 0.84 percentage points, to 3.82 percent from 2.98 percent.

Mercedes was up to 2.67 percent from 2.52 percent and BMW was up to 2.04 percent from 1.77 percent.

• Top import Toyota dipped 0.40 percentage points in June, to 24.25 percent from 24.65 percent. Mazda, although down 0.60 percentage points, snatched fourth place from Volkswagen which declined 3.58 percentage points to 6.06 percent from 9.64 percent. Mazda claimed 6.60 percent of this June's import market, down from 7.20 percent in 1981.

Subaru was down 0.26 percentage points and Audi was off 0.41 percentage points. Other imports slipped 1.73 percentage points, to 8.87 percent of the total from 10.60 percent.

For the first half of 1982, Nissan enjoyed the greatest growth among the imports, up 1.69 percentage points, to 19.79 percent from 18.10 percent last year, followed closely by Honda, up 1.51 percentage points, to 16.74 percent from 15.23 percent.

Volkswagen lost the most ground, dropping 2.60 percentage points, to 6.71 percent from 9.31 percent. Toyota was down 0.55 percentage points, Mazda was down 0.58 percentage points and other imports were off 1.86 percentage points.

Subaru, Volvo, Mercedes-Benz and Audi increased their shares of the market during the first half of the year.

Japanese-built cars accounted for 78.63 percent of June import registrations, up more than four percentage points from 74.16 percent a year earlier. German products dropped to 13.21 percent from 17.87 percent; Swedish automobiles represented 4.62 percent, up from 3.49 percent, and the French sector increased to 2.22 percent from 1.81 percent.

For the first half, Japanese penetration of the import market advanced to 77.77 percent from 75.26 percent last year. Germany slipped to 14.45 percent from 17.51 percent; Sweden had 4.20 percent, compared with 3.06 percent in 1981, and France was up to 2.20 percent from 1.81 percent.

• Imported-car totals by country of origin in June, 1982, compared with the previous year were.

	June, 1982	June, 1981
Japan	162,267	165,007
West Germany	27,261	39,758
Sweden	9,554	7,755
France	4,573	4,038
Italy	1,402	3,741
Britain	981	2,204
Ireland	335	5

Registrations by country of origin for the first six months of 1982 and their year-ago counterparts were:

	6 mos., 1982	6 mos., 1981
Japan	839,895	958,914
West Germany	156,088	223,167
Sweden	45,387	38,916
France	23,746	23,040
Italy	8,735	19,651
Britain	4,459	10,477
Ireland	1,720	6

Registrations of imported trucks were down in June compared with the total for the month a year ago. Truck imports numbered 33,017, down 20.41 percent from 41,485. Truck figures for June, 1982, compared with the same month a year earlier were:

	June, 1982	June, 1981
Toyota	11,432	11,014
Nissan	7,020	9,482
Mazda	3,227	——
Volkswagen	2,194	——
Ford Courier	——	5,158
Chevrolet LUV	——	5,021
Others	9,144	10,810

Imported trucks for the first half of 1982 dropped 16.64 percent, to 203,055 from 243,575 last year. Totals were as follows:

	6 mos., 1982	6 mos., 1981
Toyota	65,791	59,445
Nissan	44,717	55,019
Mazda	16,371	——
Dodge Ram 50	16,027	——
Chevrolet LUV	——	37,569
Ford Courier	——	33,856
Others	60,149	57,686

TOP CARS

U. S. registrations for the first six months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	618,032	Chevrolet	749,538—	1
2—	443,086	Ford	530,731—	2
3—	378,268	Oldsmobile	425,419—	3
4—	341,212	Buick	364,017—	4
5—	256,280	Toyota	309,427—	5
6—	232,093	Pontiac	268,499—	6
7—	213,683	Nissan	230,659—	7
8—	180,789	Honda	194,070—	8
9—	158,173	Mercury	178,482—	9
10—	126,263	Plymouth	177,455—	10
11—	123,568	Dodge	160,988—	11
12—	113,215	Cadillac	103,185—	13
13—	77,139	Chrysler	52,026—	17
14—	73,253	Mazda	93,811—	14
15—	72,476	Volkswagen	118,640—	12
16—	66,675	Subaru	69,774—	16
17—	46,076	AMC	72,463—	15
18—	39,549	Lincoln	31,951—	18
19—	36,944	Volvo	31,917—	19
20—	31,923	Mercedes	29,911—	20
21—	23,382	BMW	.....	.....
22—	21,746	Audi	22,463—	22
	.....	Fiesta	28,383—	21
	102,879	Other Imports	145,116	
	1,405	Misc. Domestic	1,338	
	3,778,109	Total	4,390,708	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1982, Automotive News

Delaware's newest

Michael S. Uffner, center, president, Delaware Motor Sales, Inc., Wilmington, Del., signs a sales and service agreement making him Delaware's newest exclusive Cadillac dealer. Philadelphia zone assistant managers Fred M. Teach, left, and Greg J. Warner, witness the signature.

Police department picks Impala

James Randlett, center, mayor of Warren, Mich.; Chevrolet fleet assistant manager Harry Hammond, left, and Warren Police Commissioner Edward Edwardson display the first nine of a total 26 Chevrolet Impala 9C1 police cars to go into service in the Detroit suburb. Sales of Impala police cars are up more than 60 percent over last year, according to Hammond. Dick Morris Chevrolet, of Walled Lake, Mich., won the fleet bid over 15 competitors. Chevrolet headquarters are located in Warren.

Congressman seeks ouster of Antitrust Chief Baxter

WASHINGTON. — Reflecting at least some of the Congressional concern over statements made by Antitrust Chief William Baxter in a published interview, Rep. Albert Gore Jr., Tennessee Democrat, has asked for Baxter's resignation for not adequately enforcing the antitrust laws.

Baxter was recently quoted as saying he personally disagreed sometimes with the law's per se finding that resale price maintenance — price fixing — is illegal.

Baxter was quoted as saying: "I would permit resale price maintenance for technologically complex products that had been on the market for a short time, and I see no reason on earth why it should not be permitted any time one is sure that it is not being used as a device to facilitate horizontal collusion."

Core said that not only is Baxter wrong in substance, "but he is dangerously wrong in attempting to run roughshod over two branches of government."

Gore not only disagreed with Baxter, but noted that in going against statements made repeatedly by Congress and the Supreme Court about the illegality of price-fixing, his decision not to enforce the law when he disagrees hurts the public.

Said Gore: "He appears to assume that consumers are ignorant, and he wants to force them to pay for additional, possibly unwanted services, such as high-powered promotion campaigns."

Response from the Justice Department spokesman: "We look at every case on a case-by-case basis. In each one, we take a careful look at the economic evidence in light of the law and prosecute when we find a significant anticompetitive effect or damage to consumers."

Ford Credit Equity expands services, changes its name

DETROIT. — Ford Credit Equity Corp., an affiliate of Ford Motor Credit Co., announced it is expanding its operation into new markets and changing its name to Ford Financial Services, Inc.

The expansion of Ford Financial is part of Ford Credit's efforts to diversify.

"We have been a registered broker since 1977, involved primarily in brokering lease financing for other Ford Motor Co. activities and, on a limited basis, brokering participations in non-Ford leases," said George V. Brown III, Ford Financial chairman.

"We are now expanding our brokerage services to a broader sector of the business community. We believe our new name better identifies the corporation with the services it provides and distinguishes us from the lending operations in Ford Credit."

Ford Financial acts as a broker on behalf of its clients and does not loan funds to its clients directly.

"Ford Financial makes a detailed analysis of a client's financing needs, structures the transactions, then locates qualified investors who can provide funds at competitive rates, and brings client and investor together," Brown said.

Ford Finnacial has targeted the Fortune "Second 500" group of industrials as one of the primary candidates for the company's services, including private placement of securities to raise funds for working capital or production facilities, and finding specialized financing for unique business ventures.

NIASE elects Kiple

WASHINGTON. — James S. Kiple, manager - service-operations, American Motors Corp., has been elected a director of the National Institute for Automotive Service Excellence (NIASE).

IMPORT REGISTRATION SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1982	Percent Share of Market	Regis., June, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 6 Mos., 1982	Market Percent Share of	Regis., 6 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	50,038	24.25	54,857	24.65	— 0.40	256,280	23.73	309,427	24.28	— 0.55
Nissan	46,586	22.57	40,463	18.19	+ 4.38	213,683	19.79	230,659	18.10	+ 1.69
Honda	32,537	15.77	32,099	14.13	+ 1.64	180,789	16.74	194,070	15.23	+ 1.51
Mazda	13,628	6.60	16,025	7.20	— 0.60	73,253	6.78	93,811	7.36	— 0.58
Volkswagen	12,502	6.06	21,444	9.64	— 3.58	72,476	6.71	118,640	9.31	— 2.60
Subaru	11,505	5.57	12,972	5.83	— 0.26	66,675	6.17	69,774	5.48	+ 0.69
Volvo	7,877	3.82	6,633	2.98	+ 0.84	36,944	3.42	31,917	2.51	+ 0.91
Mercedes	5,513	2.67	5,618	2.52	+ 0.15	31,923	2.96	29,911	2.35	+ 0.61
BMW	4,213	2.04	3,941	1.77	+ 0.27	23,382	2.16	.....	.....	.....
Audi	3,672	1.78	4,875	2.19	— 0.41	21,746	2.01	22,463	1.76	+ 0.25
						.....	.....	28,383	2.23	.....
Others	18,302	8.87	23,581	10.60	— 1.73	102,879	9.53	145,116	11.39	— 1.86
TOTAL	206,373		222,508			1,080,030		1,274,171		
Share of U. S. Total		28.77		29.77	— 1.00		28.59		29.02	— 0.43

Registrations for Oklahoma not available.

Week's total is far below last year's 125,699

U. S. auto output rises to 97,739

By Patricia Hoffman
Staff Writer

The return of General Motors' Leeds plant although minus second-shift operations, was enough to offset downtime at Ford Motor's Kansas City point and boost last week's domestic car production 2.05 percent above the previous week's total.

Output last week was slated at 97,739 cars, up from 95,772 the previous week, but down 22.24 percent from 125,699 in the comparable 1981 week.

Breakdown for the week by company was: GM, 65.32 percent; Ford, 17.64 percent; Chrysler Corp., 14.58 percent and American Motors, 2.46 percent.

To date, the makers have finished 3,523,031 units, a 23.48 percent decline from last year's 4,604,227.

The GM Leeds facility (Buick Skylark and Oldsmobile Firenza) dropped second-shift operations upon its return last week (Aug. 30) from model changeover. About 2,000 workers have been placed on indefinite layoff as a result.

Also at GM, the Lakewood (Chevette) point halted production for an indefinite period last Wednesday (Sept. 1) due to a decline in sales of the subcompact car.

Ford idled its Kansas City facility for one week last week to control overstocked inventories.

Only five assembly points remained idle last week for model changeover. They were: GM's Oklahoma City and Wilmington plants, Ford's Atlanta and Chicago facilities and the Volkswagen of America Westmoreland point.

The GM Wilmington plant is slated to resume operations tomorrow, (Sept. 7). GM's Oklahoma City plant is scheduled to return Sept. 20.

VWoA's Westmoreland point, idle since Aug. 2, is slated to return next Monday (Sept. 13) with production of 1983 models.

There was no startup date given for the Ford facilities.

All U. S. assembly plants are idle today (Sept. 6) in observance of the Labor Day holiday.

Ford Credit adds details on new finance program

Ford Motor Credit Co. has provided further details of its recently announced retail finance program.

The program, as reported, offers 11.9 percent retail financing on '82 Thunderbirds, XR-7s and Continentals and on '83 Continentals.

Ford Credit said it was paying $1,300 on '82 and '83 Continentals to dealers who are on a limited repurchase plan; otherwise, dealers on the "without recourse" plan receive $1,250 on Continental.

As indicated, dealers receive $800 on Thunderbird / XR-7 if they are on a limited repurchase plan and $750 if they are on a "without recourse" plan for those car lines.

Dealers have a choice of limited or without recourse in the bulk of states.

Ford Credit also indicated that on Continentals covered with limited repurchase paper, it was paying a flat $140 finance reserve, and on paper without recourse it was paying $90 for Continental.

Again, dealers with limited recourse receive $90 finance reserve on Thunderbird/XR-7 and $40 on contracts without limited recourse.

Ford is offering its program in all states except Arkansas where there is a capped rate.

Finally, Ford Credit is reducing its finance rate by a full percentage point on other models, except in states with restrictive statutory rate ceilings.

Truck production for year exceeds 1981 by 16 pct.

Domestic truck production last week rose 6.01 percent from the previous week's total as the return of General Motors' Janesville facility help offset downtime at Ford Motor's Louisville point.

The makers targeted 32,745 units last week, up from 30,889 the previous week, and a 21.21 percent gain from 27,014 trucks completed in the comparable 1981 week.

Year-to-date, the manufacturers have finished 1,362,452 trucks, up 16.89 percent from last year's 1,165,570.

The GM Janesville plant, idle three weeks for model changeover, resumed operations last Tuesday, (Aug. 31).

GM's Detroit plant was closed for the second week last week due to model changeover. Production of 1983 models is slated to begin at the facility Sept. 20.

Also at GM, the Pontiac heavy-duty lines, both idled Aug. 13, remained down last week for changeover. The heavy-duty line is scheduled to return Sept. 20, and the medium-duty line is due back tomorrow (Sept. 7).

Ford's Louisville plant was closed last week for inventory control. The point is scheduled to return tomorrow.

Volkswagen of America's Westmoreland plant remained idle last week for model changeover. The facility, which closed June 28, has slated an Oct. 25 return.

Starting in October, second-shift operations will be added to the GM's Pontiac point, due to strong sales of compact pickups. About 1,100 additional jobs will be added as a result of the new shift.

All plants will be closed today (Sept. 6) for the Labor Day holiday.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 4, 1982	Week Ended Sept. 5, 1981	Week Ended Aug. 28, 1982	Aug. Est.	Jan. 1 to Sept. 5, 1981	Jan. 1 to Sept. 4, 1982
CHEVROLET	11,223	5,507	8,769	40,683	344,298	469,414
DODGE	2,800	2,120	2,633	8,208	67,258	90,021
FORD	11,405	11,386	12,590	61,451	431,268	491,832
GMC	3,172	2,951	2,743	13,403	121,273	169,423
INTERNATIONAL	1,095	1,600*	1,104	4,842	51,491	33,905
VOLKSWAGEN	.....	.....	.....	.....	31,038	8,103
JEEP	2,000*	2,000*	2,000*	8,806*	70,188	59,123*
AM GENERAL	50*	50*	50*	220*	2,836	1,630*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	45,920	39,000*
Total Trucks, U. S.	32,745	27,014	30,889	142,013	1,165,570	1,362,452

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 4, 1982	Week Ended Sept. 5, 1981	Week Ended Aug. 28, 1982	Aug. Est.	Jan. 1 to Sept. 5, 1981	Jan. 1 to Sept. 4, 1982
CHRYSLER CORP.	2,543	2,003	2,600	10,147	57,067	70,952
FORD MOTOR	2,964	2,792	4,719	16,009	101,806	101,141
GENERAL MOTORS	6,226	5,002	4,497	12,247	191,787	175,303
INTERNATIONAL	260	266	265	1,109	7,928	7,953
Total Trucks, Canada.	11,993	10,063	12,081	39,512	358,590	355,349
N. American Trucks	44,738	37,077	42,970	181,525	1,524,160	1,717,801

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Car output holds steady in Canada; Oshawa returns

The return of General Motors' Oshawa (No. Two) car facility helped boost last week's Canadian auto production 1.22 percent from the previous week's total, and output jumped 89.21 percent from the comparable 1981 week.

The car makers targeted 19,627 units last week, up from the previous week's 19,391 and up from 10,373 units built the same week last year.

Year-to-date, the auto manufacturers have assembled 604,331 units, a 4.69 percent gain from 577,281 built in the comparable 1981 period.

Truck production last week dropped to 11,993 units, a fraction below the previous week's 12,081 as Ford Motor's Oakville plant returned to normal operations following the prior week's daily overtime. The total, however, was up 19.18 percent from 10,063 units built in the comparable 1981 week.

So far this year, the truck manufacturers have finished 355,349 units, down slightly from last year's 358,590.

Operations resumed last week (Aug. 30) at GM's Oshawa (No. Two) car facility following a four-week shutdown for model changeover.

GM's Oshawa truck point also returned last week following four weeks of downtime for changeover.

Ford's Oakville car plant scheduled one hour of overtime last Monday through Thursday. Normal eight-hour, two-shift operations resumed on Friday.

Downtime to control inventory is slated at Ford's St. Thomas point beginning Sept. 13.

U. S. CAR PRODUCTION

	Week Ended Sept. 4, 1982	Week Ended Sept. 5, 1981	Week Ended Aug. 28, 1982	Aug. Est.	Jan. 1 to Sept. 5, 1981	Jan. 1 to Sept. 4, 1982
AMERICAN MOTORS	2,400*	2,000*	2,456*	10,784*	92,722	48,579*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,250	15,168	13,383	32,913	557,692	394,516
Plymouth Total	5,050	9,025	5,278	11,486	290,111	160,072
Horizon	2,100	3,378	1,930	2,770	112,300	50,490
Reliant	2,700	5,647	3,311	8,506	168,224	109,222
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	250	.....	37	210	.....	360
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,100	.....	2,920	8,796	22,098	78,723
LeBaron	1,800	.....	1,738	5,697	17,236	74,844
Chrysler	.....	.....	.....	.....	4,862	.....
E-Class	1,300	.....	1,182	3,099	.....	3,879
Dodge Total	6,100	6,143	5,185	12,631	245,483	155,721
Omni	1,900	2,502	1,682	2,442	96,984	47,353
Aries	3,100	3,641	2,369	6,223	132,173	83,196
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	400	.....	554	2,315	.....	23,101
Dodge 600	700	.....	580	1,651	.....	2,071
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	17,244	26,425	21,681	72,971	957,462	757,546
Ford Division	10,682	17,920	14,031	42,974	653,196	475,305
Escort	7,150	9,199	7,209	20,242	248,491	193,289
Fairmont	.....	3,672	2,951	11,514	133,633	85,794
Must./Must. II	3,322	.....	2,776	6,693	116,573	87,763
Granada	.....	3,396	.....	.....	63,447	74,051
Thunderbird	.....	1,653	908	4,068	50,166	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	210	.....	187	457	.....	5,082
L-M Division	6,562	8,505	7,650	29,997	304,256	279,241
Mercury Total	4,512	7,447	6,002	22,974	264,087	215,155
Lynx	1,938	2,639	2,091	7,252	86,547	61,278
Capri	1,062	.....	951	2,844	40,048	24,579
Zephyr	.....	951	929	3,620	40,508	28,519
Cougar	.....	1,352	.....	.....	31,312	35,953
XR-7	.....	1,191	515	2,253	23,101	10,580
Mercury	1,454	1,314	1,459	6,867	42,571	53,007
LN7	58	.....	57	138	.....	1,239
Lincoln Total	2,050	1,058	1,648	7,023	40,179	64,086
Continental ('82)	410	234	330	1,406	615	13,344
Lincoln	912	417	738	3,173	19,301	29,069
Mark VI	728	407	580	2,444	20,263	21,673
GENERAL MOTORS	63,845	82,081	58,252	234,117	2,873,019	2,263,106
Buick Division	14,940	34,632	13,478	59,630	623,315	530,802
Skylark	4,264	23,801	3,448	11,004	188,066	100,952
Skyhawk J	1,224	.....	4	494	.....	49,150
Century	400	.....	1,138	8,107	86,881	89,618
Regal	3,991	5,555	4,032	20,139	185,251	144,369
Buick	3,861	4,055	3,698	16,984	115,562	121,883
Riviera	1,200	1,221	1,158	2,902	47,555	24,830
Cadillac Division	5,668	3,771	4,945	11,948	180,546	154,129
Cimarron	388	1,016	.....	376	14,200	4,048
Seville	528	465	489	1,139	16,640	14,046
Eldorado	1,152	1,030	1,247	2,804	41,643	37,807
Cadillac	3,600	1,260	3,209	7,629	108,063	98,228
Chevrolet Division	20,061	21,619	19,113	84,510	1,075,575	731,492
Chevette	.....	6,716	1,489	13,867	247,347	152,472
Cavalier	2,990	4,329	1,078	3,887	66,871	59,259
Celebrity	2,482	.....	1,072	2,664	.....	44,831
Camaro	4,989	.....	5,516	23,725	87,694	162,931
Citation	3,009	5,497	3,030	13,407	256,237	127,243
Malibu	1,929	2,507	2,179	10,768	172,297	85,019
Monte Carlo	2,548	2,508	2,390	7,059	100,708	50,403
Chevrolet	1,514	.....	1,764	7,473	122,590	29,734
Corvette	600	62	595	1,660	21,831	19,600
Oldsmobile Division	18,260	11,210	17,042	54,227	618,691	522,781
Omega	1,672	.....	1,564	5,684	109,277	59,990
Firenza	313	.....	.....	125	.....	34,324
Cutlass	5,160	4,804	5,197	11,872	289,557	134,604
Cutlass/Ciera	4,400	.....	3,698	11,237	.....	83,927
Oldsmobile	5,995	5,645	5,893	23,571	189,004	186,415
Toronado	720	761	690	1,738	30,853	21,521
Pontiac Division	4,916	10,849	3,674	23,802	374,892	323,902
Acadian†	.....	684	.....	225	15,479	8,353
2000	1,136	2,679	945	1,400	46,418	29,519
1000	.....	2,515	6	3,273	59,828	27,313
Firebird	.....	.....	.....	10,721	43,468	92,893
Phoenix	1,391	1,672	1,018	2,989	82,066	36,787
G. Prix/B'ville ('83)	1,271	3,299	1,242	4,284	75,542	102,686
A6000	1,118	.....	463	910	.....	26,351
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	.....	.....	.....	121,813	60,121
CHECKER	.....	25*	.....	.....	1,519	2,163*
Total Cars, U. S.	97,739	125,699	95,772	350,785	4,604,227	3,523,031

CANADIAN CAR PRODUCTION

	Week Ended Sept. 4, 1982	Week Ended Sept. 5, 1981	Week Ended Aug. 28, 1982	Aug. Est.	Jan. 1 to Sept. 5, 1981	Jan. 1 to Sept. 4, 1982
AMERICAN MOTORS	1,200	705	1,213	5,349	23,067	22,197
CHRYSLER CORP.	3,440	2,699	3,511	16,168	39,380	113,947
FORD MOTOR	7,664	2,173	8,369	27,861	159,690	212,771
GENERAL MOTORS	7,143	4,571	6,118	18,317	348,139	248,515
VOLVO	180	225	180	389	7,005	6,901
Total Cars, Canada	19,627	10,373	19,391	68,084	577,281	604,331
N. American Cars	117,366	136,072	115,163	418,869	5,181,508	4,127,362
N. American Trucks	44,738	37,077	42,970	181,525	1,524,160	1,717,801
North American Cars and Trucks	162,104	173,149	158,133	600,394	6,705,668	5,845,163

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 9/14/82

Automotive News

September 13, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

New for '83

Ford's LTD downsized for 1983

The 1983 Ford LTD sedan and station wagon have been downsized, with the dimensions virtually matching those of the 1982 Granada, which LTD replaces in the Ford lineup. The new LTDs have five-passenger seating capacity. Aerodynamic improvements highlight the LTD's exterior styling. Story, more photos on Page 52.

Mercury builds a midsize Marquis

Mercury is supplementing its sedan lineup for '83 with the new Marquis models — sedans and station wagons with standard 2.3-liter engine and either a four-speed manual or three-speed automatic transmission. Marquis public introduction is Oct. 14. More on pages 4, 49.

Firenza wagon for Oldsmobile

New for Oldsmobile is the 1983 Firenza station wagon, which joins two-door and four-door sedans in the division's J-car lineup. The Firenza wagon has 64 cubic feet of cargo space when the rear seat is folded down and 34 cubic feet when the rear seat is in use. The sporty Hurst/Olds option is also returned for 1983. More pictures, story on Page 54.

New-car stockpile climbs to 88 days as sales falter

By Jenny L. King
Staff Writer

The domestic new-car inventory climbed to an 88-day supply Sept. 1 from 83 days a month earlier, mainly because of the anemic sales pace during August.

The domestic new-car inventory totaled 1,379,434 Sept. 1, up only slightly from 1,377,130 on Aug. 1 and more than 100,000 below the 1,485,692 units on hand Sept. 1 a year ago. But because of the stronger sales pace last year that Sept. 1 total was a 64-day supply.

General Motors, which a month earlier had racked up the biggest inventory increase, and Volkswagen of America, which has been paring back its stock for several months, were the only makers to cut inventories during August.

By size class, the top and bottom trimmed stocks, while all other segments increased.

• GM cut its inventory to an 86-day supply from 90 days a month earlier. Much of the cutting came in the maker's heavy

Table on Page 6.

inventories of J-bodies and A-bodies, but these lines continued in hefty supply.

Ford Motor Co. also opened September with an 86-day supply, but that was up from its month-earlier level of 71 days.

Chrysler Corp. boosted its inventory during the month to 85 days from 79. The corporation had a little over 4,000 of its new E-series cars in stock, for which no sales pace has been established.

American Motors had a 106-day supply Sept. 1, up sharply from 58 days Aug. 1, reflecting both a buildup in stocks and a decline in sales. The supply figure does not include almost 11,000 Alliances in inventory.

VWoA continued its stock-trimming efforts, cutting its supply from 110 days Aug. 1 to 85 days Sept. 1. Not only did VWoA slice its unit count, it also achieved a higher sales rate and was alone among corporate makers on that score.

The Sept. 1 domestic inventory was divided this way: GM, 61.37 percent; Ford Motor Co., 22.53 percent; Chrysler Corp., 11.56 percent; AMC, 2.50 percent, and VWoA, 2.04 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.84 percent: Ford Motor Co., 22.33 percent; Chrysler Corp., 12.06 percent; VWoA, 2.42 percent, and AMC, 1.35 percent.

• By size class, subcompacts and luxury cars both opened September with lower supply figures than a month earlier, while the other segments all gained. It was the second consecutive month that this pattern has prevailed.

Subcompacts were down to a 95½-day supply from 100 days a month earlier, but were still the heaviest size segment Sept. 1. Luxury units were in 71-day supply, down from 74 days a month earlier.

The industry had an 86-day supply of compacts, up from 84; an 89-day stock of intermediates, up from 86, and a 70-day supply of standards, up from 57 days.

The Sept. 1 inventory was di-

Continued on Page 6, Col. 4

Softer local-content bill moving through House

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A greatly changed UAW-backed local-content bill has started its move toward passage by the House where the bill now has nearly 250 members (more than half of the 435 total) as sponsors.

At presstime, Rep. John Dingell, Michigan Democrat and chairman of the House Energy and Commerce Committee, was pushing it through his committee where he clearly has the votes although the opposition is angry and vocal. Despite hours of delay and late night sessions, it has a standing-room audience.

The bill then will go to the Trade Subcommittee, where opponents will have their day in court.

But it will not be allowed to languish there because the full House Ways and Means Committee has the votes to send it on its way to House passage before the November election.

Some voting for it may well have doubts—and many may not even understand it — but they will be able nonetheless to tell the voters they are trying to get a "jobs" bill through to help the unemployed auto workers in this prolonged recession.

Senate passage appears unlikely at this point, but old Congress watchers are not even sure of that. Despite the Congress' normal interminable delays, they also know its ability to turn on a dime when the kleig lights are on and the voters on the ready.

The Reagan Adminstration has opposed the bill and hinted at a veto, but Presidents have been known to change their minds when presented with a bill promising jobs shows up at the White House just before election. Whether the Senate acts and the President has a choice, the bill is already a campaign issue and House passage makes local-content a surefire issue next time around.

The original bill was not taken very seriously and some lawmakers probably signed on as sponsors confident it was going nowhere. Generally, local-content laws exist in the underdeveloped countries—never in industrialized and leading trading nations. For years, the domestic automakers with their multinational companies have been free traders; so has the international UAW.

Now, however, Ford and General Motors have declared themselves neutral. Volkswagen of America—although its immediate needs would be accommodated in the revised bill—is opposed to any trade restrictions. American Motors—with its tremendous dependence on Renault is silent.

The UAW — using the battle

Continued on Page 6, Col. 1

breaking news

Lutz joins Ford board; HF II retires as employe

DEARBORN. — Robert A. Lutz has been elected to the board of directors of Ford Motor Co. He has been executive vice president, Ford International Automotive Operations, since Aug. 1 and before that was chairman of Ford of Europe. The company also announced that Henry Ford II will retire as an officer and employe on Oct. 1. Ford was 65 on Sept. 4. He continues as a director and as chairman of the Finance Committee. In the Finance Committee post, he had been an officer and employe of Ford Motor, but will not be after Oct. 1. Ford retired as chief executive in October, 1979, and as chairman in March, 1980.

Nissan says local content could shut U. S. plant

WASHINGTON. — Nissan Mfg. President Marvin Runyon has written to the Dingell House subcommittee that either UAW local-content bill could cause the company to "seriously consider cessation of operations in Smyrna (Tenn.)." Runyon said Nissan's limited U. S. truck production "cannot cost-justify the manufacture of engines and/or drivetrains at our Smyrna facility" that is near completion.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

AN JAN83
MD2081◆CNGLIAO OE 1N095 92001З
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
◆520 EAST-WEST HIGHWAY
BETHESDA MD 2081◆

High-mileage Sentra Diesel coming in '83

Nissan could topple MPG king VW

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Volkswagen of America, perennial "King of the Mountain" in the annual fuel-economy derby, may be dethroned in 1983.

The challenger is Nissan's new Sentra diesel. According to knowledgeable sources, it is going to post a city fuel economy number at or very near 49 MPG, fully 4 MPG better than Volkswagen's winning entry last year, the four-speed Rabbit diesel.

Nissan had served notice of the possible changeover last year when a gasoline-fueled version of the front-wheel-drive Sentra came in with a 43-MPG city average. Diesels are generally more fuel efficient than gasoline-powered vehicles.

Not unexpectedly, the development has VW enginers worried and scurrying for every drop of fuel economy they can find in the venerable Diesel Rabbit. Winning the fuel-economy derby is generally considered to be worth millions in advertising.

"We're adding up every tenth of a MPG we can find," a VW spokesman said, adding "It's going to be close."

• Some of those tenths are courtesy of VW's "upshift light," a device that tells the driver when to shift to the next higher gear in manual-shift cars to keep the engine operating in its most effective range.

AUTOMOTIVE NEWS previously reported this device had boosted fuel economy in the 1982 Rabbit diesel four-speed by more than it actually does. The boost is actually about 3 to 3.5 percent, or 1.3 to 1.5 MPG, and occurs only in the city driving cycle. The 12-percent figure reported earlier (Aug. 23) is actually the average fuel-economy boost for the VW/Audi fleet equipped with the shift light, and is uncorrected for the estimated rate of usage by the driver.

Corrected, the number is 6 percent to 7 percent. The corresponding numbers for the Rabbit diesel are 5 percent, corrected to 3 to 3.5 percent.

Shift lights will show up not only in Volkswagen and Audi manual-shift cars next year, but in Honda and Ford Motor Co. vehicles as well. Nissan is still studying use of the light.

Import share hits peak as domestic sales plunge

By Jenny L. King
Staff Writer

Sales of new cars in August were at the lowest in 24 years for the domestic auto makers, while the imports surpassed their year-ago level by a slim 0.21 percent margin and gorged themselves on their largest segment ever of a U. S. monthly sales total.

As the domestics were tumbling 31.96 percent from their August, 1981, sales, imports pushed ahead to 199,341 from 198,927, a total which accounted for 32.74 percent of the market, highest for any month in any year. It followed the previous any-month record of 31.68 percent set in July, 1982.

Domestic sales in August numbered 409,411, down almost 200,000 units from 601,741 a year earlier, when the auto makers were engaged in rebate programs that succeeded in bringing customers into dealerships. It was the worst August since 1958 when sales totaled 324,969.

Year-to-date domestic sales through the end of August totaled 3,774,143, down 14.37 percent from 4,407,361 in 1981.

Import sales for the first eight months were down 10.82 percent, to 1,499,866 from 1,681,923.

Combined sales reached 608,752 in August, down 23.97 percent from 800,668 last year. Grand total, January through August, was 5,274,009, down 13.39 percent from 6,089,284.

• The U. S. auto makers were down from 23.47 percent to 43.54 percent this August compared with their year-ago sales. General Motors dropped 33.74 percent, to 254,937 from 384,755. Ford Motor Co. was off 23.47 percent, to 81,690 from 119,804.

Chrysler Corp. dropped 32.97 percent, to 48,405 from 72,216. American Motors was off 40.64 percent, to 5,807 from 9,783, and Volkswagen of America sales were down 43.54 percent, to 8,572 from 15,183.

GM earned 62.27 percent of the domestic market in August, down from 63.94 percent last year. Ford climbed to 22.40 percent from 19.91 percent. Chrysler sales accounted for 11.82 percent, down from 12.00 percent a year earlier; AMC had 1.42 percent, down from 1.63 percent, and VWoA had 2.09 percent, down from 2.52 percent.

Chrysler and Lincoln were the only U. S. makes to surpass year-ago sales levels this August. Chrysler was up 140.45 percent, to 13,434 from 5,587, while Lincoln was up 19.58 percent, to 5,637 from 4,714.

Plymouth was down 50.34 percent in August, Imperial was down 77.20 percent and Dodge was down 44.14 percent.

Ford dropped 29.24 percent and Mercury missed its '81 level by 14.11 percent. Buick was down 23.53 percent, Cadillac was down 7.89 percent, Chevrolet was down 34.43 percent, Oldsmobile was down 36.53 percent and Pontiac was down 47.08 percent.

The daily selling rate in August was a modest 15,747, lowest average for any month since 14,726 in January, and down 31.96 percent from 23,144 a year ago.

• Sales of new imported cars maintained a level reached at the beginning of the summer. They were up slightly from

Continued on Page 7, Col. 1

Ford and L-M boost incentives to answer GM

Ford Motor was quick in responding to the hefty dealer cash incentives recently announced by General Motors.

At Ford Division, the "Big Bucks Bonanza" program was upgraded to pay a flat $500 on each '81/'82 Mustang/Escort and $700 on EXP, beginning with unit one, Sept. 3-22.

Previously, there were cut-in levels on Mustang and Escort and only $500 on EXP.

The new program covers cars retailed and delivered during the contest period, and there is a limit of 10 to a customer (for small-fleet buyers.)

At Lincoln-Mercury, payments are a flat $500 on Lynx and Capri and $700 on LN7 for the same period.

The only difference is that XR-7 gets a $500 dealer incentive, plus qualifying for the 11.9 percent financing program.

The same Sept. 3-22 dates are in effect.

High-priced D-Type Jaguar

This 1955 D-Type Jaguar was sold recently at auction for $220,000 during the Sydney (Australia) Motor Show. It was purchased by former racing driver Bib Stillwell, who raced a different D-Type in the late '50s. The acquisition had been crashed twice during its racing career; the second time it was restored in Sydney by Ian Cummins, who spent six years and an estimated 5,000 man-hours returning it to better-than-new condition. Only 67 D-Types were built, with 44 said to be surviving.

A runner's car

A Datsun 280-ZX, provided by Granada Datsun, Granada Hills, Calif., set the pace for nearly 700 runners in the Fifth Annual Northridge Twilight 10K run at the University of California.

Smog-conspiracy case heads for court again

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Next happening in the protracted and checkered drama of whether the domestic auto companies and their trade association will be granted some relief from the 1969 "smog conspiracy" consent settlement is tentatively set for Sept. 27 in the Los Angeles courtroom of District Judge Jesse W. Curtis.

Two provisions—filing of joint statements in safety and other regulated areas and intercompany cooperative research on emission control technology — were set to lapse after 10 years.

But the action—or inaction—has seen the judge ruling first one way and then the other and completely opposite positions being taken by the Carter Administration and the Reagan Administration.

The same Justice Department lawyers who so hotly argued against the change a couple of years ago now argue for it. Only the companies—especially Ford, which has said the exceptions granted to Chrysler and AMC were unfair to it — have been consistently against the decree.

• Four months after the Reagan Administration's April, 1981, announcement of its intention to modify the decree, Antitrust Chief William Baxter quietly filed a stipulation signed by both government and industry with the California court.

But Judge Curtis' agreement was challenged by the Center for Auto Safety, which claimed the Antitrust Procedures Act should apply. The upshot has been to replace quiet legal maneuvers by publicity (including paid advertising in newspapers), publication of a competitive impact statement in the Federal Register and a public hearing.

Despite the flurry of publicity, only one company responded on the side of the companies—a management consulting firm in Toledo called Auto-Tech Strategies, Inc.

This Ohio firm says the domestic firms must be allowed to play by the same rules as the foreign companies, asks for greater relaxation of antitrust laws than the current proposal envisages and predicts that cooperative research could help save jobs, increase volume enough to allow the domestics to become cost-competitive with imports, enhance development of new products and sustain federal and local tax bases.

But opposition came from the Center for Auto Safety, the California Air Resources Board, and Kenneth Hahn, of the Board of Supervisors of Los Angeles County—a man who argued that the current slump of the domestic industry is not due to environmental and safety regulations (look at the "robust" health of the imports which meet the same standards, he says) and urges the Administration not to "give the fox the key to the chicken coop."

• In the latest court filing, the Justice Department now says the three critics share a "fundamental flow: An assumption that modification of the Final Judgment will permit anticompetitive agreement and joint behavior."

This is "totally incorrect," says Justice. "Anticompetitive agreements and behavior would be barred by the Modified Final Judgment, and would in any event be illegal and actionable under the Sherman Act."

The department assures the California Air Resources Board that its practice of conducting individual workshops with each manufacturer would not be changed by modifying the consent decree. Besides, it adds, not every exchange of data is anticompetitive and, in fact, some are procompetitive.

Joint responses, says the government, are natural because the study is often costly and high-risk, especially in addressing technology-forcing standards.

Small firms, it says, may lack resources to do the job alone.

In any case, the government will continue to keep a watchful eye on agreements. After the modified decree expires in five years, the department adds, the Sherman Act should still apply and the penalties are now far greater than they were in 1969 when the original agreement was signed.

Responding to the charge by the Center for Auto Safety that there is "every reason" to expect anticompetitive behavior in the future, the department disagrees and says the "fact that these defendants engaged in anticompetitive activities over 15 years ago should not give rise to any expectation of future illegal behavior on their part."

Instead, they will simply be relieved of the "possibility of punishment for undertaking potentially procompetitive activities," it said.

index

Auction reports	40
Classified advertising	42
Editorial page	14
Obituaries	49
Personnel	48
Production by makes	55
Truck highlights	16

58th year — No. 4932

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Measure is softened; it appears to have the votes

House moving on local-content bill

Continued from Page 1

cry of fair trade—has been aiming at the Japanese since the bad times of 1975. First, it filed a dumping suit aimed at VW, Fiat, British-Leyland and the Japanese and caught in its net instead only Ford on its imported Cortina and small margins on the Swedes who failed to hike prices fast enough.

Then the UAW tried an "escape clause" action to get relief from the Japanese and although the UAW lost the suit, enough pressure was generated against the Japanese to create "voluntary" restraints. Although these are now in effect, the Japanese share of the market is still high and growing because sales of American cars have dropped even more than sales of Japanese vehicles.

The current plan—and on this GM, Ford, Chrysler and the UAW agree — is to require a company to build cars where its sales are.

VWoA — which did just that and is suffering with a high-priced product it is having trouble selling—is opposed. So is American Honda—about to start producing in Ohio. So is Nissan, which is building a light-truck plant in Tennessee. So is Toyota, actively considering a joint venture with General Motors in California.

So are the car dealers—both NADA and AIADA. So are the groups that sell to Japan—soybeans, rice, aircraft, hardwood, computers and business equipment—who fear retaliation. And so is the Reagan Administration.

• Every group of economists that has studied the original bill has predicted a steep rise in car prices—that is, except for the UAW economists. Even so, in the brief half-day hearing, UAW President Douglas Fraser admitted the possibility of higher prices but claimed increased jobs would be more than an offset.

Even the highly respected Congressional Budget Office — dealing with the original bill — predicted a 10 percent rise in car prices and a net loss of 150,000 jobs in industries other than the auto sector. Now this is being disputed because the CBO predicted the import companies could not meet the content required and the UAW, in its revisions, has changed the goals.

No reassessments of the revised bill can now be made—and the old ones are obsolete—because there is such great steam for passage that it is being considered practically unpatriotic not to pass the bill sold as creating jobs for a severly depressed industry.

The substitute bill—circulated by Rep. Richard Ottinger, New York Democrat, just before a holiday weekend when Congress was not in session—greatly eases the mandate for the imports but gives little or no flexibility to the big domestic companies—GM and Ford. But at presstime, the bill was being changed and even further changes may be made to assure the continued neutrality of GM and Ford.

"Local-content" — instead of merely being labor and American parts — now means "added domestic value" and thus includes depreciation, taxes, advertising, utilities, interest, etc. This has the effect of giving importers a head start of about 6 percent and perhaps as much as 25 percent for those building here. It also allows companies to add exports while subtracting imports.

Furthermore, instead of applying to the North American market, Canada is now treated as any other country. Under the original bill, more jobs might have been created in Canada than in the U. S. Besides, AMC could have brought in any Renaults through Canada duty-free and so potentially could GM have brought in any Toyotas duty-free through Canada were its joint venture to occur.

Although Canada's UAW might not be happy with that revision of the bill, that union has its own version of local content which it is pushing. A long look at whether the 1965 U. S.-Canada auto pact is breached will probably not be addressed much less settled until after the House has acted and the election speeches made.

• The substitute bill also has a changed schedule: It starts with the 1984 model year and ends with the 1986 model year, and the content requirements are scaled up year by year.

The 90 percent content requirement now applies only for GM, Ford and Chrysler with their sales of over 900,000 units a year, and Ottinger estimates those companies already meet that requirement. AMC/Renault also is said to be all right with 80 percent American content. So is VWoA with 70 percent content for its Rabbits and 40 percent content with its imported Porsches and Audis added in.

Ottinger and the UAW believe Honda will be able to comply with its future requirement, but Honda says it cannot because even with a double shift it cannot make more than 150,000 units—not the 240,000 given it in a footnote in the chart accompanying the revised bill.

Nissan protests it also cannot meet its content requirements, although the UAW says it can if the light trucks from Tennessee by 1986 achieve 60 percent U. S. added domestic value.

Companies with fewer than 100,000 sales would be in scot-free and would not even have to file reports with the Transportation Department. The minimum content ratio would be no less than the higher of either the ratio set in the bill or the ratio achieved in 1983 models reduced by 10 percent, whichever is higher—a provision that limits the flexibility of Ford and GM primarily.

The content for the foreign makers, which are being lured into building plants here, rises each year. It is determined by dividing a company's U. S. sales by 30,000 for '84 models by 15,000 for '85 models and by 10,000 for '86 models.

Thus, if a company sold 250,000 units—cars and light trucks or buses weighing less than 10,000 pounds GVW—the mandated ratio for American content would be 8.3 percent for '84 models, 16.7 percent for '85 models and 25 percent for '86 models.

Just as the demands are somewhat eased in the substitute bill, so are the penalties. Instead of the flat 25 percent reduction in imports for violation in the original bill, the scaling back would now be by the same percentage as a company has fallen short of its content requirements.

Even so, some import companies feel that even their unintentional failure to comply could nonetheless almost force them out of the market and they foresee severe problems in forecasting sales and adjusting their added American value.

Although penalties for violation are eased in the substitute, the penalties for failing to report are added—to the tune of $10,000 a day for failure to report adequately and promptly.

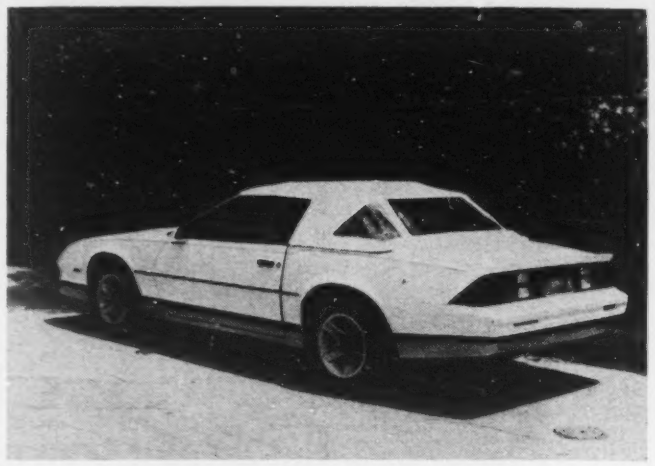
In the new bill, the Secretary of Transportation would have the job of avoiding "double counting" of vehicles and OE parts. He would allocate them in three areas: Sales of automotive products made here from one vehicle manufacturer to another; joint production by two vehicle makers in the U. S., and joint production overseas.

Finally, the controversial Title II of the original bill has been dropped and a study and report to Congress by DOT has been substituted. The original bill was an attempt to open the repair business of imported vehicles to the U. S. aftermarket.

At presstime, a series of amendments was being considered and agreement appeared to be close on how to protect confidential financial data the auto makers would have to provide to the government.

Honda deal to move

PHILLIPSBURG, N. J.—Phillipsburg-Easton Honda in suburban Still Valley Circle plans to move to the former Karen Chevrolet quarters in neighboring Lopatcong Township, N. J. Wayne Vince, president of the Honda dealership, said the new facility is much larger than the present quarters.



Convertible from Camaro and Firebird

American Custom Coachworks, Beverly Hills, Calif., will begin production in mid-September on a convertible conversion for the Chevrolet Camaro Z-28, pictured here, and Pontiac Firebird Trans Am. The conversion includes padded roof, a top that folds flat to the deck and full rear seat. The cars will be retailing in the low to mid-$20,000 range. The company expects to produce "a few thousand" units this model year.

New-car inventory advances to 88-day supply as sales sag

Continued from Page 1

vided this way by market segment: Subcompact, 26.77 percent; compact, 24.98 percent; intermediate, 29.97 percent; standard, 12.23 percent, and luxury, 6.05 percent.

A month earlier, the inventory was divided as follows: Subcompact, 28.42 percent; compact, 23.43 percent; intermediate, 31.10 percent; standard, 10.83 percent, and luxury, 6.22 percent.

The Sept. 1 days-supply figures by market class were:

Subcompact — Lynx, 58; TC3, 68; Chevette, 71; 024, 77; Omni, 82; Horizon, 84; Rabbit, 85; Cavalier, 107; Escort, 111; Skyhawk, 118; T1000, 135; Firenza, 136; J2000, 138; Spirit, 163; Eagle SX/4, 173; EXP, 200, and LN7, 217.

Compact — Camaro, 58; Zephyr, 61; Fairmont, 64; Concord, 79; Skylark, 81; Reliant, 82; Firebird, 82; Aries, 84; Omega, 92; Eagle, 98; Citation, 109; Mustang, 120; Capri, 141, and Phoenix, 154.

Intermediate—Gran Fury, 44; Cutlass four-door, 55; Grand Prix, 61; Malibu, 64; Cutlass two-door, 67; New Yorker, 68; Bonneville, 70; Cougar, 74; Diplomat, 77; Granada, 82; Monte Carlo, 83; Regal four-door, 85; Cordoba, 87; XR-7, 90; LeBaron, 92; Thunderbird, 93; Regal two-door, 95; Mirada, 123; Ciera, 129; Century, 133; Dodge 400, 134; Celebrity, 140, and Pontiac 6000, 176.

Standard—Olds 88, 44; Mercury, 50; LeSabre, 59; Ford, 76; Chevrolet, 87; Olds 98, 95, and Electra, 114.

Luxury—Cadillac, 50; Eldorado, 62; Lincoln, 66; Toronado, 74; Seville, 75; Cimarron, 78; Riviera, 98; Mark VI, 100; Continental, 127; Corvette, 132, and Imperial, 202.

NEW-CAR STOCKS

	Sept. 1, 1982	Aug. 1, 1982	Sept. 1, 1981
Spirit	163	127	90
Concord	79	38	63
Eagle	98	66	93
Eagle SX/4	173	66	93
AMERICAN MOTORS	106	58	79½
Horizon	84	92	85½
TC3	68	88½	85½
Reliant	82	75	51
Gran Fury	44	26½	—
Plymouth	61	73	62
LeBaron	92	91	31
Cordoba	87	77	76½
New Yorker	68	46	—
Chrysler	87	72	50
Imperial	202	150	78
Omni	82	94	76
024	77	100	76
Aries	84	82½	57
Dodge 400	134	122	—
Diplomat	77	55	51
Mirada	123	97	92
Dodge	92	89	64
CHRYSLER CORP.	85	79	62
Escort	111	58	73
EXP	200	104	154
Mustang	120	104	92
Fairmont	64	82	58
Granada	82	73	81
Thunderbird	93	101	83
Ford	76	62	55
Ford	95	72	76
Lynx	58	63	92
LN7	217	108	99
Capri	141	135	74
Zephyr	61	65	81
Cougar	74	61	73
XR-7	90	99	60
Mercury	50	50	38
Mercury	70	50	74
Lincoln	66	69	55
Continental	127	88	—
Mark VI	100	95	82
Lincoln	86	69	66
FORD MOTOR	88	71	75
Skyhawk	118	195	—
Skylark	81	105	72
Century	133	179	—
Regal 4-door	85	74½	62
Regal 2-door	95	71	66
LeSabre	59	57½	53½
Electra	114	69	78
Riviera	98	77	36
Buick	94	95	64
Cimarron	78	112	75
Seville	75	130	102½
Cadillac	50	59	56
Eldorado	62	71	64
Cadillac	56	68	59
Chevette	71	117	37½
Cavalier	107	162	56
Citation	109	119	110
Camaro	58	44	47
Malibu	64	57	67
Celebrity	140	178	—
Monte Carlo	83	75½	74½
Chevrolet	87	70½	67
Corvette	132	142½	44
Chevrolet	86	93	65
Firenza	136	218	—
Omega	92	117	66
Ciera	129	128	—
Cutlass Supreme 4-door	55	51	46
Cutlass Supreme 2-door	67	62	48½
Olds 88	44	44	28
Olds 98	95	46	42
Toronado	74	70	34½
Oldsmobile	75	70	45
T-1000	135	171	53½
J-2000	138	209	47
Phoenix	154	144	111
Firebird	82	63	54
Bonneville	70	77½	67
6000	176	253	—
Grand Prix	61	72½	63
Pontiac	107	117	61
GENERAL MTRS.	86	90	60
VOLKSWAGEN	85	110	76
TOTAL	88	83	64

Ridgeway places huge order for car-wash material

CATAWBA, N. C. — Broadway Equipment Co., Minneapolis, has agreed to manufacture $500,000 worth of automatic car-wash and polish equipment for Ridgeway Chemicals, Inc., here, a subsidiary of Frank B. Fuhrer Holdings, Inc.

Ridgeway, the chemical formulary company which manufacturers and markets the 'TekTor System of automotive protection and appearance products, will be supplying the machinery to automobile dealerships across the country, according to Tom Hobby, Ridgeway president.

Foreign cars capture 32.74 pct. of depressed August market

Import share highest ever; domestic sales lowest since '58

Continued from Page 3

year-ago figures and they took an astonishing 32.74 percent of the total market for the month.

Imports climbed to 189,790 in May, then to 199,093 in June, 199,364 in July and 199,341 in August. A year ago (August), they were 198,927, thus this year was up 0.21 percent.

Toyota sales of 50,601 were up 1.85 percent from 49,688 last year; it was the top importer's first increase this year. Second-place Datsun sold 39,283 new cars in August, down only five units from 39,288 in 1981.

Honda was up 3.06 percent, Mazda shot ahead 33.07 percent and Subaru was down 5.89 percent.

Saab reported its best any-month sales in August, with 1,779 new cars being delivered compared with 1,135 a year earlier. Volvo was up 14.55 percent, BMW was up 2.23 percent and Mercedes-Benz was up 7.57 percent.

Jaguar notched another monthly record, with its sales up 81.66 percent, making 21 consecutive months of sales gains for the British make. Porsche sales were up 27.98 percent, DeLorean sales were up 18.78 percent and Audi sales were down 14.72 percent.

With imports claiming 32.74 percent of the total U. S. market, the remaining market class segments were as follows: U. S. subcompacts had 16.07 percent, compacts had 16.75 percent, intermediates had 19.46 percent, standards had 10.09 percent and luxury models had 4.89 percent.

A year ago the divisions were as follows: Imports had 24.85 percent, subcompacts had 18.62 percent, compacts had 20.70 percent, intermediates had 20.61 percent, standards had 10.53 percent and luxury models had 4.69 percent.

In the domestics-only market for August of this year, subcompacts accounted for 23.89 percent, compacts were 24.91 percent, intermediates were 28.93 percent, standards were 15.00 percent and luxury models were 7.27 percent.

Domestics-only in August of 1981 were as follows: Subcompacts, 24.77 percent; compacts, 27.54 percent; intermediates, 27.43 percent; standards, 14.01 percent, and luxuries, 6.25 percent.

Third-period domestic sales were down 32.61 percent, bringing to nine the number of consecutive periods sales have declined. Total for Aug. 21-31 was 165,509, compared with 245,608 a year ago.

GM was down 31.63 percent, to 101,867 from 148,995. Ford dropped 27.14 percent, to 38,424 from 52,734. Chrysler slipped 42.40 percent, to 18,637 from 32,354. VWoA was down 48.43 percent, to 3,881 from 7,525, and estimated sales of AMC cars was 2,700, down 48.15 percent from 4,000 a year earlier.

DOMESTIC CAR SALES

	Aug. 21 to Aug. 31, 1982	Same Period, 1981	August, 1982	Same Month, 1981	Jan. 1 to Aug. 31, 1982	Same Period, 1981
Spirit	.....	.....	995	2,958	12,961	25,470
Concord	.....	.....	2,910	4,191	23,334	43,237
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	1,902	2,634	23,855	28,761
AMERICAN MOTORS*	2,700	4,000	5,807	9,783	60,150	97,579
Horizon	1,096	2,320	2,672	5,637	32,583	57,261
TC3	1,344	2,273	3,219	5,463	26,727	39,882
Reliant/Volare	3,467	10,797	9,715	22,772	97,038	141,025
Plymouth	397	210	1,378	328	15,478	7,742
Total Plymouth	6,304	15,600	16,984	34,200	171,826	245,910
LeBaron	.....	1,624	.....	3,665	912	32,839
LeBaron K	2,829	.....	7,100	.....	59,754	.....
Cordoba	537	609	1,197	1,609	10,315	18,289
New Yorker	2,009	.....	5,137	.....	39,625	.....
Chrysler	.....	104	.....	313	.....	8,476
Total Chrysler	5,375	2,337	13,434	5,587	110,606	59,604
Total Imperial	38	167	88	386	1,891	3,669
Omni	1,051	2,041	2,488	4,900	27,166	41,550
024	1,367	2,854	3,216	6,658	27,504	37,151
Aries/Aspen	2,767	8,304	7,491	17,174	72,531	106,511
Dodge 400	935	.....	2,411	.....	18,140	.....
Diplomat	604	564	1,827	2,099	18,773	21,046
Mirada/Magnum	196	388	466	973	4,998	10,813
Dodge	.....	99	.....	239	.....	5,187
Total Dodge	6,920	14,250	17,899	32,043	169,112	222,258
CHRYSLER CORP.	18,637	32,354	48,405	72,216	453,435	531,441
Pinto	.....	.....	.....	.....	.....	10,037
EXP	726	2,214	1,621	6,082	27,206	35,257
Escort	8,166	9,155	18,972	21,393	233,523	205,016
Mustang	3,167	4,788	7,811	11,585	78,972	113,860
Fairmont	5,356	10,761	10,786	19,290	88,439	134,540
Granada	2,503	4,739	6,674	9,453	77,076	69,590
Thunderbird	1,764	2,792	4,046	6,856	30,086	51,272
Ford	4,059	3,718	9,924	9,903	83,750	80,065
Ford Division	25,741	38,167	59,834	84,562	619,052	699,657
Bobcat	.....	.....	.....	.....	.....	2,169
LN7	263	1,142	599	2,873	9,466	11,932
Lynx	4,070	2,772	9,839	6,801	70,633	66,247
Zephyr	961	1,780	3,171	3,772	28,204	37,969
Cougar/Monarch	1,033	1,426	2,769	3,726	33,814	29,404
XR-7	682	1,623	1,503	3,852	10,906	21,376
Capri	862	1,859	2,238	4,442	19,979	35,416
Mercury	2,334	2,005	6,100	5,062	49,330	34,281
Total Mercury	10,205	12,607	26,219	30,528	222,332	238,794
Cont./Versailles	408	.....	917	.....	14,384	.....
Lincoln	1,355	1,024	2,912	2,447	23,490	20,050
Mark VI	715	936	1,808	2,267	17,117	21,285
Total Lincoln	2,478	1,960	5,637	4,714	54,991	41,335
L-M Division	12,683	14,567	31,856	35,242	277,323	280,129
FORD MOTOR	38,424	52,734	91,690	119,804	896,375	979,786
Skyhawk	1,736	.....	4,366	.....	26,188	.....
Skylark	4,392	7,102	10,668	18,923	98,940	139,691
Century FD	3,515	.....	7,603	.....	57,100	.....
Regal Sedan	2,017	2,970	5,191	8,793	52,358	90,596
Regal Coupe	3,809	8,577	9,961	23,102	93,738	144,521
Le Sabre	3,406	2,910	8,887	7,728	70,384	52,738
Electra	1,259	1,668	3,464	4,873	36,172	35,358
Riviera	852	1,850	2,249	5,094	27,540	31,819
Buick Division	20,986	25,077	52,389	68,513	462,420	494,723
Cimarron	322	981	977	2,453	3,063	6,333
Seville	507	637	1,548	1,491	13,683	15,001
Cadillac	4,135	4,581	11,591	11,285	94,871	91,164
Eldorado	1,360	2,000	4,043	4,485	35,398	34,686
Cadillac Division	6,324	8,199	18,159	19,714	152,015	147,184
Chevette	9,538	14,337	22,643	36,169	158,696	266,578
Cavalier/Monza	3,387	6,133	7,970	14,605	76,048	42,880
Citation/Nova	5,537	10,388	13,709	25,218	131,296	215,022
Camaro	5,850	3,988	15,300	11,205	128,036	79,219
Celebrity	3,327	.....	6,717	.....	55,054	.....
Malibu	2,790	7,017	7,582	18,572	77,399	158,625
Monte Carlo	2,411	6,964	6,671	17,372	67,416	114,840
Chevrolet	5,583	8,801	14,377	20,811	136,036	140,516
Corvette	605	1,134	1,610	3,331	15,970	22,331
Chevrolet Division	39,028	58,762	96,579	147,283	845,951	1,040,011
Firenza/Starfire	959	.....	2,387	.....	15,702	.....
Omega	2,364	4,578	5,348	11,824	50,302	78,649
Cutlass Ciera	3,120	.....	6,725	.....	64,729	.....
Cutlass	.....	5,196	.....	14,540	.....	139,478
Supreme	6,626	10,855	18,000	29,097	189,804	191,632
Olds 88	5,035	6,268	14,101	17,782	121,632	113,186
Olds 98	1,614	2,006	4,546	6,225	53,811	53,077
Toronado	770	1,586	2,028	4,351	22,174	26,667
Oldsmobile Division	20,488	30,489	53,135	83,719	518,154	602,689
T-1000	1,772	4,100	3,892	9,685	34,887	35,779
J-2000/Sunbird	1,953	4,511	4,373	10,759	35,731	50,837
Phoenix	1,327	2,919	2,990	6,974	34,466	59,908
Firebird	3,439	2,160	7,932	5,767	72,862	43,579
6000	1,953	.....	4,068	.....	29,205	.....
Bonneville/LeMans	2,153	2,617	5,441	6,470	51,692	51,674
Grand Prix	2,444	6,045	5,979	14,868	60,015	92,656
Pontiac	.....	4,116	.....	11,022	4,176	67,227
Pontiac Division	15,041	26,468	34,675	65,526	323,034	401,659
GENERAL MOTORS	101,867	148,995	254,937	384,755	2,301,574	2,686,266
VOLKSWAGEN	3,881	7,525	8,572	15,183	62,609	112,289
DOMESTIC TOTAL	165,509	245,608	409,411	601,741	3,774,143	4,407,361
IMPORT TOTAL	.....	.....	199,341	198,927	1,499,866	1,681,923
INDUSTRY TOTAL	.....	.....	608,752	800,668	5,274,009	6,089,284

†—Estimate.
*—AMC does not issue a nameplate breakout for a 10-day periods.

650 firms plan to exhibit at UK motor show

BIRMINGHAM, England. — The 64th British Motor Show will be held Oct. 22-31 at the National Exhibition Center here.

More than 650 companies will stage exhibits, and the show's organizer, the Society of Motor Manufacturers and Traders, said it has a waiting list.

This will be the third "total" show to be held in Birmingham since SMMT merged the former International Motor Show and Commercial Motor Show and moved them here from London in 1978.

All seven halls of the exhibition center will be used for this year's show. Automobiles from 16 different nations will be displayed on 40 separate stands and specialist body builders and design houses will staff an additional nine stands.

Commercial displays will be staged by 26 bus and truck makers and 37 manufacturers of truck bodies and trailers.

The National Exhibition Center is 60 minutes from London by train direct to the show.

Diesel owners may get refund in Amoco deal

WASHINGTON.—Members of the Diesel Automobile Assn. have standing to receive refunds for overcharges involving more than $6 million, according to the Energy Department, which negotiated a consent settlement with Amoco (Standard Oil of Indiana).

This involved Amoco paying the government $71 million, of which more than $5 million was for overcharges for diesel fuel and about $1.5 million in interest charges.

The association plans to apply for refunds for some 200,000 owners of diesel cars during the period from March, 1973, to June, 1976—the time when prices for diesel fuel were controlled. Although the government estimates that motorists may be eligible for only about $15, the DAA sees refunds as potentially as high as $400 and has offered support for its stand.

But if the refund program fails to reach all claimants, DAA suggests using $2 million for DAA research into diesel emission control.

Public hearings are planned by the Energy Department for Kansas City, Chicago, Atlanta, Dallas and Washington in September. The Diesel Auto Assn. is located at 126 Eames St., Box 367, Wilmington, Mass. 01887.

Where auto market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	97,824	16.07
COMPACT	101,971	16.75
INTERMEDIATE	118,446	19.46
STANDARD	61,399	10.09
LUXURY	29,771	4.89
IMPORT	199,341	32.74
TOTAL	608,752	100.00

IMPORTED CAR SALES

	August, 1982	August, 1981	8 Mos., 1982	8 Mos., 1981
Alfa Romeo	204	244	1,343	1,458
Audi	4,078	4,782	30,218	34,657
BMW	4,258	4,165	33,426	28,883
Challenger	1,473	1,474	10,383	9,029
Champ	5,566	4,846	25,886	29,540
Colt	5,548	4,772	27,264	29,841
Datsun	39,283	39,288	314,261	329,836
DeLorean	272	229	2,218	529
Fiat	822	3,159	11,917	25,221
Fiesta	.....	1,560	.....	32,856
Honda	30,315	29,415	250,406	267,919
Isuzu	1,394	2,209	9,175	11,747
Jaguar	852	469	6,083	2,926
Lancia	120	99	660	804
Mazda	15,718	11,812	107,248	118,679
Mercedes-Benz	4,943	4,595	42,302	42,940
MG	.....	276	.....	3,269
Peugeot	1,452	1,892	9,740	11,740
Porsche	1,075	840	8,955	7,584
Renault	2,366	2,213	26,307	20,854
Rover	.....	56	.....	556
Saab	1,779	1,135	12,334	9,579
Sapporo	1,417	1,770	8,396	9,703
Subaru	12,984	13,797	98,066	105,774
Toyota	50,607	49,688	363,057	427,371
Triumph	.....	718	.....	8,544
Volkswagen	6,397	7,821	44,299	60,445
Volvo	6,418	5,603	55,922	49,639
TOTAL	199,341	198,927	1,499,866	1,681,923

U. S. CAR SALES BY MARKETING UNITS

	August, 1982	August, 1981	8 Mos., 1982	8 Mos., 1981
Chevrolet	96,579	147,283	845,951	1,040,011
Ford	59,834	86,122	619,052	732,513
Oldsmobile	53,135	83,719	518,154	602,689
Buick	52,389	68,513	462,420	494,723
Toyota	50,607	49,688	363,057	427,371
Pontiac	34,675	65,526	323,034	401,659
Datsun	39,283	39,288	314,261	329,836
Plymouth	23,967	40,816	206,108	285,153
Honda	30,315	29,415	250,406	267,919
Dodge	24,920	38,289	206,759	261,128
Mercury	26,219	30,528	222,332	238,794
VW of America	20,122	28,626	146,081	214,975
Cadillac	18,159	19,714	152,015	147,184
AMC-Renault	8,173	11,996	86,457	118,433
Mazda	15,718	11,812	107,248	118,679
Subaru	12,984	13,797	98,066	105,774
Chrysler/Imperial	13,522	5,973	112,497	63,273
Volvo	6,418	5,603	55,922	49,639
Lincoln	5,637	4,714	54,991	41,335
Mercedes-Benz	4,943	4,595	42,302	42,940
BMW	4,258	4,165	33,426	28,883
Fiat	942	3,258	12,577	26,025
Jaguar-Rover-Triumph	852	1,519	6,083	15,295
Isuzu	1,394	2,209	9,175	11,740
Peugeot	1,452	1,892	9,740	11,740
Saab	1,779	1,135	12,334	9,579
DeLorean	272	229	2,218	529
Alfa Romeo	204	244	1,343	1,458
TOTAL	608,752	800,668	5,274,009	6,089,284

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

Restrictions would hurt everybody, Heritage Foundation says

Local-content legislation attacked

WASHINGTON. — Despite increasing congressional and union support for domestic-content laws, a Heritage Foundation analyst said such restrictions would hurt both domestic auto manufacturers and the American consumer.

Catherine England said that the proposed "domestic-content laws," which would, in effect, force manufacturers selling automobiles in the U.S. to conduct specific amounts of production in the U.S., would be a short-sighted help to American auto producers and would severely damage "their ability to compete in a worldwide market."

At the same time, "because foreign manufacturers are unlikely to start operations in the U.S. (under these laws), the costs to American consumers will be substantial," she said.

She mentioned estimates that auto prices would rise from $500 to $1,000 and that hikes of $3,000 may be possible.

Some observers suggest, further, that enactment of this law might lead Americans to conclude that U.S.-produced automobiles are unable to compete in an open market and, therefore, are inferior to foreign-made automobiles.

This would lead to a "scarcity premium" for imported cars and a tendency by consumers to drive their cars longer and buy used cars more often, England said.

According to England, UAW officials who support local-content laws fail to consider that "foreign-built plants might be more automated than U.S. plants or that Japanese producers might decide to reduce imports."

"Either of these situations could significantly reduce the number of jobs created," England said.

"An even more important criticism is that UAW predictions fail to consider the jobs that will be lost as a result of domestic-content requirements."

She said sources predict that 2,000 imported-car dealerships would close, resulting in unemployment for 80,000 workers, and that decreasing imports would endanger more than 90,000 jobs in U.S. ports.

• While proponents of the proposed laws argue that increased imports are the primary cause of the high unemployment and low profitability of U.S. auto makers, England said that American producers "confronted with the enormous cost of capital resources, and the lower production costs in many foreign countries, have sought more foreign sources for components for U.S.-made autos."

"Some industry observers predict that U.S. manufacturers will import up to 25 percent of their parts by 1985 and 35 percent by 1990," she said.

It is unlikely that U.S. auto producers can build those components they now import if the proposed legislation becomes law, the Heritage analyst said.

Foreign manufacturers would likely reduce their U.S. sales rather than produce here, resulting in a closed American market, she said.

"Prices will rise," England said. "Costs for American producers will climb as they are forced to relocate in the U.S. and as the auto workers push for more wage concessions from their monopoly position . . .

"Consumers will suffer not only from considerably higher prices, but also from a much narrower range of selection when choosing a new car."

According to England, perhaps the most significant statement about this legislation is that the U.S. producers "have no official opinion on it."

"They do not oppose it, but neither do they support the proposed law," she said. "Surely if auto manufacturers expected domestic content to be the panacea promised by the UAW, they would be out in full support of the legislation.

"In fact, the only clear winners under this proposal would be the auto workers. With a strong domestic content law, auto workers would have more power in negotiating with manufacturers and fewer worries about losing their jobs to outside competitors," England said.

"And if the domestic content bills are passed for the automobile industry, representatives of other sectors soon will be making similar requests . . . If congressmen continue to lend credence to these arguments, the end result could be a substantial reduction in world trade."

Used car sales
Auction Averages

September to date	$4,824
Month ago	$4,916
Year ago	$4,668

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1982	$8,086	$8,749	$9,371
1981	6,520	6,591	6,824
1980	5,095	5,348	5,377
1979	5,053	4,830	4,823
1978	3,949	3,867	3,872
1977	3,205	3,038	2,935
1976	1,885	2,046	2,103
1975	1,247	1,357	1,656
Overall Average	$4,824	$4,910	$4,885

Auction Page on Page 40

obituaries

Ed Mathieu

CHICAGO.—Ed Mathieu, 53, president of the Chicago Automobile Trade Assn., died Aug. 29 in Amsterdam while on a trip with a group of Porsche-Audi dealers. He headed Bauer Buick Co. and Ed Mathieu Imports (Porsche-Audi and Mercedes-Benz), Harvey, Ill. Mr. Mathieu had served on the CATA executive board since 1975 and had been secretary for three terms. He was elected CATA president this year.

Robert T. Keller

LOS ANGELES.—Robert T. Keller, 70, a retired Chrysler Corp. vice president, died Sept. 4. He joined the company in 1934, became a vice president in 1953 and retired in 1958. From 1948 to 1953, he was president of Chrysler's Marine and Industrial Engine Division, and he later was West Coast vice president. Mr. Keller was a son of the late K. T. Keller, former president and chairman of Chrysler Corp.

John P. Corcoran

OSTERVILLE, Mass.—John P. Corcoran, 71, retired Wellesley (Mass.) Ford dealer, died Aug. 8. For almost 30 years, he owned one of the largest Ford dealerships in the six-state New England region.

Christ promoted to reliability post

SAGINAW, Mich. — John H. Christ has been promoted to director of reliability and quality control at Saginaw Steering Gear Division of General Motors. Christ, formerly chief engineer - steering, replaces Thomas W. Paulson, who will retire upon completion of a disability leave of absence.

In related changes, Gerald L. Enszer was appointed chief engineer - steering. He had been manager, Plant 1 automotive.

Albert K. Mooney was appointed manager, Plant 1 automotive. Mooney had been assistant sales manager. John W. Skelley was appointed assistant sales manager. He had been director, actuator engineering. Harold V. Moldenhauer was promoted to plant manager, Plant 2. He had been factory superintendent, Plant 2.

Olds planner to field

ST. LOUIS.—Dennis M. Ohlweiler, formerly in Oldsmobile Product Planning, has been appointed district manager in the St. Louis zone.

Grand Marquis is Mercury's flagship

The Grand Marquis remains the flagship of the Mercury passenger-car lineup. The six-passenger sedan and station wagon receive minor changes for '83. Only one powerteam is available—the 5.0-liter V-8 fuel-injected engine with four-speed automatic overdrive transmission.

EFI for LN7 in '83

Mercury's sporty LN7 model gets a new optional fuel-injected 1.6-liter engine and optional five-speed manual transmission for the 1983-model year. A larger 13-gallon fuel tank is also standard for '83.

It's a mid-size model for 1983

Marquis in new role for Mercury

Lincoln - Mercury will bolster its image as a builder of family cars with the introduction of the 1983 Marquis line, new mid-size sedans and station wagons with five-passenger seating and efficient aerodynamic shapes.

Midsize Marquis will be offered in four models—Marquis and Marquis Brougham versions of both the four-door sedan and four-door wagon. Public introduction is Oct. 14.

The new Marquis will ride on a 105.5-inch wheelbase with an overall length of 196.5 inches. Curb weights range from 2,988 to 3,099 pounds.

Based on the discontinued Cougar, the new rear-drive Marquis has a shape that stresses aerodynamic efficiency. The sloping front end and grille, front spoiler, 60-degree backlight angle and the rear deck all contribute to optimum air flow.

The Marquis has a drag coefficient number of 0.38.

Standard powertrain in the sedan is the 2.3-liter four-cylinder overhead-cam engine with four-speed manual or three-speed automatic transmission. Wagons are equipped with a standard 3.3-liter inline six-cylinder engine and automatic transmission, a combination that is optional in sedans.

Sedans will also be offered with an optional 2.3-liter propane-burning four-cylinder engine, mated to an automatic transmission. A 3.8-liter V-6 engine and automatic transmission will be optional in both sedans and wagons.

With the standard powerteam, Ford said the new Marquis has posted estimated mileage figures of 26 MPG in the city, 40 MPG on the highway.

Marquis suspension is a modified MacPherson strut design up front, a four-bar link design in the rear. The Marquis ride and handling benefit from the use of nitrogen-pressurized front struts and rear shock absorbers such as those used in Lincoln's Continental model.

• Transmission dampers and braces, body-structure changes and luxury-level sound deadeners are used to achieve a quiet ride.

Standard interior features are new contoured reclining front seats, 16-ounce carpeting and a luxury steering wheel with woodtone accents. Marquis options include an electronic instrument cluster, extended range fuel tank, shift indicator light, sunroof and six-way power seats.

Wagon options include a two-way liftgate and woodtone body trim.

Introdutcion of the new mid-size Marquis will be preceded by the debut of three other 1983 Mercury lines—the Grand Marquis, the LN7 and the Zephyr models. Those cars debut Sept. 23.

The Grand Marquis, which remains as Mercury's fullsize six-passenger car, will be available in two-door and four-door sedans and a station wagon. Six models will be offered — Grand Marquis and Grand Marquis LS in both two-door and four-door, plus Mercury Colony Park and Colony Park LS station wagons.

The '83 Grand Marquis models will be powered by a 5.0-liter V-8 engine with electronic fuel injection. There is no optional engine.

The 1983 Mercury LN7 has a new optional 1.6-liter multiple-port fuel-injected engine, as well as a new optional five-speed transmission. A larger 13-gallon fuel tank is standard. Other new options include a four-way adjustable driver's seat and a shift indicator light.

The 1983 Zephyr will be offered in four models—base Zephyr and Zephyr GS in four-door sedan and Sport Coupe versions. Zephyr will be replaced at mid-year by the 1984-model Mercury Topaz front-drive cars.

Minor changes have been made to the '83 Zephyr line. The 4.2-liter V-8 engine option has been dropped, a one-barrel carburetor replaces the two-barrel unit in the standard 2.3-liter engine, and a new optional shift-indicator light is available.

Mercury for 1983

	Wheelbase (Inches)	Length (Inches)	Width (Inches)	Height (Inches)	Curb Weight (Pounds)
LN7	94.2	170.3	65.9	50.5	2,179
Lynx 3-dr.	94.2	163.9	65.9	53.3	2,032
Lynx Wagon	94.2	165	65.9	53.3	2,128
Capri	100.4	179.1	69.1	51.9	2,775
Zephyr Sedan	105.5	195.5	71	52.9	2,869
Cougar	104	197.6	71.1	53.4	3,099
Marquis Sedan	105.5	196.5	71	53.6	2,988
Marquis Wagon	105.5	196.5	71	54.3	3,099
Grand Marquis 4-dr.	114.3	214	77.5	55.2	3,826
Grand Marquis Wagon	114.3	218	79.3	56.8	3,943

Second location

MIDDLETOWN, Conn.—Town & Country Auto Sales (Lincoln-Mercury-Buick-Cadillac - Mazda) has opened a second downtown location.

Week's total dips 8 pct. to 91,660

Labor Day trims U.S. car output

U. S. car production dipped 8.64 percent last week as all plants were closed Monday (Sept. 6) for the Labor Day holiday.

Output during the four-day holiday-shortened week was 91,660 units, down from 100,334 assemblies during the previous week but up 3.74 percent from the 88,347 built during the comparable 1981 week.

Five assembly plants were down last week.

General Motors' Oklahoma City point, which closed Aug. 23, will return Sept. 20 after model changeover. GM's Lakewood plant remains down indefinitely because of an '83-model startup delay.

Ford Lorain and Atlanta assembly plants were closed last week and will remain down this week. The closings are for model changeover.

Volkswagen of America's Westmoreland assembly site also remained idle last week. The plant has been closed since Aug. 2 for model changeover.

All Chrysler Corp. assembly points were reported open last week.

Saturday overtime was scheduled last week at one plant — GM Norwood, source of hot-selling Chevrolet Camaro and Pontiac Firebird models.

Ford said it would close its San Jose plant this week for model changeover and its Kansas City plant this week for inventory adjustment. In addition, Ford has scheduled overtime this week at Wixom.

American Motors said it would up production of its Renault Alliance at the Kenosha plant to 600 units per day on a two-shift basis beginning next week (Sept. 20).

Year-to-date, the makers have assembled 3,617,286 cars, down 23.26 percent from the 4,713,857 units built during the equivalent period last year.

Japanese vehicle exports decline 12th month in row

WASHINGTON.—Vehicle exports from Japan in July declined for the 12th straight month, according to the Japan Automobile Manufacturers Assn.

The decline, said JAMA's Washington office, was due to voluntary export restrictions and the worldwide economic recession.

July exports, it said, numbered 494,601, down 8.0 percent from the year-earlier count of 537,719.

Vehicle exports to the U. S. declined by 11.6 percent, passenger cars by 6.8 percent, and trucks by 28.0 percent.

Increased July exports to Europe reflect a temporary preshipment of vehicles due to August vacation shutdowns in Japanese plants, and concentration of shipping schedules, JAMA said.

Vehicle output during July declined by 6.1 percent to 973,169 units, compared with 1,036,042 a year earlier. This marks the fourth monthly decline in Japanese vehicle production.

Totals reflect 627,768 passenger cars, down 0.6 percent, and 338,905 trucks, down 14.0 percent.

To date, Japan's vehicle output for 1982 stands at 6,416,775 units, 3.9 percent below the accumulated yearly total as of July 1981.

Japan's domestic vehicle sales during July increased by 4.0 percent to 525,612 units. This reflects a 9.2 percent increase in passenger-car sales offset by declines in truck and bus sales by 3.3 percent and 5.5 percent respectively.

July export totals for passenger cars were: North America, 163,467 (including 150,739 to the U. S.); Europe, 102,317; Middle East, 21,464; Southeast Asia, 19,896; Oceania, 17,999; Central and South America, 9,856; Africa, 5,989, and others, 676.

Montana brothers wind up 65 years as Ford dealers

STANFORD, Mont.—Glen and Rolin Galt have decided that 65 years as auto dealers is about enough. So they are retiring and closing Galt Bros. Garage (Ford).

Glen is 88, and Rolin is 83. They formed the dealership in 1917 with two of their brothers.

The brothers sold Ford cars through their hardware store in Galt prior to World War I. But Ford Motor Co. wanted them to open a garage to service the cars they sold. They established the garage and dealership Aug. 1, 1917.

All four brothers were involved in the company, but Glen was the only one active in the business at first. Rolin taught for three years after returning from service in the war and then went "on the road" for Galt Bros. By 1923, he was a full-time employe.

Glen was manager, bookkeeper and part-time mechanic. Rolin became head of the parts department after he stopped traveling for the firm in 1940.

Truck production for holiday week declines 19 pct.

Downtime for the Labor Day holiday, model changeover and inventory adjustment took a 19.72-percent bite out of U. S. truck production last week.

Truck makers assembled 26,884 units last week, down from 33,490 the previous week and down 1.24-percent from the 26,554 built during the comparable week in 1981.

All truck plants were closed Sept. 6 for the Labor Day holiday.

General Motors' Detroit (Chevrolet) and Pontiac (GMC Truck & Coach Plant #2) facilities remained down last week for model changeover. The Detroit plant and the Pontiac heavy-duty line will return Sept. 20. The medium-duty line at Pontiac is scheduled to reopen today (Sept. 13).

Volkswagen of America's Westmoreland assembly site remained down last week as did Ford's Louisville truck plant.

Saturday overtime was scheduled at GM's Lordstown van plant last week. Ford has scheduled daily overtime this week at its Lorain (vans) and Michigan Truck plants.

Year-to-date, the truck makers have built 1,390,081 units, down 16.34 percent from the 1,194,764 assembled during the equivalent period last year.

Auto output slips in Canada but tops last year

Canadian auto production slipped 8.15 percent last week but remained strong when compared with the same week of 1981.

Manufacturers built 17,806 units last week, down from 19,388 assemblies the previous week but up 67.61 percent from 10,623 in the equivalent week last year.

Year-to-date, the makers have built 621,898 cars, up 5.94 percent from the 586,992 assembled during the comparable period last year.

Truck production increased slightly last week as Chrysler Corp. nearly doubled its output. Truck assemblies last week were slated at 9,651 units, up 5.96 percent from the previous week's 9,108 and a 34.56-percent boost from the 7,172 built during the year-ago week.

Ford Canada will close its St. Thomas assembly site for two weeks, beginning today (Sept. 13), for inventory adjustment, while the company's Oakville point will be down this week because of a parts shortage.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 11, 1982	Week Ended Sept. 12, 1981	Week Ended Sept. 4, 1982	Aug. Total	Jan. 1 to Sept. 12, 1981	Jan. 1 to Sept. 11, 1982
CHEVROLET	6,941	4,590	11,926	40,471	346,248	477,058
DODGE	2,300	1,696	2,825	8,216	68,978	92,346
FORD	10,741	13,374	11,566	61,525	448,867	502,734
GMC	2,976	2,249	3,096	14,222	124,163	172,323
INTERNATIONAL	876	1,195	1,098	4,843	53,076*	34,785
VOLKSWAGEN	.....	.....	.....	.....	31,038	8,103
JEEP	2,000*	2,000*	1,929*	8,488	72,188	61,052*
AM GENERAL	50*	50*	50*	220*	2,886	1,680*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	47,320	40,000*
Total Trucks, U. S.	26,884	26,554	33,490	142,385	1,194,764	1,390,081

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 11, 1982	Week Ended Sept. 12, 1981	Week Ended Sept. 4, 1982	Aug. Total	Jan. 1 to Sept. 12, 1981	Jan. 1 to Sept. 11, 1982
CHRYSLER CORP.	2,543	1,592	1,330	10,010	58,670	72,282
FORD MOTOR	2,452	2,342	2,809	16,026	104,851	103,438
GENERAL MOTORS	4,448	3,027	4,707	11,639	195,283	178,232
INTERNATIONAL	208	211	262	1,110	8,142	8,162
Total Trucks, Canada.	9,651	7,172	9,108	38,785	366,946	362,114
N. American Trucks	36,535	33,726	42,598	181,170	1,561,710	1,752,196

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 11, 1982	Week Ended Sept. 12, 1981	Week Ended Sept. 4, 1982	Aug. Total	Jan. 1 to Sept. 12, 1981	Jan. 1 to Sept. 11, 1982
AMERICAN MOTORS	2,800*	2,000*	2,800*	12,411	93,572*	51,779*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	11,550	12,843	14,809	33,121	569,760	406,625
Plymouth Total	4,450	6,681	5,450	11,524	296,836	164,922
Horizon	1,800	2,391	2,253	2,784	114,878	52,443
Reliant	2,500	4,290	2,928	8,524	172,371	111,950
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	150	.....	269	216	.....	529
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,400	353	3,169	8,858	22,448	81,192
LeBaron	1,400	353	1,939	5,726	17,586	76,383
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,000	.....	1,230	3,132	.....	4,809
Dodge Total	4,700	5,809	6,190	12,739	250,476	160,511
Omni	1,400	2,313	1,875	2,470	98,986	48,728
Aries	2,000	3,179	2,930	6,253	134,914	85,026
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	400	317	540	2,349	250	23,641
Dodge 600	900	.....	845	1,667	.....	3,116
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	18,061	27,488	17,341	73,283	984,634	772,704
Ford Division	12,100	18,764	10,929	43,260	672,125	487,652
Escort	5,624	8,013	7,294	20,242	257,579	199,057
Fairmont	2,683	3,027	.....	11,803	139,541	88,477
Must./Must. II	2,756	3,192	3,419	6,679	115,775	90,616
LTD/Granada	767	3,036	.....	.....	66,692	74,818
Thunderbird	.....	1,435	.....	4,068	51,630	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	270	61	246	468	22	5,358
L-M Division	5,961	8,684	6,412	30,023	312,509	285,052
Mercury Total	4,321	7,752	4,351	23,000	271,295	219,315
Lynx	1,603	2,603	1,893	7,222	88,887	62,836
Capri	827	1,080	935	2,840	39,651	25,279
Zephyr	397	664	.....	3,679	42,133	28,916
Marquis/Cougar	227	1,106	.....	.....	32,274	36,180
XR-7	.....	1,013	.....	2,253	24,537	10,580
Mercury	1,158	1,248	1,470	6,875	43,793	54,181
LN7	109	38	53	131	20	1,343
Lincoln Total	1,640	932	2,061	7,023	41,214	65,737
Continental ('82)	328	274	412	1,406	988	13,674
Lincoln	854	325	919	3,180	19,651	29,930
Mark VI	458	333	730	2,437	20,575	22,133
GENERAL MOTORS	59,249	46,056	65,384	224,000	2,942,534	2,323,894
Buick Division	12,289	8,896	14,213	59,214	653,529	542,364
Skylark	3,620	.....	4,080	10,928	209,276	104,388
Skyhawk J	1,081	.....	777	246	.....	49,784
Century	320	.....	403	8,107	86,861	89,941
Regal	3,200	4,523	4,027	20,178	189,707	147,605
Buick	3,108	3,231	3,749	16,878	118,912	124,879
Riviera	960	1,142	1,177	2,877	48,753	25,767
Cadillac Division	4,660	4,619	5,718	11,746	184,995	158,839
Cimarron	436	806	408	125	15,016	4,504
Seville	448	455	538	1,130	17,101	14,504
Eldorado	896	984	1,185	2,855	42,662	38,736
Cadillac	2,880	2,374	3,587	7,636	110,216	101,095
Chevrolet Division	19,562	15,996	19,873	85,164	1,093,296	750,866
Chevette	3,569	5,431	715	14,537	252,544	156,756
Cavalier	2,768	3,359	2,928	3,782	70,255	61,965
Celebrity	1,984	.....	2,533	2,688	.....	46,866
Camaro	4,400	.....	4,996	23,666	87,694	167,338
Citation	2,304	.....	2,127	13,386	255,934	128,665
Malibu	1,071	2,057	1,912	10,809	174,953	86,073
Monte Carlo	1,896	2,005	2,558	7,051	104,673	52,309
Chevrolet	1,096	2,705	1,505	7,583	125,350	30,821
Corvette	474	439	599	1,662	21,893	20,073
Oldsmobile Division	14,661	9,855	17,033	46,080	628,542	537,115
Omega	1,180	.....	1,724	2,248	109,277	61,222
Firenza	415	.....	372	126	.....	34,798
Cutlass	4,080	3,840	5,144	11,887	293,401	138,668
Cutlass/Ciera	3,520	.....	4,398	7,827	.....	87,445
Oldsmobile	4,890	5,297	5,590	22,218	194,269	192,900
Toronado	576	718	705	1,719	31,595	22,082
Pontiac Division	8,077	6,690	7,647	21,791	382,172	334,710
Acadian†	.....	213	.....	519	16,163	8,353
2000	820	2,048	1,093	1,441	48,557	30,296
1000	438	1,912	.....	.....	61,896	27,751
Firebird	3,600	.....	3,318	15,810	43,468	99,811
Phoenix	1,216	.....	835	1,456	81,812	37,478
G. Prix/B'ville ('83)	1,107	2,517	1,223	1,643	78,185	103,745
A6000	896	.....	1,147	922	.....	27,276
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	.....	.....	.....	121,813	60,121
CHECKER	.....	.....	.....	.....	1,544	2,163*
Total Cars, U. S.	91,660	88,347	100,334	342,815	4,713,857	3,617,286

CANADIAN CAR PRODUCTION

	Week Ended Sept. 11, 1982	Week Ended Sept. 12, 1981	Week Ended Sept. 4, 1982	Aug. Total	Jan. 1 to Sept. 12, 1981	Jan. 1 to Sept. 11, 1982
AMERICAN MOTORS	960	568	1,204	5,345	23,732	23,161
CHRYSLER CORP.	3,440	2,209	2,089	16,168	41,671	116,036
FORD MOTOR	6,591	2,125	8,766	28,715	160,553	220,464
GENERAL MOTORS	6,620	5,550	7,134	18,313	354,031	255,126
VOLVO	195	171	195	395	7,005	7,111
Total Cars, Canada	17,806	10,623	19,388	68,936	586,992	621,898
N. American Cars	109,466	98,970	119,722	411,751	5,300,849	4,239,184
N. American Trucks	36,535	33,726	42,598	181,170	1,561,710	1,752,196
North American Cars and Trucks	146,001	132,696	162,320	592,921	6,862,559	5,991,380

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 9/22/82

Automotive News

September 20, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

51-day supply of imports is riddled with shortages

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. slipped to a 51-day supply Sept. 1 from a 56-day stockpile a month earlier, resulting in shortages in a number of lines, both Japanese and European.

The inventory of new imported cars totaled 387,780 Sept. 1, compared with 429,663 a month earlier.

The problems of scarcity that many imported-car dealers faced as they moved into autumn was in sharp contrast to the domestic scene, where an 88-day supply of new cars included many heavily overstocked lines.

The inventory of new imported pickup trucks was also down Sept. 1 to 153,032, a 107-day supply, compared with 170,969 on Aug. 1, a 132-day stockpile.

The combined imported car and truck inventory Sept. 1 totaled 540,812 units, a 59½-day supply, compared with 600,632 on Aug. 1, a 67-day supply.

The combined domestic and imported new-car inventory was a 75½-day supply Sept. 1, little changed from 75 days a month earlier.

Strong sales in August ran a number of individual import lines short. Leanest stockpiles were those of Toyota, 22 days; Honda, 24 days, and Porsche, 27 days. Also very lean were Mercedes at 32 days and Volvo at 36 days.

Thus the prospect is that the current sales surge being enjoyed by those lines, plus Saab, Jaguar and BMW, may be dampened by shortages this month.

The inventory of Japanese-built new cars fell to 257,522, a 41-day stock, from 283,566, a 45½-day supply, a month earlier.

Japanese nameplates and their Sept. 1 days-supply figures were: Toyota, 22; Honda, 24; Subaru, 41; Mazda, 55; Chrysler Corp./Mitsubishi, 56; Datsun, 63, and Isuzu, 148.

Interestingly, the Chrysler Corp. stock of Mitsubishi-built cars included a meager 26-day supply of Colts, along with a 52½-day supply of Champs, a 66-day stock of Challengers and enough Sapporos for 101 days.

The stockpile of West German-built new cars totaled 83,262, a 104-day supply, off from 85,597, a 112-day stock, a month earlier.

German nameplates and their Sept. 1 days-supply figures were: Porsche, 27; Mercedes-Benz, 32; BMW, 49; Audi, 154, and imported Volkswagens, 179. VW also had an 85-day supply of U. S.-built Rabbits for a total stockpile of 136 days, down from 156 days a month earlier.

Partly because of production

Continued on Page 33, Col. 3

6000-STE debuts

Leading the Pontiac fleet

Pontiac has appointed the 1983 Pontiac 6000-STE its flagship for the new model year and is pinning its hopes on the highly engineered 6000 to create a different image for the division. Priced at about $13,500, the 6000-STE features six headlamps, special 14-inch wheels with Goodyear Eagle GT 195/70R14 tires, a 2.8-liter two-barrel V-6 with automatic transmission, electronic ride control and an onboard air compressor.

Slippery Sierra

European Ford to bow at Paris show

Ford of Europe will unveil its aerodynamic Sierra at the Paris Auto Salon next week. With a drag coefficient of 0.34, the rear-drive Sierra replaces the sales-leading Cortina/Taunus line in Europe. A performance three-door version and a station wagon are slated to debut early next year.

DeLorean near deal on capital problems

By Edward Lapham
Financial Editor

There were indications late last week that the dilemma facing the sports-car enterprize of John Z. DeLorean was close to resolution, with announcement of a restructuring expected as early as this week.

John DeLorean, former General Motors group vice president who launched the sports-car project, has been trying to arrange a $25 million export financing line of credit plus $10 million in new working capital for the Belfast operation, which went into voluntary receivership in February.

Earlier, DeLorean said he had a letter of intent from the receivers to reacquire the operation. The deadline for putting the necessary financial package together was last Monday, Sept. 13.

Neither John DeLorean nor the receivers were available for comment at press time. However, sources close to the situation said that such a deal was close to consumation but that DeLorean would have a limited role and that Donald Lander, former Chrysler executive who

Continued on Page 34, Col. 3

Automotive News World Outlook projects U. S. car market at 9.2 million for '83

Recovery prognosis guarded; sales forecast cut again

By Edward Lapham
Financial Editor

The prognosis for the U. S. auto industry is guarded.

Several factors, including chronic interest fever, a lack of consumer response to the Reagan Administration's July income tax cut prescription and metastasized consumer pessimism, have combined to prolong the illness.

The combination of these factors has delayed recovery, according to the most recent Automotive News World Outlook, reducing the 1982 U. S. new-car sales forecast to 7.9 million units and the 1983 forecast to 9.2 million units.

It is the third consecutive time the outlook has been lowered due to economic conditions which refuse to improve at an acceptable rate. In the last ANWO in June, prior to the tax cut which was expected to generate additional consumer activity, U. S. car sales were forecast at almost 8.4 million units for 1982 and more than 9.5 million units for 1983. The 1981 total was about 8.6 million.

The Automotive News World Outlook, a joint venture by Automotive News and Data Resources, Inc., also indicated that if economic conditions do not begin to improve almost immediately, there is every possibility that sales expectations for 1983 will have to be lowered yet another time.

"The downside risks continue to be substantial both in terms of probability and magnitude," said John Hammond, manager of DRI's U. S. automotive service. "At the same time, chances for improvement on the upside are small.

Hammond said the outlook will continue to deteriorate "if events continue to unfold as they have" for the past several forecast periods.

"If the recovery doesn't really begin soon, we could lose as many as one million additional units out of the 1983 forecast," he said. "The upside potential is at best maybe 400,000 or 500,000 units."

• Otto Eckstein, DRI chairman, said the most recent macroeconomic forecast "reflects the sudden downturn in interest rates and a reassessment of the financial outlook in light of the enactment of a compromise bill" plus "downward revisions in the financial market's expectations of U. S. economic growth and inflation."

He said that currently "signs of economic recovery are elusive," although the forecast did show "a significant lower pattern of short-term interest rates over the next two years and return of a normal yield curve" in financial markets.

Tempering the unpleasant short-term auto outlook was some other news, at least mildly positive, about the general economic condition.

Eckstein said lower interest rates are "a key factor" in sustaining the economic recovery

Continued on Page 33, Col. 4

breaking news

Nissan delays Ambivan for U. S.

TOKYO. — Nissan Motor Corp. is putting its Ambivan (a van-like vehicle based on the Stanza platform) on indefinite hold for the U. S. market. Sources say uncertainty over import restrictions is responsible. The vehicle, which was introduced to the home market under the Prairie nameplate, was scheduled to be launched in the U. S. next April as an '83½ model.

Le Car incentives modified

DETROIT.—Renault Le Car price reductions of $200 on the '82 base 3-door, and $300 on the Deluxe 3-door and 5-door have been extended to Nov. 15 from Sept. 21. In

See BREAKING NEWS, Page 8, Col. 1

er
4520 EAST-WEST HIGHWAY
SUITE 800
CONGRESSIONAL INFO SERV
ACC EDITOR
DC20014CNGLIAO CEA FMJT
AN
WASHINGTON DC 20014

Chrysler Corp. joins in experiment which could change the way cars are sold

Dodge dealer opens sales office in shopping mall

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — In a test that could alter the way cars are sold in the U. S., a suburban Dodge dealer is opening a showroom and sales office in a Torrance (Calif.) shopping mall. Torrance is a suburb of Los Angeles.

Del Amo Dodge, owned by James B. Clark, will have a 5,000-square-foot store staffed by five sales representatives in the Del Amo Fashion Center, a 12-year-old mall with more than 350 shops and more than two million feet of floor space. The new facility will be operated as a satellite to Clark's dealership.

"Auto makers have always found it advantageous to display their products in shopping malls, but this is the first time one has planned an actual sales operation in a major shopping complex," said Tom Pappert, Chrysler sales vice president.

Del Amo Dodge's new showroom is the first of two or three similar test operations that Chrysler will be establishing in other major markets.

"With the increasing cost and limited availability of land for dealership facilities, auto makers are going to have to look for new ways to maintain adequate market representation," Pappert said.

"Chrysler feels that the mall concept is certainly one alternative avenue worth exploring."

More important than the cost of opening and maintaining a dealership, the move is viewed as a way for car makers to take their wares to where the people are.

"We can deliver thousands of prospective car purchasers each day," said Guilford Glazer, developer of the Del Amo Fashion Center.

Glazer approached Chrysler with the concept and worked closely with the company to open the new store.

"When people come to the mall to shop for shoes, home furnishings or stereo equipment, there's no reason they can't look at a new car too," he said.

Glazer estimates that as many as 30,000 people pass through his mall each day and that during a typical weekend, 80,000 to 90,000 shoppers may visit the facility.

• "You get husbands and wives shopping together," Glazer said, indicating that it is important to have both in the showroom since almost all high-ticket-item purchases are joint decisions.

By reaching more shoppers, the dealer's overhead per walk-in customer is lower. Pappert estimated that each walk-in customer at a dealership today represents a cost of $76.

Ostensibly, the goal is to sell more cars, although Pappert feels visibility is very important.

"What we're looking for is consideration," he said. "When we get on people's shopping lists, we do better than the national average in sales penetration."

The new showroom is expected to open by the end of October. The outlet will be able to provide on-the-spot delivery of new vehicles and appraisal of used cars.

Clark said demonstrators will be kept in the mall's parking lot so prospects will be able to take test drives. Service work will be done at Del Amo Dodge, which is less than a mile from the mall.

Approximately 10 to 12 cars will be displayed on the showroom floor, and the shopping center's management has made provisions for several additional cars to be displayed elsewhere in the mall with signs directing customers to the showroom.

"It's a cooperative effort," Pappert said. "We've reviewed the project with the National Dealer Council and we're going to keep them (dealers at mall sites) within their census tracts."

Del Amo Dodge sold 1,800 new cars and trucks and 800 used vehicles last year.

First Shelby/Chrysler car

The Dodge Shelby, a specially modified Dodge Charger 2.2, is the first of several performance cars that famed auto racer/designer Carroll Shelby is developing for Chrysler Corp. In addition to the graphics, the Dodge Shelby will have some suspension and powertrain changes. It is due in several months as an '83½ model.

Its 50-MPG city rating noses out challenge from Nissan Sentra

Diesel Rabbit retains MPG crown

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — It looked close for a while, but Volkswagen has again walked off with top fuel economy honors this year, bringing in its trusty diesel Rabbit 4-speed with a new fuel economy record of 50 MPG for city driving.

Challenging the diesel Rabbit for the '83 model year was Nissan's new diesel Sentra. First reports had it taking the title from VW with a 49-MPG number in city driving, but final results showed the diesel Sentra 4-speed at 48 MPG. Impressive, but 2 MPG short of the Rabbit.

Imported cars took all of the top 10 places in the MPG ratings for '83 models.

Had it not been for development of some new technology by VW, there would have been a tie this year.

The new twist is engine shutoff and freewheeling governed by microcomputer, technology shown off earlier in VW's experimental high-fuel-economy Rabbit built under aegis of the West German government.

Activated when the vehicle is braked, freewheeling and engine shutoff is discontinued when the accelerator is depressed. In the EPA test cycle, the system is good enough to produce a 2 MPG fuel-economy improvement, enabling VW to retain the crown in this year's fuel-economy derby.

The EPA also gave VW 2 MPG credit for its upshift light, but this cannot be counted against the performance of the Sentra because the agency credits Nissan with fuel economy resulting from the different shift speeds Sentra owners are likely to use.

• Tying the Nissan Sentra diesel for second is the very same Rabbit diesel 4-speed that took the title last year.

In fourth place is the first gasoline-powered car, the Honda Civic 5-speed with a 46-MPG city average.

Following the Honda are the Isuzu I-Mark 4-speed diesel, Toyota's gasoline-powered 1.3-liter 5-speed Starlet and the Nissan Sentra 5-speed version of its diesel. All had city ratings of 44 MPG.

Next in line at 43 MPG are three Volkswagens — 5-speed versions of the new turbodiesel Jetta and Rabbit models and a 5-speed version of the normally aspirated Rabbit diesel.

General Motors came close to the Top Ten with dieselized versions of its Chevette and Pontiac 1000. They managed 42 MPG, but then it's down to 37 MPG before the "domestics" show up again. The Renault/AMC Alliance and the Chevette/Pontiac 1000 automatic diesels attained that number.

At the bottom of the list for '83 is the Maserati Quattroporte with what now seems an astonishing 8 MPG average. It is barely below the Rolls-Royce Camargue and Corniche which got 9 MPG city averages.

The EPA reports only city numbers from its fuel-economy testing but does generate highway fuel-economy numbers which manufacturers frequently use in advertising their cars.

For 1983, the highest-rated automobile for highway mileage is also the VW diesel Rabbit equipped with freewheeling and automatic engine stop/start.

And the number: A remarkable 67 MPG!

Chairman says car-truck sales could hit 14 million rate late in '83

GM's Smith sees strong recovery

By Jenny L. King
Staff Writer

In a tone of optimism and confidence, General Motors Chairman Roger B. Smith set the autumn pace for Detroit and the country by predicting a greatly improved national economy and combined new-car and truck sales possibly reaching an annual rate of 14 million units in 1983.

Smith told the 1,525 persons attending the first meeting of the Economic Club of Detroit's 1982-83 program year that the recession not only has bottomed out but that a substantial turnaround is in progress.

"There are increasing signs that the economy is poised for an upturn — in fact, it has already begun," he said.

"I predict that the American automobile industry will play a pivotal role in this expected expansion . . . the annual sales rate in the U. S. auto industry has the potential of approaching 14 million cars and trucks by the end of the 1983 model year," Smith said.

The chairman's message was both a kind of keynote for the program year and the 1983 domestic new-car model year, and it came just three days before the beginning of GM's 75th anniversary year celebration, Sept. 16.

New policies taking effect in Washington must be believed by the investment houses on Wall Street before the economic upturn will truly be under way, especially for the auto makers, Smith said. He claimed the auto industry will again be a major player in the game.

• "The trend coming from Washington toward a healthier economy is not just a flash in the pan," Smith said, naming the dramatic drop in the prime interest rate (from 20 percent to 13½ percent in a year), the drop in the rate of inflation, stabilizing of employment and upemployment and tax bills past and present which positively affect the competitiveness of American business.

"I would find it difficult to name a single major industry in the U. S. that is not being seriously challenged by foreign competition today," he said. He enlisted the national effort of the business community, organized labor and government to meet and challenge and maintain U. S. leadership.

Smith said GM is concentrating its energies in several areas including quality control—from the raw materials purchased through the manufacturing process — increased productivity, adoption of the "Just-In-Time" inventory system used by the Japanese and greater cooperation with its labor forces.

Talking with reporters before the luncheon, Smith said, "Our product line and prices are where they should be—the pricing was a dramatic step." The price of an average-equipped GM car climbed 1.9 percent for '83 models, and some models were reduced.

"Everything is in place for us to lead the country out of the recession," he said. "I see things beginning to move by the end of October, when all the (U. S.) products and prices are on the table."

• Smith said the GM-Toyota agreement, in which the two giant companies will cooperate in the design and production of a small car to be built in this country, is forthcoming.

He said GM needs this agreement with the Japanese to "cover the short-term. We can't meet the market and keep our costs down. This is not an unusual move for us — our LUV pickup

Continued on Page 34, Col. 5

index

Auction reports	24
Classified advertising	26
Editorial page	12
Truck highlights	10

58th year — No. 4933

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Now five-speed is standard

The Renault 18i has a fuel-injected 1.6-liter engine with five-speed manual transmission as standard for 1983. The standard axle ratio has been lowered to 3.44:1 from 3.78:1 for improved efficiency. The Deluxe version of the 18i becomes the standard model and includes some features not previously offered at the base price.

Customers not cooperating—they're buying bigger cars

GM may tap its CAFE reserve

By Roger Rowand
Engineering Editor

General Motors said it may not meet its Corporate Average Fuel Economy (CAFE) requirement in the 1983 model year. It may be forced to dip into its bank account of credits earned in past years to avoid a huge fine.

The problem arises from the fact that large cars are selling at rates far higher than anticipated. Small cars, ones that help with CAFE, are lagging.

Betsy Ancker-Johnson, vice president in charge of the Environmental Activities Staff, indicated CAFE for light trucks will be met without credit withdrawal.

"It may be necessary to draw on past fuel-economy credits to meet the standard for cars," she said.

"GM has made the investments in new products and production facilities to exceed the 26.0 miles per gallon standard for cars, but current market conditions and low fuel prices may alter the product mix as it has done in previous years," she said.

Others in Detroit point to slumping sales of GM's high-MPG J-car and its diesels as major reasons for the problem.

A manufacturer earns a three-year credit account by exceeding the Energy Act standards which started at 18.0 MPG in 1978, ran up to 24.0 MPG in the 1982 model year and go to 27.5 MPG in 1985.

If a maker misses CAFE, it faces a fine of $5 for each tenth of a mile it is short times the total number of cars it made that year.

Conversely, if it exceeds CAFE, it earns credits the same way—$5 per tenth of a mile times production.

A company is not assessed the fine until three years after the year in question, so in effect, there is a carry-forward provision as well as a carryback provision.

Use of that formula would indicate GM earned credits in 1982 of 0.2 MPG, in 1981 of 0.2 MPG and in 1980 of 0.9 MPG.

As recently as early August a top GM officer told Automotive News the company would make CAFE for both cars and trucks. He said it would be close but said he was confident the product mix would allow GM to hit the CAFE requirement.

Ancker-Johnson said fully half of all the 1983 GM models will average 26 MPG and many will exceed that.

It is expected GM will close the 1982 model year with a Corporate Average Fuel Economy figure of 24.2.

There is another type of offset credit for fuel economy available to manufacturers. That one is for installation of shift indicator lights (SILs) which have been shown to boost mileage significantly.

But no firm policy on how SILs will be treated for credit purposes has been formulated as yet in Washington.

SILs are different from other mileage devices because their effect is based strictly on driver choice.

An SIL is a dash-mounted prompter that tells the driver an upshift can be made. Most other fuel-economy boosters — for which policy stands — are mechanical devices and the driver plays a passive role in their use.

Volkswagen began offering SILs late in the 1981 model year in a test fleet. In the 1982 model year, it earned a fuel economy credit of about 7 percent with broad use of the lights.

Ford Motor Co. will offer SILs in 1983.

The EPA is studying alternatives for future policy. Until now, it has been treating SILs and economy credits on a case-by-case basis. Because of a proliferation of devices and interest, EPA officials say they feel the agency can't continue on the case-by-case route.

EPA has asked industry members for help in devising a way of handling credits and new-car window sticker information. It is a tough problem, those involved agree.

Said one EPA official as he spoke with a group of manufacturer representatives: "Regulatory agencies are always accused of deciding what's right and shoving it down industry's throat. In this case, we didn't even see a sensible solution we could shove down your throats."

Eldorado Touring Coupe

Returning for '83 is the Eldorado Touring Coupe, which was introduced last year. The package features special ornamentation and black-finished windshield reveal moldings, quarter window channel holdings and windshield wipers. Headlamp and tail-lamp bezels and wheel opening moldings are body-colored. Aluminum wheels also are included.

UAW local-content bill takes big step forward

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The refurbished UAW-backed bill to require U. S. content in varying degrees for large-volume sellers of cars in the American market won approval and a favorable report from the House Energy and Commerce Committee last week.

Thus, the bill whose aim is to force big importers like Toyota and Nissan to build plants in the U. S. and to limit outsourcing by the domestic makers took a big step toward House passage in the dying days of this Congress.

The report will be filed by midnight today (Sept. 20), and the House Trade Subcommittee (to which the bill was also referred) will probably start hearings almost immediately. Opposition there is expected to be strong and as long drawn out as House speaker Tip O'Neill will allow.

While this may be a "media event," especially if General Motors and Ford Motor Co. can be persuaded—or forced—to abandon their neutral stance — the reality is that a bill promising jobs in the severely depressed auto industry is politically unbeatable.

Opponents include a wide assortment of farm interests and all auto importers and major exporters plus the Reagan Administration. They feel certain the Republican Senate—and, if push comes to shove, a Presidential veto—will stop the bill from becoming law this time around.

But barring an extraordinary recovery in the auto sector, the stage will be set for a major battle in the next Congress. As in all depressions, survival becomes paramount and the difference between job preservation and outright protectionism and diminution of competition becomes wafer-thin.

Opposition in the Energy Committee came chiefly from Rep. William Dannemeyer, California Republican, and Rep. Philip Gramm, Texas Democrat. Both are conservatives.

They had impressive supporters and strong philosophical arguments but lacked the votes. Chief proponents were Rep. John Dingell, Michigan Democrat and committee chairman, and Rep. Richard Ottinger, New York Democrat, who had the unceasing efforts of the UAW

Continued on Page 34, Col. 1

UAW, Chrysler reach tentative agreement

By Marjorie Sorge
Labor Editor

The UAW and Chrysler Corp. reached a tentative agreement last week which provides both cost-of-living-adjustments and wage increases.

"This tentative agreement achieves our principal goal — to start Chrysler workers on the long, long road back to parity with workers at General Motors and Ford," said UAW President Douglas A. Fraser.

Chrysler workers made over $1 billion in concessions in the last contract to help the company qualify for federal loan guarantees.

Thomas W. Miner, Chrysler industrial relations vice-president, said the company is "very, very pleased with the agreement, it was as good as we could make it. For the short-term we have a settlement which will put some dollars into our people's pockets. They deserve it after three rough years."

The contract covers 50,600 hourly and salaried workers and 41,000 workers on indefinite layoff.

It consists of a one year agreement on wages and benefits and a two-year pact on non-economic issues such as work rules, absenteeism, worker representation and seniority.

The tentative agreement was reached 6 hours and 16 minutes after a strike deadline at midnight, Sept. 15. The contract had run out at midnight Sept. 14, but was extended for 24 hours.

However, strikes were not averted at St. Louis, Jefferson Ave. (Detroit) and Newark (Del.) assembly plants. Other Chrysler parts operations also went out.

Fraser said he would recommend those strikes be ended.

Both Fraser and Miner said the contract is "modest" and the best that would be done in tough economic times.

While neither would say how much the new contract will cost, Miner said the company can afford it "based on our profit projection for next year."

However, they both indicated that Chrysler will make a profit in the third quarter. And, according to Fraser, profits for the year should be high enough to generate payments out of the profit-sharing plan negotiated in the last contract. It would be the first such payment. Chrysler made a $106.7 million profit in the second quarter.

Fraser also said, the prospect for greater profit sharing in 1985 is "very promising."

Under the new contract, workers also will get three quarterly lump sum COLA payments beginning in December. Based on a 6 percent inflation rate, that would generate 16 cents in the first quarter and 17 cents in both the second and third quarters for a total of 50 cents.

The UAW would like to fold that 50 cents into the hourly rate when a new economic package is negotiated next September, Fraser said. There is no provision for the fold-in in the tentative agreement, according to Miner.

The COLA formula is based on a one cent increase for every 0.26 percent change in the combined U. S.-Canadian Consumer Price Index. Ford and General Motors have the same formula.

Workers at Chrysler gave up COLA in March, 1981, to help Chrysler quality for federal loan guarantees. The resumption of

Continued on Page 6, Col. 4

Domestic total of 107,423 is 29 pct. below '81 figure

Early-Sept. sales lowest since 1972

By Jenny L. King
Staff Writer

The early-September domestic new-car sales drop was the 10th consecutive down period for the U. S. auto makers and brought to 20 the number of 10-day segments in 1982 in which retail sales did not meet or beat year-ago-levels.

The daily selling rate Sept. 1-10 was only 13,428, lowest so far this calendar year and down 28.99 percent from 18,910 a year earlier. There were eight selling days both years.

Sales totaled 107,423, down 28.99 percent from 151,281, and lowest for any 1982 period since 101,199 reported for the first 10 days in January. This was the poorest early-September since 1972, when 103,697 new cars left dealerships.

General Motors reported a sales drop of 30.29 percent, sliding to 65,883 units from 94,505 last year. It was GM's smallest total since the early-July period when 61,855 new cars were delivered. Ford Motor Co. was down 22.94 percent, to 25,491 from 33,081.

Chrysler Corp. sales of 12,853 were down 29.85 percent from 18,321. It was Chrysler's poorest 10-day total of the year. Volkswagen of America was down 42.97 percent, to 1,696 from 2,974, while estimated sales of American Motors passenger cars numbered 1,500, down 37.50 percent from 2,400 a year ago.

DOMESTIC SALES

	Sept. 1-10, 1982	Sept. 1-10, 1981
AMERICAN MTRS.	1,500†	2,400†
Chrysler	3,853	2,286
Imperial	32	39
Plymouth	4,322	8,068
Dodge	4,646	7,928
CHRYSLER CORP.	12,853	18,321
Ford	16,843	23,976
Mercury	6,755	7,709
Lincoln	1,893	1,396
FORD MOTOR CO.	25,491	33,081
Buick	13,030	19,696
Cadillac	4,112	6,003
Chevrolet	25,297	33,657
Oldsmobile	14,728	20,781
Pontiac	8,716	14,368
GENERAL MTRS.	65,883	94,505
VOLKSWAGEN	1,696	2,974
INDUSTRY TOTAL	107,423	151,281

† Estimated

GM earned 61.33 percent of the early-September market, down from 62.47 percent in 1981. Ford sales earned it 23.73 percent, up from 21.87 percent. Chrysler dipped to 11.96 percent from 12.11 percent. VWoA had 1.58 percent, down from 1.96 percent, leaving AMC just 1.40 percent of the total, down from 1.59 percent a year ago.

Chrysler and Lincoln were the only domestic makes to show sales gains during the period. Chrysler climbed 68.55 percent, to 3,853 from 2,286 last year. Lincoln was up 35.60 percent, to 1,893 from 1,396.

Plymouth was down 46.43 percent, Imperial was down 17.95 percent and Dodge was off 41.40 percent. Ford was down 29.75 percent and Mercury was off 12.38 percent.

Buick dropped 33.84 percent, Cadillac was down 31.50 percent, Chevrolet was down 24.84 percent, Oldsmobile was down 29.13 percent and Pontiac plunged 39.34 percent.

Year-to-date sales reached 3,881,566 by Sept. 10, down 14.85 percent from 4,558,642 a year earlier.

Light trucks weaken; so do August sales

A softening in the light-truck market in August, coupled with continued weakness in demand for big trucks, resulted in the sharpest decline in monthly retail sales since last December.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 184,843 units, a decrease of 11.5 percent from the 208,785 sold in the same month a year ago.

For the first eight months of 1982, however, sales were up 7.5 percent to 1,721,021 units, with only medium and heavy trucks running behind the year-earlier pace. Through August last year, 1,600,470 trucks had been retailed.

Light trucks were down 9.8 percent during the month to 170,849 units, compared with 189,471 a year ago. The non-captive imported compact pickups, however, were up 6.4 per-

Table on Page 22.

cent as a group, from 29,430 sales in 1981 to 31,327.

Only 3,876 medium trucks were retailed in August, off 44.9 percent from last year's 7,035, which was a far cry from deliveries made in pre-recession days.

• In August, 10,118 heavy trucks were retailed, a decline of 17.6 percent from last year's total of 12,279.

Through August, sales of light trucks showed an increase of 10.6 percent to 1,590,251 units, compared with 1,437,754 in the first eight months of 1981.

The eight-month medium total plunged 44.2 percent, from 56,549 units a year ago to 31,543. Heavies totaled 99,236 through August, a decline of 6.5 percent from the year-earlier 106,167 vehicles.

Sales of compact pickup trucks were up for August and the eight-month period.

During the month, 67,957 units were retailed, an increase of 46.4 percent over the year-ago 46,429. Through August, the total was 499,122 units, also a gain of 46.4 percent over the 340,818 sold in the like period in 1981.

August sales of the domestic compact—Chevrolet S-10, GMC S-15, Ford Ranger, Dodge Rampage, Jeep Scrambler and Volkswagen — totaled 30,760,

Continued on Page 22, Col. 3

'Finest Sportscoach ever'

Sportscoach Corp. of America, Elkhart, Ind., calls the Sportscoach III "the finest motor home Sportscoach has ever introduced." It features a white exterior with graphics color-coordinated with interior decors. Other highlights are a custom-designed grille incorporating the hood and headlights, custom chrome wire wheel covers and anodized aluminum trim.

RVIA plans workshops at show in Louisville

CHANTILLY, Va.—The Recreation Vehicle Industry Assn. will sponsor five dealer-management workshops and a motivational seminar at its 20th annual national RV show Nov. 30-Dec. 3 in Louisville.

John Casey, president, Shurflo, Anaheim, Calif., and chairman of RVIA's National Show Committee, said "the workshops and seminar will zero in on dealers' needs and interests and are aimed at helping them fine-tune their profit potential and be more successful."

The workshops will be held the afternoons of Nov. 30 through Dec. 2), and are scheduled so dealers can attend more than one.

Topics are Getting and Keeping Wholesale and Retail Credit, Small Business Computers in the RV Dealership, Women in Business, RV Rentals—Opportunities and Pitfalls and Merchandising Parts and Accessories.

The seminar on credit will be conducted by Robert L. Berner, Citicorp executive and RVIA Finance Committee chairman, and Gordon E. (Mike) Gilbert, Coachmen Industries, and Robert R. Rawlings, CIT Financial Services, committee members.

They will give advice on how dealers can start and maintain long-lasting relationships with lenders.

Eric Haas, Raxis International, Indianapolis, will speak at the computer workshop and will instruct dealers on the value and usefulness of business computers in RV dealerships of all sizes. He is expected to focus on using computers to maximize sales leads and implement rapid credit checks.

Speaking on women in the RV business will be Fran Van Pelt, who for the last 10 years has owned and managed Outdoor World, Inc., an RV dealership in Aurora, Ill.

The motivational seminar for dealers, scheduled Dec. 2, will feature Joe Girard, the self-styled "World's Greatest Salesman."

Upturn expected in attendance at RV show on coast

CHANTILLY, Va.—More than 120,000 potential buyers and 3,000 RV dealers are expected to attend the 30th annual recreation-vehicle and manufactured-housing show Nov. 3-14 at Dodger Stadium in Los Angeles.

Kay Toolson, sales vice president, King's Highway Mobile Industries, Inc., Compton, Calif., and show chairman, noted that last year's public gate was 115,000 people.

"We're predicting even more this year because it's been a good year for the industry and because the show is operating with a bigger advertising budget than ever before," she said.

The show is sponsored by the Recreation Vehicle Industry Assn., and the Western Manufactured Housing Institute. There will be about 600 recreational vehicles and 50 manufactured homes on exhibit, and nearly 200 supplier booths displaying the latest in parts and accessories.

Trade days are Nov. 3-5, while the public is invited Nov. 6-14.

A highlight of this year's show will be a dealer-management workshop on financing, scheduled for 9 to 11 a.m., Nov. 4 at the Stadium Club. Speakers will be Robert L. Berner, Citicorp Executive and Chairman of the RVIA Finance Committee, and Gordon E. (Mike) Gilbert, Coachmen Industries, and Robert R. Rawlings, CIT Financial Services, committee members.

The workshop will focus on how dealers can nurture long-lasting relationships with lenders. The seminar will be repeated at RVIA's 20th annual national RV show in Louisville.

recreation on wheels

Sales not great, but profits hold

Kansas City picture pleases RV dealers

By Grier Lowrey
Staff Correspondent

KANSAS CITY, Mo. — Nobody's dancing in the service bays, but RV dealers around here aren't unhappy as they review the pattern of business rising from spring and summer sales. They've gleaned a few impressions on how to project for fall, winter and next year.

Gross and net profits were up at most dealerships. Tightening overhead expenses, cautious buying and realistic pricing helped boost profits. Grosses soared at some used RV marts.

With an exception or two, demand for new RVs didn't match expectations. Traffic was brisk on the lots and buyers showed interest, but in too many instances they couldn't afford the deal.

The upshot was that they turned their attention to used units. Dealers with a large selection of reconditioned units prospered, especially those who search actively for used RVs and then spend $500 and up to refurbish them.

These dealers, however, are encountering a problem: Good used units are harder to uncover, and they pay more for the ones they find. But then, they simply asked and got more for them.

Dealers with decent service facilities report higher service and parts incomes. This business was fueled by insurance work stemming from an unusual number of spring and summer hail and windstorms.

• What's selling? It depends on your source of information. Seemingly, it's a mixed bag.

At an auto dealer's RV center, van conversions with all the amenities, priced at $21,000, did well. They sold to people-haulers, spectator-sports tailgaters and to companies.

The "sleeper" at another dealership was the wide-body van. One dealer is banking on smaller-sized travel trailers in the 16-to-22-foot range because the towing capability of small-engine autos won't handle larger sizes.

Sales of the big motor homes have been spotty. New mini homes fared better and used minis have been hot. Sales of fifth-wheels edged up at several places. Folddown trailers can't be overlooked. They're priced for the current economy and have a lot of other features going for them, such as convenient storage.

It's hard to rent or lease an RV in Kansas City. Replacement costs forced several deal-

Continued on Page 22, Col. 1

Bentley places stress on safety in Skyview van

ARLINGTON, Tex. — Bentley Corp., producer of Good Times and Venture van conversions, places the emphasis on safety in its new model—the Skyview, which features a fiberglass raised-roof design.

The Skyview interior has an additional 21 cubic feet, providing more storage space and allowing an average-sized person to stand up inside.

"This model will be most popular with people interested in a mini motor home," said Jim McDonald, Bentley general manager. The Skyview will be available on all chassis—Ford, Chevrolet, Dodge and GMC.

"Safetywise, the Skyview is structurally more sound than the typical raised-roof converted van," McDonald said. "We don't completely eliminate the original roof.

"We leave about three feet in the front, over the driver and passenger, and about two feet in the back. The raised section incorporates what essentially are roll bars that are bolted into the roof of the van."

The raised-roof design also includes a high-impact, molded ABS plastic interior.

"It's not just pieced together," McDonald said. "The lighting in the roof is fluorescent and there is storage space on both sides."

Bentley, which expects to reach $30 million in sales this year, anticipates that the Skyview will make up approximately 7 percent of its output, McDonald said.

Red Rangers go to a ball game

More than 100 white-striped Red Rangers stand by at Busch Memorial Stadium for Ford Division's St. Louis district 1983 "Special Driveaway." Many district dealers were "tailgating"—having a box lunch on the back of the pickups—before attending a St. Louis Cardinals baseball game.

Skyview 'raises the roof'

The Skyview van conversion features a fiberglass raised-roof design, providing more interior storage space and allowing an average-size person to stand up inside. It is offered on all van chassis.

Gross and net profits up at most dealerships

RV market rising in Kansas City

Continued from Page 10

ers prominent in leasing out of that ballgame last year.

The year's been good to the few dealers who carry a selection of used units. Bill Roach, Riviera Trailer Sales, Kansas City, is one of them.

"See that 1977 minihome out there at the front?" he said. "We're asking $17,950 for it. That's $3,000 more than it sold for new. We'll get our price. There's no letup in the used market.

"Two years ago, we were earning about $2,000 profit on units we had about $10,000 in," he added. "Last year, our gross profit ran about $3,000 in the same bracket. This year, we've realized a good $4,000 on RVs in that range."

"Along with inflation, the two or three price increases on new units in the past year forced used-unit prices upward," Roach explained. He added:

"We've had to pay 10 to 15 percent more for used RVs we've obtained this year from private owners, car outlets and other sources. And because of the improved price situation, private owners and the car dealers are more likely to do their own selling.

"It's getting tougher all the time to fill out my used selection, and I spend an hour or so every morning checking out 'for-sale' sections in classified advertising and making phone calls," he said.

Roach said his dealership moved 98 new and used RVs in the first six months of 1981. This year, he added, the figure edged up to 115 units, with profits from reconditioned units doubling.

It took used units to haul the volume up at the Olathe (Kan.) Ford RV Center. Jim Frum, sales manager, said sales of new RVs were soft in the first half.

"It happened time after time on our lot," he said. "The couple arrived with the intention of buying a new RV, but when we got all the totals on paper, they had to back off and turn their attention to a used vehicle. Thankfully, we usually had something good to show them. Used minihomes and Class As priced under $20,000 were hot this season.

"But buyers are getting more critical every year," he added. "The used stuff had to look good or it got short shrift. We spend between $500 and $700 on reconditioning.

"We feel good about the business," Frum said. "This is a sturdy RV market. If you don't think people like RVs, get out on the freeways and make a check on the number you see moving around the area."

M. C. McEndree, Jayhawk Camper Sales, in suburban Shawnee, reported a 25 percent increase in sales the first six months of 1982, almost totally in new RVs.

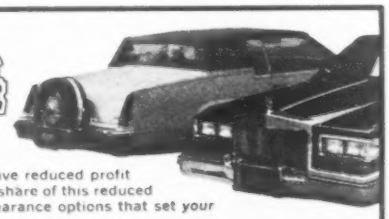
"We've done a good job on new travel trailers because we've got a couple of quality lines with wide acceptance, and we've accumulated a repeat patronage that trades on about a three-or-four-year cycle," he said.

McEndree is a travel-trailer specialist; he's negative on motorized gear because he says he can turn an inventory of travel trailers two or three times faster than he could motor homes. He puts thumbs down on the folddowns, claiming the price tags — $5,000 and $7,000 — have shoved the prime prospects, the young family, out of the market.

• He glows over the number of custom trailers he's moved so far this season for use as classrooms and similar purposes. He engineered one sale of a trailer for use as a computer classroom in Saudi Arabia and another destined for South Africa.

As a whole, McEndree said,

Continued on Page 33, Col. 1



the Classic Concept is the Profit Concept

Demand is down and factories have reduced profit margins. You can attract a larger share of this reduced market with dealer installed appearance options that set your automobiles apart from the rest.

Installation is simple and the necessary training is available from E&G Classics at no cost. **One complete restyling package including Classic Grille, simulated convertible top and Classic Spare can generate as much cash profit as the automobile itself.**

Call us for detailed information today. It will mean the difference in your profit margin.

E&G CLASSICS, INC.

THE INDUSTRY LEADER IN THE DESIGN, MANUFACTURING AND MARKETING OF DISTINCTIVE AUTO RESTYLING PRODUCTS

8909 McGaw Ct. Dept. AN, Columbia, Maryland 21045 • Telephone: 301-992-4900

SAME DAY SERVICE

Factory Exchange on:

• A-C Delco Cruise Control
• All Gas, Diesel & Resume Units

DAYTON SPEEDOMETER SERVICE, INC.

AC Delco Service & Sales Center

660 N. Main, Dayton, Ohio 45405

National 1-800-543-9687 | In Ohio 1-800-543-0719 | Local (513) 222-1491

AN-4

Your key to a select, free-spending audience

HUMM'S GUIDE TO THE FLORIDA KEYS

Winter/Spring 1983 Issue
Publishing: December 1, 1982
Closes for Advertising: October 1

The Florida Keys are becoming one of America's hottest vacation spots, attracting nearly a million visitors annually. These are consumers in the mood to spend...and prime sales prospects for a wide variety of leisure-time products and services.

Your most effective way to reach this key audience is by advertising in *Humm's Guide to the Florida Keys*. Since 1972, Humm's has been *the* directory to accommodations, sightseeing, dining and recreation throughout the Keys, from Key Largo to Key West. And *each* semi-annual issue—Winter/Spring and Summer/Fall—will deliver your message to 50,000 Keys-bound vacationers!

The Winter/Spring 1983 issue of *Humm's Guide to the Florida Keys* will be published December 1, 1982. *Closing date for advertising space reservations is October 1!* For further information, or to reserve your space, call one of the representatives listed below.

HUMM'S
Guide to the Florida Keys
The Guide to What to See and Do in the Fabulous Florida Keys

Chicago
Dave Bailey
(312) 649-5240

New York
Don Angela
(212) 210-0294

A publication of Crain Communications Inc

Total sales sag to '82 low

August light-truck market weakens

Continued from Page 10

compared with only 3,444 a year ago. Only the Scrambler and Volkswagen were available at that time, however.

Eight-month sales of the domestics soared to 239,396 units, compared with 27,794 through August, 1981.

• Sales of the Japanese-built small pickups—Toyota, Datsun, Mazda, Isuzu, Chevrolet LUV, Ford Courier, Dodge Ram 50 and Plymouth Arrow — were down from a year ago for both the month and the January-August period.

During the month, 37,197 units were retailed, down 13.5 percent from the year-earlier 42,985. Through August, the total was 259,726, off 17 percent from last year's 313,024.

Although the imports' share of the compact-pickup was down drastically from a year ago, it still was slightly higher than the domestics.

In August, the imports accounted for 54.7 percent of the small-pickup sales, compared with 92.6 percent in the same period a year ago. For the eight months, they had 52 percent of the total, as against 91.8 percent in 1981.

The number of unsold trucks in retailers' hands at the start of September was up substantially over last year. On Sept. 1, there were 621,080 new vehicles in inventory, 29.3 percent higher than the year-ago 480,396.

Light trucks on hand totaled 571,927 units, an increase of 36.6 percent over last year's 418,571. There were only 11,037 mediums in stock, down 49.8 percent from the year-ago 21,973. Heavies were off 4.4 percent, from 39,852 in 1981 to 38,116.

• Big Three truck dealers retailed 141,160 trucks during the month, off 12.8 percent from last year's 161,970. The eight-month count was up 12.8 percent, however, from 1,251,484 units in 1981 to 1,411,922.

During the month, Ford dealers sold 54,362 trucks, down 22.6 percent from last year's 69,330. Through August, the total was 532,021, an increase of 3.9 percent over the year-ago 511,979.

No. 1 Chevrolet reported that its dealers retailed 54,346 units in August, down 13.6 percent from last year's 62,888. The eight-month total was 549,995 units, up 13.6 percent over the 484,287 sold through August, 1981.

Dodge and Plymouth dealers sold 18,454 light trucks during the month, a gain of 16.1 percent from the year-earlier 15,893. Through August, the count was up 28.2 percent, from 133,267 units in 1981 to 170,822.

GMC Truck & Coach reported a one-percent increase in sales during the month, from 13,859 units a year ago to 13,998. The eight-month total was 159,084 units, an increase of 30.4 percent over the year-earlier 121,951.

Sales of the four-wheel-drive Jeep vehicles were down for both August and the eight months. The August count was 4,368, off 17.3 percent from last year's 5,284. Through August, the total was 42,109, down 1.6 percent from the year-earlier 42,794.

• August sales of the Volkswagen compact pickup were down 65.5 percent, from 2,626 a year ago to only 905 units. The January-August total was 8,841, a decline of 61.5 percent from last year's 22,974.

Sales of Mercedes-Benz medium and light-heavy trucks in August were down 41.4 percent to 230 units, compared with 386 in 1981. The eight-month total of 1,778 units was off 28.8 percent from last year's 2,496 vehicles.

Toyota dealers retailed 17,399 units during the month, an increase of 3.5 percent over last year's 16,805. Through August, the total was down 2.6 percent to 93,902 units, compared with 96,397 in 1981.

In August, Datsun dealers sold 8,125 compact trucks, a decline of 16.3 percent from the year-ago 9,713. The eight total was off 23.7 percent, from 80,602 in 1981 to 61,484.

August and eight-month sales of the Mazda compacts were up dramatically over a year ago. During the month, dealers sold 4,532 units, 222.6 percent higher than the year-earlier 1,405. Through August, the count was 26,806, a year gain of 144.5 percent over last year's 10,964.

Isuzu dealers sold 1,271 small trucks during the month, down 15.7 percent over last year's 1,507. But the January-August count was up 117 percent, from 5,326 units a year ago to 11,556.

Big Three August, year-to-date truck sales

	August 1982	August 1981	Year to-date 1982	Year to-date 1981
Ford				
Vans	8,688	10,316	82,024	74,871
Club Wagon	2,579	1,682	22,957	16,986
Ranger	9,993	.....	64,123	.....
Courier	1,451	5,169	22,146	44,519
Bronco	2,432	3,667	27,290	23,910
Conventional Pickups	25,458	43,831	281,821	315,892
Mediums	N.A.	3,796	N.A.	29,309
Heavies	N.A.	869	N.A.	6,492
Chevrolet				
Vans	7,739	9,076	69,650	63,178
Sportvan	824	1,043	10,816	9,773
S-10	11,686	2	122,775	2
LUV	1,644	5,684	17,088	49,024
El Camino	1,598	3,367	14,589	24,229
Blazer	1,050	2,071	18,202	15,302
Suburban	1,623	1,628	19,556	14,845
Conventional Pickups	26,663	37,600	266,042	291,502
Mediums	1,519	2,417	11,277	16,432
Heavies	.....	.....	.....	.....
Chrysler				
Vans	4,609	4,351	42,001	34,544
Voyager	263	262	3,457	3,323
Rampage	1,355	.....	12,006	.....
Ram Wagon	1,865	1,409	20,469	13,958
Arrow	385	803	4,206	6,692
Ram D-50	2,390	1,899	22,538	19,500
Trail Duster	.....	163	244	1,200
Ramcharger	466	346	7,402	3,564
Conventional Pickups	7,121	6,660	58,499	50,486
GMC				
Vans	1,671	1,819	19,055	16,192
Caballero	144	277	1,825	3,037
S-15	2,337	.....	26,232	.....
Jimmy	359	431	4,905	3,327
Suburban	565	426	6,630	3,361
Conventional Pickups	6,930	7,639	74,213	70,194
P models	359	307	2,681	2,475
Mediums	1,111	1,941	16,709	15,131
Heavies	522	1,019	6,834	8,234

Two choices in ragtops

Convertible Specialties, Gardena, Calif., converts the Toyota Corolla into a soft-top with manual roof for $2,300. Power roof costs $2,500. Conversion time is said to be two weeks.

factories list auction dates

American Motors

Sept. 21—D-A Auto Auction, New Stanton, Pa.

Sept. 22—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala., and Columbus Fair Auto Auction, Obetz, O.

Sept. 23—Todd Auto Auction, Telford, Pa., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Sept. 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 28—Aptco Auto Auction, Taylor, Mich.

Sept. 29—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Sept. 30—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Ford Motor Co.

Sept. 22—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Lakeland Auto Auction, Lakeland, Fla.

Sept. 23—Nashville Auto Auction, Nashville, Tenn., and Skyline Auto Exchange, Fairfield, N. J.

Used car sales
Auction Averages

September to date	$4,848
Month ago	$4,921
Year ago	$4,276

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1982	$8,359	$8,749	$9,371
1981	6,554	6,591	6,824
1980	5,160	5,348	5,377
1979	5,017	4,830	4,823
1978	3,895	3,867	3,872
1977	3,207	3,038	2,935
1976	1,976	2,046	2,103
1975	1,295	1,357	1,686
Overall Average	$4,848	$4,910	$4,885

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

AUCTION

CANADA!

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
LBE 3C2 Ph. (418) 560-4851
(DEALER AUCTION)

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada
LBE 3C2 Ph. (418) 580-4851
(DEALER AUCTION)

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

RETAIL AUCTIONS AND BUSINESS TERMINATION AUCTIONS A SPECIALTY (ON YOUR LOCATION)

- **Over 20 years experience**
- **A Complete Auction Service . . . Both Wholesale & Retail**

FOR **IMMEDIATE** SERVICE
WRITE OR PHONE
MICHAEL LAWRENCE
Montreal Auto Auction Ltd.
325 RUE NORMAN
VILLE ST. PIERRE
QUEBEC, CANADA
H8R 1A3
PH (514) 489-6873

CANADA

DRIVE AWAY

SERVICE
Immediate delivery of your cars to Boston, New York and Philadelphia areas. Your U. S. dollar is worth 25% more in Canada.
MONTREAL DRIVE AWAY SERVICE LTD.
514-937-2816
20 Years Experience

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, September 28, 1982

CHRYSLER CORP.	FORD MOTOR CO.	AMC FACTORY SALE
10 A.M.	10 A.M.	11 A.M.
SALE OF 200 UNITS CHRYSLER PLYMOUTH DODGE DEALERS ONLY	SALE OF 200 UNITS FORD & LINCOLN-MERCURY DEALERS ONLY	SALE OF 200 UNITS ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
(Open to All Licensed Auto Dealers)

APTCO DETROIT

MISSOURI

MAKE YOUR PLANS NOW
TO ATTEND
OUR SEVENTH ANNUAL
PRE-HUNTING SEASON
4 WHEEL DRIVE & PICKUP TRUCK AUCTION
OCTOBER 21st, 11 A.M.
Nation's largest consignment of 4 wheel drives
Expecting 500 to 600 4-wheel drives and pickups for this sale.
(Last 2 previous sales had over 650 vehicles)
CALL:
314-474-9595
FOR ROOM RESERVATIONS AND INFORMATION
—YOU MAY PRE-REGISTER BY PHONE—
RICHARD HEAD'S
AUTO AUCTION, INC.
ROUTE 2 & I-70
COLUMBIA, MISSOURI

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW YORK

Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

AUTOMOTIVE NEWS ADS PRODUCE EXCELLENT RESULTS

Recovery prognosis is guarded

Sales projection cut to 9.2 million for '83

Continued from Page 1

and it is likely the U. S. Federal Reserve Board will ease its monetary policy somewhat.

The forecast showed a slight easing in unemployment on an annualized basis in the fourth quarter for a 1982 total of 9.38 percent, with modest quarter by quarter improvement next year, although the unemployment rate for all of 1983 will likely be about 9.14 percent.

Gasoline prices are expected to remain fairly stable in real terms, and the index of production workers' wages is expected to increase only slightly over the next 18 months.

"On an annual basis, the inflation rate improves from 9.4 percent last year to 6.3 percent in 1982 and 5.9 percent in 1983," Eckstein said, as a result of "wage deceleration, lower world oil prices, bumper crops, a strong dollar and a resumption in labor productivity gains."

In the auto sector, import penetration, which has been running at record levels recently, is expected to abate as the recovery progresses, with total import new-car sales penetration now forecast at 27 percent for 1982 and less than 25 percent in 1983.

The finance rate for consumer auto loans is expected to show a third quarter drop to 16.49 percent from 17.20 in the second quarter and 16.4 percent last year, with a further drop to 15.78 percent in the fourth quarter.

However, auto loan rates are not expected to drop substantially next year, with the rate remaining above 15 percent until the fourth quarter of 1983.

The one true bright spot in the current ANWO continues to be the light-truck segment of the U. S. industry, with the forecast for next year upgraded in the current forecast to 2.9 million units in 1983 compared with the 2.27 million units forecast in June.

The improvement in the outlook is based on general economic factors in the "recovery" as well as product availability.

Larger cars are still expected to fare better than the smaller domestic offerings, with retail deliveries of full-size and intermediate-size cars expected to total 4.89 million this year, compared with 4.98 million last year.

However, of the total number of units removed from the 1982 forecast since the last AUTOMOTIVE NEWS WORLD OUTLOOK, 190,000 came from the fuel-efficient segment while 310,000 came from the larger-car segment. The forecast import total for 1982 was not reduced.

For 1983, the larger-car domestic segment forecast was dropped 220,000 units since June while the fuel-efficient segment lost 140,000 units. The import segment remained virtually unchanged.

RV business turns a profit in Kansas City

Continued from Page 22

it's been a good year and next year looks better. The trailer market is steadily making a comeback, he said.

At Shawnee Camper Sales, Shawnee, the folddown units are good sellers, according to Bill Palmer.

"They get young families RV-conscious and create activity on our lot," he said.

Fifth-wheel sales represent about a third of the total volume, while motorized RVs have been losing ground for two years. He said he sees that trend continuing for a year or two.

"The number of people who can afford to pay $30,000 or more for a motor home is dwindling," he explained.

• Sales of folddown units exploded this year at All Seasons Campers, Independence, Mo., and Lee Reid reported heavy business in models priced between $3,500 and $4,000.

"People are catching on to how well these moderately priced RVs fit into their budgets," she said, "You can pull them anywhere. Granted, the gross profit per sale doesn't exactly stagger you, but they're enabling us to keep a toehold in the business and put together a following that will be able to afford higher-priced RVs later on."

• Bert Collard, Bert Collard Chevrolet RV Center, Leavenworth, Kan., said business this year is "better than last." New RV sales, he added, are in a "holding pattern."

Sales of fifth-wheels and travel trailers in 20- and 23-foot lengths took a sharp jump in July. The 25- and 30-foot fifth-wheels, he said, are gaining converts among people taking extended vacation trips and those who live in their RVs for lengthy periods.

He calls his RV operation a "department store" that also includes van conversions, folddowns and pickup covers. Vans are a Collard RV standby. "They're geared to pull trailers and are bought frequently as tow vehicles," he said.

Chrysler deals move, open in St. Louis

ST. LOUIS.—Mid-City Chrysler-Plymouth is moving from its mid-city location to suburban Ellisville, and Jan Mazzuca, the principal owner, is switching to Dodge. The dealership will be Mazzuca Dodge.

A new Chrysler-Plymouth outlet will be opened in the mid-city area by Chris Blumeyer and Mike Sheahan, who own a Volkswagen dealership. Their new point will be called Quality Chrysler-Plymouth.

Shortages mark 51-day supply of import cars

Continued from Page 1

patterns in Sweden, both Volvo and Saab shipments have dwindled while sales held strong last month, resulting in depleted stocks.

Days-supply figures for other European lines Sept. 1 included: Volvo, 36; Saab, 51; Jaguar, 55; Peugeot, 89; Renault, 187; Fiat, 191, and DeLorean, 330.

Days-supply figures for new imported pickup trucks in inventory Sept. 1 were: Mazda, 46; Toyota, 55; Datsun, 159; Chrysler Corp./Mitsubishi, 173; Chevrolet LUV, 214; Isuzu, 235, and Ford Courier, 268.

Kennard sees Cadillac sales rising 13 pct. in '83 season

By Francis J. Gawronski
Service Editor

MILFORD, Mich.—A 13.4 percent increase in sales was forecast for Cadillac as the division's 1983 models were unveiled at a press preview here.

Speaking at the General Motors Proving Grounds, Edward C. Kennard, Cadillac general manager, said, "For the 1983 model year, we are forecasting in the area of 265,000 sales, a 13.4 percent increase over 1982.

"For the 1982 model year, which ends Sept. 30, we project total Cadillac sales of 233,700 units, a 3.2 percent increase over the 1981 model year," Kennard said. "Cadillac sales began a turnaround from depressed 1980 levels early in 1981 and have been upbeat ever since."

The 1983 projections and 1982-model-year results by nameplate are as follows:

Cimarron, 20,000 and 14,800; Eldorado, 60,000 and 54,600; Seville, 28,000 and 21,950, and de-Ville-Brougham-limousine, 157,000 and 142,350.

This is Kennard's last new-model introduction at Cadillac. He will retire Oct. 1, and will be succeeded by Robert D. Burger, currently Cadillac assistant general manager. Kennard has headed the division since 1974.

Kennard said that, with the introduction of the 1983 Cadillac models, "fuel injection will eject the carburetor from our lineup for the first time in our eight-decade history."

"Cadillac will become the only U. S.-based car maker that has fuel-injected engines across the line," he said.

"As far as we're concerned, this is another step in the Cadillac tradition of technological leadership and quality."

Kennard said Cadillac was "very encouraged" with Cimarron's past performance and is "excited about the future" of the car.

According to Cadillac surveys, Kennard said, 80 percent of Cimarron purchases represent new business for Cadillac—"a possible new record for a new car"; 63 percent of the sales have been conquests of other makes; 17 percent of the purchases have been additional cars sold in the household.

Also, only 20 percent of the Cimarron buyers traded in another Cadillac; 54 percent of the buyers never owned a Cadillac before, and 38 percent of the purchasers said they would have bought a foreign car if Cimarron had not been available.

"At Cadillac, we have great confidence in 1983 and the future, because we are making a commitment," Kennard told the newsmen. "A commitment in terms of products, plants, innovative thinking and quality. Our actions are designed to keep Cadillac the luxury car leader for the 36th consecutive year."

Carpentier, McPherson buy Riggs Oldsmobile

REDWOOD CITY, Calif. — Riggs Oldsmobile has been purchased by Jack Carpentier and John D. McPherson. The new dealership will be called Jack Carpentier Oldsmobile. Raymond Riggs is retiring after 20 years.

Carpentier will be president of the firm. He is a past president of the Northern California Motor Car Dealers Assn.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES, INC.

		1982					1983				
U. S. Macroeconomic Outlook	Year 1981	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1982	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1983
% change gross national product—1972 dollars	1.94	-5.11	1.26	1.50	2.96	-1.53	3.56	3.22	4.45	4.46	3.15
Index of production workers wages	2.73	2.86	2.90	2.94	2.99	2.92	3.04	3.09	3.14	3.20	3.12
Consumer price index (all urban)—all items	2.72	2.84	2.87	2.92	2.96	2.90	3.01	3.05	3.09	3.14	3.07
Unemployment rate—all civilian workers	7.63	8.77	9.47	9.74	9.55	9.38	9.39	9.25	9.04	8.88	9.14
Index of consumer sentiment	0.71	0.67	0.66	0.67	0.68	0.67	0.67	0.68	0.71	0.72	0.70
Housing starts, private including farm—total	1.10	0.92	0.95	1.09	1.20	1.04	1.25	1.34	1.43	1.50	1.38
Index of real gasoline prices (1981:4=1)	1.00	0.96	0.89	0.94	0.94	0.93	0.95	0.96	0.97	0.98	0.97
U. S. Financial Outlook											
Prime rate on short-term business loans	18.87	16.27	16.50	13.91	12.24	14.73	13.77	13.98	13.34	13.16	13.56
Finance rate on consumer auto loans	16.54	17.05	17.20	16.49	15.78	16.63	15.35	15.63	15.02	14.26	15.06
Real new-issue rate	7.79	7.35	8.58	3.87	4.19	6.05	6.05	6.05	5.02	5.52	5.66
Real short-term interest rate	7.79	7.35	8.68	3.87	4.19	6.00	6.26	5.47	4.51	4.64	5.22
Personal savings as % disposable income	12.47	13.29	14.15	16.83	16.66	15.23	15.50	15.23	17.15	17.52	16.35
Ratio of corporate profits to GNP	7.91	5.73	5.55	5.36	5.38	5.50	5.48	5.61	5.81	6.01	5.73
Ratio of fixed investment to GNP	11.78	11.92	11.57	11.16	10.82	11.37	10.71	10.70	10.78	10.86	10.76
U. S. Automotive Outlook											
Total new passenger car retail sales—units	8.54	8.00	7.50	7.71	8.32	7.88	8.67	8.88	9.36	9.86	9.19
Domestic share %	72.59	71.67	72.89	71.98	74.45	72.74	75.01	74.83	75.53	76.43	75.45
Fuel efficient units	3.61	—	—	—	—	3.00	—	—	—	—	3.49
Full size and intermediate units	4.98	—	—	—	—	4.89	—	—	—	—	5.70
Import share %	27.41	27.92	26.67	28.02	25.55	27.04	24.99	25.17	24.47	23.57	24.55
Dealer deliveries—light trucks—units	2.04	2.45	2.30	2.46	2.61	2.46	2.78	2.93	2.95	3.12	2.95
Dealer deliveries—Class 6-8 trucks—units	0.23	0.20	0.20	0.22	0.24	0.21	0.25	0.25	0.25	0.26	0.25
Passenger car production	6.28	—	—	—	—	5.17	—	—	—	—	6.41
Commercial vehicle production	1.70	—	—	—	—	1.92	—	—	—	—	2.31

WORLD AUTOMOTIVE OUTLOOK

European New Car Registrations

	1980	1981	1982	1983	1984	1985	1986
France							
Total registrations	1.873	1.835	1.935	2.010	1.941	1.922	2.002
Small-car segment	1.128	1.159	1.222	1.255	1.203	1.199	1.249
Large-car segment	.738	.672	.713	.754	.737	.723	.753
United Kingdom							
Total registrations	1.513	1.485	1.530	1.661	1.654	1.672	1.672
Small-car segment	.770	.846	.889	.965	.934	.926	.926
Large-car segment	.736	.632	.641	.696	.720	.746	.746
West Germany							
Total registrations	2.426	2.330	2.270	2.470	2.674	2.680	2.640
Small-car segment	1.049	1.074	1.089	1.175	1.245	1.232	1.214
Large-car segment	1.305	1.216	1.181	1.294	1.429	1.448	1.426
Italy							
Total registrations	1.716	1.734	1.629	1.601	1.650	1.590	1.500
Small-car segment	1.344	1.343	1.278	1.263	1.287	1.227	1.157
Large-car segment	.386	.402	.351	.338	.363	.363	.343

NOTE: Units stated in millions. Totals may not add due to rounding. Some historical data revised by U. S. government statistical revisions.

Pontiac makes the P-car official

After years of official secrecy surrounding development of the two-seat P-car, Pontiac has finally announced it will come on line in the fall of 1983 at the Fisher Body plant in Pontiac. Employes hang a new sign in anticipation of the change.

Strikes at Chrysler plants put lid on auto production

U. S. auto makers planned a 13.25-percent increase in production last week but the week's total was likely to be reduced by wildcat strikes at most Chrysler Corp. plants.

Auto makers slated production of 105,789 cars, up from the 93,405 built during the previous holiday-shortened week and a 1.50-percent increase from the 104,223 built during the comparable period last year.

Chrysler Corp. production will be lower than planned because of strikes which started at midweek at most plants after UAW negotiators and the company failed to reach agreement before the midnight Sept. 15 deadline. A tentative agreement was reached hours later, but workers had already left their jobs.

Ford Motor had four plants down last week. The San Jose, Lorain and Atlanta points were down for model changeover, while the Kansas City plant was closed to trim inventories.

General Motors Oklahoma City and Lakewood were down last week. Oklahoma City was to return to work today (Sept. 20), but Lakewood is closed indefinitely. The company said it would close its Norwood plant tomorrow (Sept. 21) until Oct. 7 for model changeover.

Overtime was scheduled last week at General Motors Linden and Lansing (both the full-size B/C and the mid-size G lines) plants.

Volkswagen of America said it has scheduled its 1983-model Job One production at Westmoreland for Oct. 4, though the plant will actually reopen Sept. 27 for "system fill."

Year-to-date, the makers have built 3,724,820 cars, down 22.68 percent from the 4,817,999 built during the comparable period in 1981.

Smith, Morken rise at Chrysler Financial

DETROIT. — Chrysler Financial Corp. has elected Clifford A. Smith vice president and controller and Sidney A. Morken as area vice president — Western U. S. area, Chrysler Credit Corp.

Smith, 39, has been assistant controller since 1979. He joined Chrysler Financial in 1966. Morken, 48, has been Western U. S. area operations manager since 1978. He joined Chrysler Credit in 1966.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 18, 1982	Week Ended Sept. 19, 1981	Week Ended Sept. 11, 1982	Sept. to Date	Jan. 1 to Sept. 19, 1981	Jan. 1 to Sept. 18, 1982
CHEVROLET	13,743	5,326	12,317	33,216	351,812	496,177
DODGE	2,700	.....	2,266	6,661	68,974	95,012
FORD	17,991	16,441	10,792	35,722	466,027	520,776
GMC	4,594	2,022	2,970	9,422	125,779	176,911
INTERNATIONAL	.....	1,507	881*	1,540	54,211	34,790
VOLKSWAGEN	.....	.....	.....	.....	31,038	8,103
JEEP	2,000*	2,000*	1,929*	5,086	74,188*	62,981
AM GENERAL	50*	50*	50*	130	2,936*	1,730
MISCELLANEOUS	1,000*	1,400*	1,000*	2,600	48,720*	41,000
Total Trucks, U. S.	42,078	28,746	32,205	94,377	1,223,685	1,437,480

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 18, 1982	Week Ended Sept. 19, 1981	Week Ended Sept. 11, 1982	Sept. to Date	Jan. 1 to Sept. 19, 1981	Jan. 1 to Sept. 18, 1982
CHRYSLER CORP.	2,543	2,044	2,148	5,489	60,662	74,430
FORD MOTOR	165	3,145	2,322	4,173	107,135	103,473
GENERAL MOTORS	5,600	1,441	4,218	12,642	195,822	183,602
INTERNATIONAL	.....	265	211*	368	8,405	8,166
Total Trucks, Canada	8,308	6,895	8,899	22,672	372,024	369,671
N. American Trucks	50,386	35,641	41,104	117,049	1,595,709	1,807,151

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Canadian output cut by downtime at Ford, AMC

Canada's car makers slated production of 12,206 cars last week, a 31.44-percent plunge from the previous week's 17,805 units. The decline was a result of downtime at Ford Motor and American Motors.

Last week's output was down 12.14 percent from the 13,894 assemblies of the year-ago week.

Ford's St. Thomas assembly point was down last week and will remain closed this week to trim car inventories. In addition, the company's Oakville plant was down last week because of a parts shortage.

American Motors closed its Brampton plant last week for tooling changes to add production of Spirit and SX4 models to the Concord sedans and wagons already built there. Brampton will reopen Sept. 27.

Volvo production last week was cut by an employe strike at the Halifax assembly plant. The striking workers returned to work after a two-day strike.

As of last week, Canadian makers had built 5.6 percent more cars for the year than during the comparable period last year. The year-to-date total was 634,103 cars, up from 600,452 during the comparable 1981 period.

Last week's Canadian truck production was 8,308 units, down 6.64 percent from the 8,899 built the previous week, but up 20.49 percent from the 6,895 assemblies of the comparable '81 week.

Year-to-date, the makers have assembled 369,671 trucks, down slightly from the 372,024 built during the equivalent period last year.

Truck production climbs; Ford boost a factor

Domestic truck production soared 30.65 percent last week, backed by a substantial increase by Ford Motor Co. and the return of most makers to full-week scheduling.

The manufacturers slated output of 42,078 vehicles last week, up from the 32,305 built during the previous holiday-shortened week, and a whopping 46.37-percent boost from the 28,746 built during the equivalent period last year.

Ford production, bolstered by daily overtime at the Lorain (vans) and Michigan Truck plants, skyrocketed 66.70 percent last week. In addition, Ford Louisville returned to work last week after one week of downtime.

International Harvester closed its plants last week and they remain down this week to balance inventories. Volkswagen of America said it has tentatively scheduled Job One of 1983-model production at its Westmoreland pickup truck line for the first week in December.

General Motors' Detroit (Chevrolet) and the heavy-duty line at Pontiac (GMC Truck & Coach) remained down last week for model changeover. They are scheduled to reopen today (Sept. 20).

The cumulative truck production total continues to run at a level well above last year's output. The year-to-date figure is 1,437,480 units, up 17.47 percent from the 1,223,685 built during the equivalent period last year.

U. S. CAR PRODUCTION

	Week Ended Sept. 18, 1982	Week Ended Sept. 19, 1981	Week Ended Sept. 11, 1982	Sept. to Date	Jan. 1 to Sept. 19, 1981	Jan. 1 to Sept. 18, 1982
AMERICAN MOTORS	2,900*	2,000*	2,800*	7,381	95,572*	54,679*
AMC Total	1,500*	2,000*	1,500*	3,840*	95,572	39,979*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	1,400*	.....	1,300*	3,541*	.....	14,700*
Alliance	1,400*	.....	1,300*	3,541*	.....	14,700*
CHRYSLER CORP.	12,700	11,843	11,835	33,420	582,153	419,610
Plymouth Total	5,000	5,327	4,362	12,632	302,517	169,834
Horizon	1,900	3,015	1,675	4,927	117,969	54,218
Reliant	3,000	2,312	2,554	7,311	174,961	115,004
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	100	.....	133	394	.....	612
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,700	877	2,474	6,075	23,101	82,966
LeBaron	1,100	877	1,403	3,666	18,239	77,486
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	600	.....	1,071	2,409	.....	5,480
Dodge Total	6,000	5,639	4,999	14,713	256,535	166,810
Omni	2,100	2,865	1,597	4,822	101,899	51,025
Aries	2,300	2,164	2,083	6,141	137,393	87,409
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	300	610	393	1,017	917	23,934
Dodge 600	1,300	.....	926	2,733	.....	4,442
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	17,348	30,466	18,132	45,884	1,016,537	790,123
Ford Division	10,708	21,357	12,110	29,375	694,150	498,370
Escort	5,709	9,016	5,717	15,802	267,767	204,859
Fairmont	.....	3,910	2,635	2,635	143,429	88,429
Must./Must. II	3,513	4,440	2,725	8,289	119,919	94,098
LTD/Granada	1,486	3,923	794	2,280	70,369	76,331
Thunderbird	.....	.....	.....	.....	51,645	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	68	239	369	135	5,327
L-M Division	6,640	9,109	6,022	16,509	322,387	291,753
Mercury Total	4,578	7,701	4,361	11,550	279,835	223,933
Lynx	1,749	3,074	1,520	4,405	92,273	64,502
Capri	963	944	902	2,426	40,891	26,317
Zephyr	.....	719	469	469	42,865	28,988
Marquis/Cougar	413	1,290	161	574	33,829	36,527
XR-7	.....	.....	.....	.....	24,450	10,580
Mercury	1,453	1,639	1,181	3,516	45,435	55,657
LN7	.....	35	128	169	92	1,362
Lincoln Total	2,062	1,408	1,661	4,959	42,552	67,820
Continsntal ('82)	413	614	332	992	1,516	14,091
Lincoln	1,074	422	871	2,496	20,067	31,021
Mark VI	575	372	458	1,471	20,969	22,708
GENERAL MOTORS	72,841	59,889	60,638	172,709	3,000,380	2,398,124
Buick Division	15,451	10,917	12,233	36,211	665,560	557,759
Skylark	4,168	.....	3,449	10,065	209,276	108,385
Skyhawk J	1,560	.....	1,106	3,132	.....	51,369
Century	400	.....	322	964	86,881	90,343
Regal	4,000	5,469	3,249	9,665	195,326	151,654
Buick	3,883	4,013	3,132	9,264	123,873	128,786
Riviera	1,440	1,435	975	3,121	50,204	27,222
Cadillac Division	6,181	6,439	4,672	14,284	191,592	165,032
Cimarron	565	1,000	423	1,233	16,022	5,056
Seville	672	582	453	1,448	17,682	15,181
Eldorado	1,344	1,240	905	2,960	43,913	40,089
Cadillac	3,600	3,617	2,891	8,643	113,975	104,706
Chevrolet Division	23,245	21,657	20,149	55,319	1,111,977	774,698
Chevette	4,882	6,949	3,464	8,775	259,394	161,533
Cavalier	3,526	4,122	2,704	7,988	74,462	65,427
Celebrity	2,480	.....	1,835	5,835	.....	49,197
Camaro	4,680	.....	4,996	12,674	87,694	172,614
Citation	1,428	.....	2,180	4,884	255,934	129,969
Malibu	2,529	3,156	1,506	5,182	177,500	89,037
Monte Carlo	1,748	2,015	1,896	5,179	104,566	54,057
Chevrolet	1,372	4,805	1,082	3,357	130,095	32,179
Corvette	600	610	486	1,445	22,332	20,685
Oldsmobile Division	19,926	12,143	15,137	45,822	640,702	557,517
Omega	1,395	.....	1,303	3,732	109,277	62,740
Firenza	610	.....	380	1,213	.....	35,373
Cutlass	5,820	4,780	4,097	13,003	298,201	144,505
Cutlass/Ciera	4,400	.....	3,559	10,598	.....	91,884
Oldsmobile	6,837	6,527	5,209	15,400	200,720	200,056
Toronado	864	836	589	1,876	32,504	22,959
Pontiac Division	8,038	8,733	8,447	21,073	390,549	343,118
Acadian†	68	32	68	136	16,376	8,489
2000	1,029	2,775	1,031	2,716	51,157	31,536
1000	650	2,575	505	1,155	64,287	28,468
Firebird	3,310	.....	3,047	8,348	43,468	102,568
Phoenix	298	.....	1,356	2,173	81,812	37,916
G. Prix/B'ville ('83)	1,563	3,351	1,386	3,683	81,358	105,587
A6000	1,120	.....	1,054	2,862	.....	28,554
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	.....	.....	.....	121,813	60,121
CHECKER	.....	25*	.....	.....	1,544*	2,163
Total Cars, U. S.	105,789	104,223	93,405	259,394	4,817,999	3,724,820

CANADIAN CAR PRODUCTION

	Week Ended Sept. 18, 1982	Week Ended Sept. 19, 1981	Week Ended Sept. 11, 1982	Sept. to Date	Jan. 1 to Sept. 19, 1981	Jan. 1 to Sept. 18, 1982
AMERICAN MOTORS	.....	849	976	1,699	24,340	23,177
CHRYSLER CORP.	3,440	2,654	3,446	8,139	44,448	119,482
FORD MOTOR	186	2,397	6,803	12,249	162,504	220,862
GENERAL MOTORS	8,400	7,769	6,580	19,260	361,759	263,486
VOLVO	180	225	.....	297	7,401	7,096
Total Cars, Canada	12,206	13,894	17,805	41,644	600,452	634,103
N. American Cars	117,995	118,117	111,210	301,038	5,418,451	4,358,923
N. American Trucks	50,386	35,641	41,104	117,049	1,595,709	1,807,151
North American Cars and Trucks	168,281	153,758	152,314	418,087	1,014,160	6,166,074

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News EXTRA
SEPTEMBER 20, 1982

SHOWROOM PROFITS

Dealers predict sales and profit uptrend in 1983

By Al Fleming
Industry Editor

As the automobile industry lurches into the 1983 model year, there is an aura of hope, even optimism, among the nation's new-car dealers.

An AUTOMOTIVE NEWS New-Car Dealer "Showroom Profits Survey" of dealership owners and managers, conducted last month, shows most (71 percent) expect an end to the prolonged decline in new-vehicle sales and even more (80 percent) see the prospect of climbing profits for their dealerships in 1983.

Moreover, the AUTOMOTIVE NEWS poll reveals that an increasingly greater contributor to showroom profits are after-the-car-sale extras — such as financing, insurance, warranties, accessories and rustproofing — that adds to dealer income above and beyond the vehicle sticker price.

Points out a Panama City, Fla., dealer who sold more than 800 new cars last year: "Financing, audio equipment, options, insurance, rustproofing, special paint, extended warranties — they account for a third of my total profits. The decline of new-car sales has necessitated emphasis on these sales."

His is not a voice in the wilderness. It's typical of comments received by AUTOMOTIVE NEWS.

• Dealers responding to the national survey represent every state, and range from relatively low-volume (23 percent sell fewer than 200 new cars a year) to very high-volume operators (5 percent sell more than 2,000).

Of survey participants, 62 percent sell only domestically made cars. 15 percent sell only imports and 23 percent handle both domestics and imports.

Results of the written questionnaire are highlighted by these key findings:

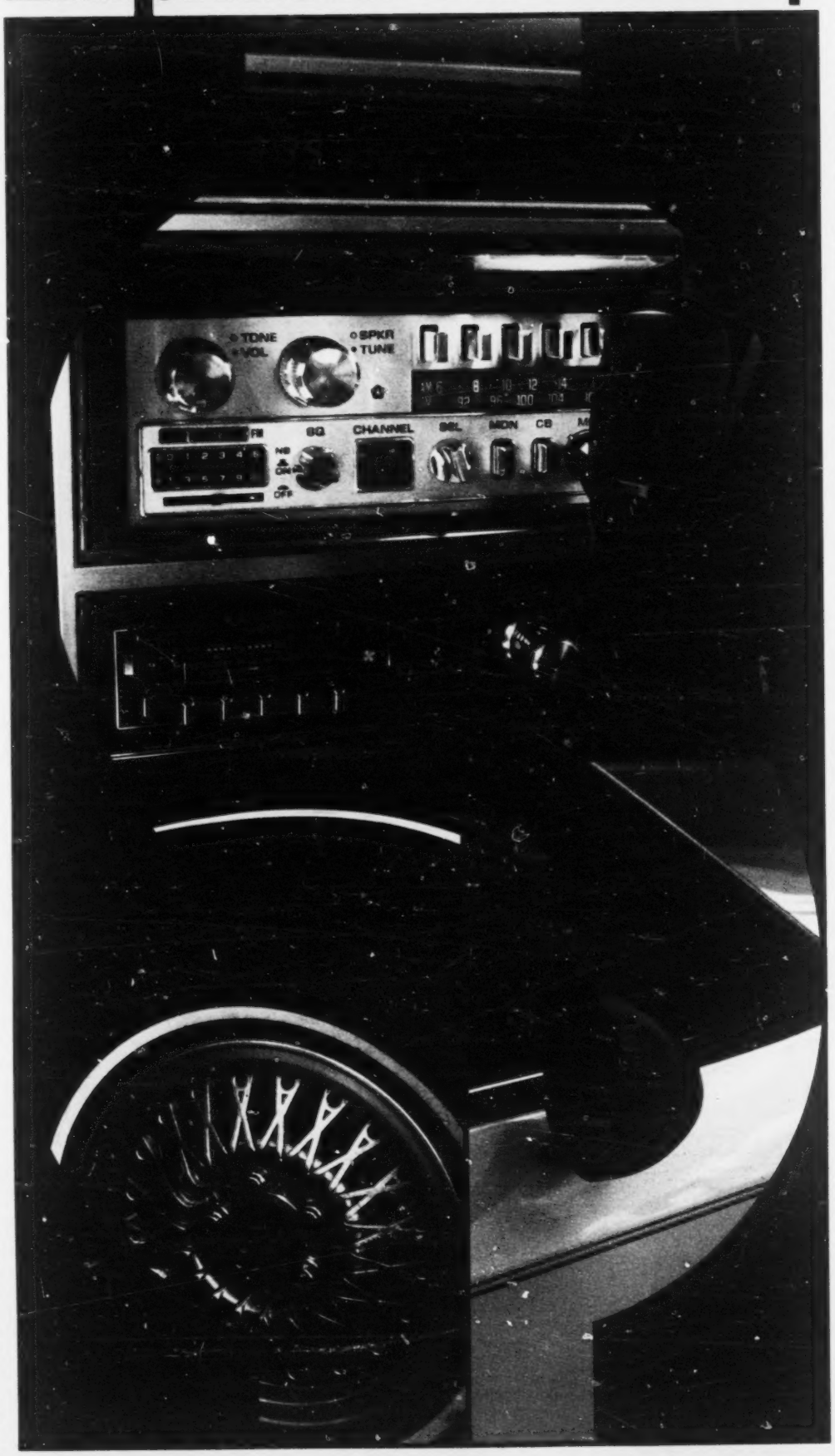
• Among the "extra" contributors to showroom profits, new-car financing is by far the most lucrative, followed in order by extended warranties, insurance, accessories and rustproofing as the top five.

• Half of today's dealers generate up to one-fifth of their profits through extras, and nearly four of every 10 dealers make 21 to 40 percent of their profit that way, with the percentage continuing to grow at nearly two out of three dealerships.

• Just more than half the dealers say financing problems have cost them new-car or add-on sales in the past year.

• Most dealers (55 percent) say women car-buyers are as good prospects for add-on sales as men, but one out of three believes men can be sold extras more easily.

Emphasis on Extra$



• Nearly 60 percent of dealers report their profits in 1982 will top those of 1981, and 80 percent predict profits in '83 will surpass '82.

• Better than 70 percent of dealers think new-car sales (domestics and imports combined) in 1983 will top 1982.

The message comes through clearly in the survey that dealers are benefiting from greater effort in arranging vehicle-financing for customers.

On a scale of one (most important) to 12 (least important), financing is first by far, with a 2.6 average among respondents, as the main contributor to dealership black ink in showroom sales, aside from the new car itself. Extended warranties, insurance, accessories and rustproofing are next highest.

Then come service programs, factory optional equipment, leasing, audio equipment, replacement items, coatings and finishes (special paint jobs) and sealants.

An import dealer in Albany, N.Y., observes that new-car sales, rustproofing, audio equipment, accessories and factory-offered options comprise 93 percent of his profits, with finance and insurance making up the other seven percent.

Says an import seller in Midlothian, Ill.: "Sales of cars and overall grosses are down, so whatever we get in extras is a bigger help than ever before." His top extra is rustproofing.

A Volkswagen dealer in Iron Mountain, Mich., cites a reason for rising "extra" profitability that is seconded by many retailers: "Better marketing effort on behalf of dealership personnel." His add-on leader is rustproofing, not surprising since he's located in a salt-strewn northern climate.

That observation is shared by a dealer in Dubuque, Ia., who declares, "Rustproofing is No. 1 because of high salt-usage and because people are keeping autos longer."

By and large, however, comments written to AUTOMOTIVE NEWS by survey respondents suggest that, more than anything, dealers are stirring up their sales troops:

"Ive demanded increased effort on the part of the sales force," says the president of a dealership in Shelbina, Mo., where financing and insurance are one-two in his after-sale profit making.

A South Dakota dealer, listing financing, leasing and extended warranties one-two-three on his best seller list, says his increase in extra sales is due to "management attitude — we're selling fewer cars but are striving for more gross by selling extras."

In Taos, N.M., a dealer writes that he is discounting new cars to remain competitive, and has "tried to make it up on add-ons by working harder."

Those dealers are part of the

Continued on Page E-2, Col. 3

New-Car Dealer Automotive News Showroom Profits Survey

Question 1. How many new vehicles did your dealership sell in calendar year 1981?

1- 199—23% of dealers responding
200- 399—33% of dealers responding
400- 799—21% of dealers responding
800-1,299—14% of dealers responding
1,300-1,999— 4% of dealers responding
Over 2,000— 5% of dealers responding

Question 2. What type of vehicles do you sell—domestic, import or both?

Domestic —62% of dealers responding
Import —15% of dealers responding
Both —23% of dealers responding

Question 3. Besides vehicles, what are items that contribute to your dealership profits—in order of importance from 1 (most important) to 12 (least important)?

1. Financing vehicles —2.6 average
2. Extended warranties —4.7 average
3. Insurance —4.9 average
4. Accessories —5.1 average
5. Rustproofing —5.4 average
6. Service programs —6.5 average
7. Factory options —6.6 average
8. Leasing —6.7 average
9. Audio equipment —7.1 average
10. Replacement items —7.8 average
11. Coatings/finishes —8.3 average
12. Sealants —8.9 average

Question 4. What percentage of your total showroom profits (including vehicle sales) do the extras above (in Question 3) provide?

0 to 20%—50% of dealers responding
21 to 40%—38% of dealers responding
41 to 60%— 9% of dealers responding
61 to 80%— 1% of dealers responding
81 to 100%— 2% of dealers responding

Question 5. Has the above percentage (in Question 4) increased, decreased or stayed the same the past five years?

Increased —62% of dealers responding
Decreased —16% of dealers responding
Stayed the same —22% of dealers responding

Question 6. Have financing difficulties lost you many new-vehicle sales or limited your add-on sales to any great extent in the past year?

Yes —52% of dealers responding
No —48% of dealers responding

Question 7. Are women or men car-buyers better prospects for add-on sales?

Men —33% of dealers responding
Women —12% of dealers responding
No Difference —55% of dealers responding

Question 8. Will profits at your dealership increase in 1982 over 1981?

Yes —59% of dealers responding
No —28% of dealers responding
Stay the same —13% of dealers responding

Question 9. Will profits at your dealership increase in 1983 over 1982?

Yes —80% of dealers responding
No — 6% of dealers responding
Stay the same —14% of dealers responding

Question 10. Will sales of new cars in the U.S. increase in 1983 over 1982?

Yes —71% of dealers responding
No —14% of dealers responding
Stay the same —15% of dealers responding

The innovations keep on coming, and options lists keep growing

By Roger Rowand
Engineering Editor

Sometimes it seems car makers have gone as far as possible with equipment options. Each year's new offerings seem unbeatable in innovation and variety.

But sure enough, another model rolls around and they've done it again. For the coming year the factories have dreamed up everything from rearview mirrors that automatically dim when hit with bright lights to underseat storage trays.

Here's a roundup of 1983 model options, company by company:

• Ford Motor Co. optional equipment changes and additions are not overshadowed by the many major car-line redesigns.

Those include downsized Ford LTD and Mercury Marquis, new Mustang convertible, aerodynamic Ford Thunderbird and Mercury Cougar and come next spring, compact Ford Tempo and Mercury Topaz, replacements for Fairmont and Zephyr.

New options for Escort/Lynx include a remote-control convex right-hand mirror, remote-release fuel filler door and P175/80R 13 tires.

A TRX suspension level is available A TR styled steel and aluminum wheels will be available with Michelin TRX tires and a handling or TR performance suspension.

Another new Lynx option is a sport seat with mesh headrest.

Under the hood options for Escort/Lynx this year include a 1.6 liter high-output engine including an electronic fuel injection version.

EXP/LN7 have two new engine options—a 1.6-liter multiple port fuel-injected version and 1.6-liter high-output type.

A new 13-gallon fuel tank extends EXP/LN7's driving range to nearly 600 miles.

Other new options are the special automatic-dimming mirror, fuel-filler door and special tires offered on Escort/Lynx.

Mustang for 1983 offers what Ford calls the modern 3.8-liter V-6 engine for the first time. It's for the customer who likes speed and rapid acceleration.

A four-barrel carburetor is added to the big optional engine for Mustang—a 5.0-liter V-8. It brings with it a one-second reduction in the car's zero to 60-MPH time, Ford says.

In mid-year, a newly designed 2.3-liter overhead cam turbo engine will become available with multiport fuel-injection and five-speed manual transmission.

A shift-indicator light is an electronically controlled light on Fords with manual transmissions. It tells driver when to shift to higher gear for reduced fuel consumption. In some applications, an electronic "brain" also shuts off fuel during engine deceleration for added fuel economy.

An optional electronic digital clock with stopwatch function and easier operation is available on several Ford and Lincoln-Mercury lines.

Thunderbird options include an inside rearview mirror that automatically dims when it picks up overtaking headlights, pivoting front-vent windows, a keyless entry system, articulated seats, clearcoat metallic paints, a Tripminder computer and, later in the '83 model year, an electronic-voice alert (talking car) system.

The automatic day/night mirror changes from day to night position automatically when bright lights are aimed at the car's rear window, then returns to day position when bright light is removed. It is available on car lines from Thunderbird and Cougar to Lincoln and Mark VI.

Another unusual option for Thunderbird/Cougar in 1983 is an electronic instrument cluster with an automatic dimming feature.

An electronic eye measures the amount of light in the passenger compartment through a clear window beside the speedometer display and maintains brightness of the readouts at a pleasing level under conditions of bright sunlight, overcast skies and darkness.

Ford's Tripminder computer is available on Thunderbird, Cougar, LTD and Marquis. The compact data center displays time, date, average speed, distance and fuel-related information. The unit will continue to

Continued on Page E-4, Col. 1

Dealers predict upturn in 1983

Continued from Page E-1

62 percent who report extras accounting for a bigger bite of their profits these days. Among comments by the 38 percent who say extra sales are just holding their own or decreasing are these:

Philadelphia, Pa., dealer: "Add-ons are less important to customers than price and quality. Ability to handle monthly payment is the main incentive to buy."

Phoenix, Ariz., dealer: "The proliferation of factory-installed equipment is a two-fold problem. It minimizes our (dealer) selling of options and raises the cost of cars and monthly finance charges."

Brockton, Mass., dealer: "Because of high car prices, people want to keep (monthly) payments as low as possible . . . they can't afford as many extras any longer."

Has difficulty in getting financing hampered sales of new cars or extras at dealerships? Of those surveyed, 52 percent say yes, 48 percent say no, nearly a toss-up.

A Canton, O., dealer who feels the current credit situation causes as much grief as anything, says, "The bank wants to finance less than the dealer invoice, so if a customer comes in with a minimum down-payment, we can't sell him anything over that."

Lafayette, Ind., dealer says, "It's even difficult to handle what I consider financable people. High interest rates elevate payments to the point where add-ons become prohibitive."

It's often reported that women are responsible for an ever-increasing number of new-car purchases because of their expanding role as income providers. But are women or men car-buyers better prospects for add-on sales?

There is no difference, say 55 percent of those surveyed. But 33 percent of the respondents say men are better prospects, and only 12 percent list women.

"Women won't buy extras," says a dealer in Amarillo, Tex. "They cannot afford the extra burden."

"They (women) are 'payment shoppers and border-line customers,' " says a dealer in Lexington, Ky.

A Spokane Wash., dealer says, however, that "men and women customers are passing up options to keep payments down. The minimum deposit of customers often is limited to financing no more than the base invoice."

According to NADA, average profit level before tax for franchised new-car dealers was 1.2 percent of total dealership sales in 1981. With the exception of 1980, it was the worst level of before-tax profits in 20 years.

Dealers figure to do better in 1982 and better still in 1983, according to the Automotive News survey. Of those polled, 59 percent say their dealership profits will climb this year over last year, and 80 percent say 1983 will be better than 1982.

There are a number of reasons for the optimism, including one from a happy dealer in Denver, Colo., who underlines his comment: "We finally got an import franchise in addition to our domestic line, which hasn't been very good."

Others cite declining interest rates, fewer and smaller price hikes, decreased competition (due to dealership casualties in their areas), greater co-op advertising support from auto makers and a general upswing in the U. S. economy as reasons for potentially improved profitability in the coming year.

A dealer in Rhinelander, Wis., says "dimunition of inflation" will help spur sales and profits, hence his "optimism is returning."

In Sacramento, Calif., an import dealer who sells "over 1,000 cars" a year says, "Just get high interest rates down and finance application approvals up, and I'll show you a record year — you can have the aftermarket sales."

"Customers are ready," declares a dealer in Bangor, Me., who is an advocate of the pent-up demand theory.

Two dealers, however, seem to typify their fellow auto retailers in contemplating the question of whether new-car sales in the nation will finally take an upturn in 1983 after four years of decline.

"God, I hope so," says a dealer in Hammond, Ind. "I hope so, I hope so, I hope so."

The second dealer, in Grand Forks, N. D., exclaims, "How in the hell do I know if car sales will increase next year. Do you know?"

Our answer is no, but, God, we hope so, we hope so, we hope so.

Service contract business buoyed by growing public acceptance

By Marc Stern
Staff Correspondent

There's an interesting phenomenon happening in the service contract side of the automotive business. Even though car sales are down, extended service contract sales are holding their own or even increasing a bit.

The reason, according to spokesmen for both factory-supported and independent companies involved in this growing industry, is public acceptance. "It's gaining in popularity because the public understands it covers things not covered by a factory warranty," says Al Thomas, manager of service legislation and Continuous Protection Plan activities for General Motors. "Our penetration is up over 1981 and our sales are also over 1981 and last year was a record for sale. In fact, this past May was one of our biggest months," he noted.

Perhaps the key word here is penetration. More and more, car buyers see an extended service plan as a type of "major medical insurance" for their autos. Thus, dealers are writing more extended service contracts.

Penetration is up at Ford, too. John Dingens, manager of the Extended Service Plan program for Ford Motor Co.'s Parts and Service Division, notes its penetration rate is up over 1981. In fact, he says, "the whole industry is doing well."

Perhaps the biggest obstacle the service contract industry has had to overcome in the last year is the increasing length of factory-backed warranties. Ford's Extended Service Plan has felt the impact of Ford Care, the nearly complete two-year or 24-month warranty offered by the automaker. And, the industry as a whole has felt some impact from the Chrysler Corp.-backed 5/50 extended coverage plan.

However, it seems these moves have been countered by hard work on the part of extended service contract suppliers, whether independent—General Warranty, American or Minnihoma-ADESCO—or factory-sponsored. Because of this aggressive activity, they are gaining ground among buyers of new cars.

The giants of the industry are competing for a lucrative potential market. According to Jerry Farrar, president and chief executive officer of General Warranty Corp., headquartered in Marina del Rey, Calif., the potential market this year is 2.4 million units of which the independents should get a 41 percent share while the factories reap 59 percent.

Putting this into perspective, they are all competing for a near-$1 billion market this year (based on an average sale of $400 per contract).

This situation is quite a change from nearly 10 years ago when there was no service contract industry. The industry was created by the arrival of American Warranty in 1974, and the market remained largely in the hands of the independent industry for the next six years when the factories began to enter it.

That it's a growth market is seen from General Warranty's growth curve. According to Farrar, the company is growing at a 45 percent monthly rate of increase in the number of dealers climbing onto this year-and-a-half-old firm's bandwagon. It now has 1,500 dealers in 44 states and is awaiting word from New York state as to whether it will be certified for business there. It also did $25 million in business last year and was able to turn its first small profit in May of this year, well ahead of schedule. Such is the potential of the market.

American, for its part, is also on a growth binge with its income also reported increasing. So is GM's.

Such expansion, despite lagging car sales, points to increasing awareness the public has of its investment in cars, according to extended service contract spokesmen. It also points out that the public is keeping its cars much longer, is looking for

Continued on Page E-9, Col. 1

Showroom in the living room

TRAVERSE CITY, Mich.—Edward H. Mertz, chief engineer at Buick Division, likes to cogitate factors other than nuts and bolts as he looks ahead. Some of his views on marketing are stimulating, exciting. They were presented at a University of Michigan symposium here.

"Technology will revolutionize how we market our products in the future, through rapid communication of data," he says.

"For example, at Buick, we have a pilot system to explore the possibilities of marketing through technology.

"We have several dealerships on line to a computer at Buick. Through the use of a full color console, a salesman and customer can call up product specifications and information—including comparisons with competitive products.

"But this is just the beginning," he adds.

"In the future, you will be able to shop, and order or buy a new car from dealer stock through your home computer. Holographic technology could even provide the customer with a three-dimensional view of the product.

"I don't know why ordering a new car shouldn't be as easy as ordering a pizza. After all, both are made to order from basic items on the shelf. And, the car could still be warm when you got it home," he said.

Vehicle Service Contract Industry

Total VSC Industry Market Share	Estimated Annual Units	% of Total Market
T. Kearney estimate of 1982 total market including auto makers (GM, Ford, Chrysler)	2,400,000	100%
Factory (GM, Ford, Chrysler) share of total market	1,416,000	59%
Independents share of total market	972,756	41%

Distribution of Independent Market	Estimated Annual Units	% of Total Market
Minnehoma/Adesco	186,600	8%
American Warranty	165,000	7%
General Warranty	119,784	5%
Universal Dealer Services	86,400	4%
Lloyd Anderson	78,480	3%
First American Warranty	76,800	3%
Misc. Regional Companies	259,692	11%

Independent VSC Companies Market Share	Estimated Units Per Month	% of Independent Market
Minnehoma/Adesco	15,550	19%
American Warranty	13,750	17%
General Warranty	9,982	12%
Universal Dealer Services	7,200	9%
Lloyd Anderson	6,540	8%
First American Warranty	6,400	8%
Misc. Regional Companies	21,641	27%
Monthly	81,063	100%
Annually	972,756	

Note: Units are vehicle service contracts sold to consumers. Estimated market shares are based on industry survey of dealers and dealer associations and other sources.

Leading Service Contract Plans

Plan	Insurer	Financial Sponsor	Assets of Financial Sponsor
General Motors Continuous Protection		General Motors Corp.	$34.58 Billion
Ford Extended Service		Motor Ford Co.	$24.35 Billion
GENERAL WARRANTY Continuous Satisfaction	Imperial Casualty & Indemnity Co.	Standard Oil (Indiana)	$20.19 Billion
Chrysler		Chrysler Corp.	$6.62 Billion
Adesco Consumer Protection	Minnehoma Insurance Co.	Foremost Corp.	$0.43 Billion
American Warranty Extended Protection	United Equitable Insurance Co.	United Equitable Corp.	$0.08 Billion ($81 Million)

Source: General Warranty Corp.

General Warranty Corp. was selected recently to administer vehicle service contracts for Avis Licensee Assn., the first independent service contract company to be endorsed by a car rental licensee organization. Pictured following the announcement of the selection are, from left: William C. McPike, executive director, Avis Licensee Assn.; Orval W. Story, chairman, Avis Licensee Assn., and Jerry R. Farrar, president, General Warranty.

Goodbye buzzers, blinking lights

The "talking car of the future" is here today in Ford Motor Co. and Chrysler Corp. showrooms.

For 1983 Ford Thunderbird and Mercury Cougar offer an optional Voice Alert "talking car" driver information and warning system. The option consists of a single electronic module capable of producing preprogrammed warning messages in synthesized speech which, although having an impersonal tone, does have a pleasant human quality.

Ford's Voice Alert delivers the following messages: "The door is ajar" (when the key is in the ignition and a door is partially open); "The key is in the ignition" (when the key is in the ignition and the door is open); "The headlights are on" (when the headlights are on and door is open).

In addition, Voice Alert provides the same warning chime sound as the chime module which it replaces.

Chrysler Corp. for 1983 offers an Electronic Voice Alert (EVA) system in the instrument panel which speaks 11 messages and politely says, "Thank you."

Through a speaker in the radio system, the voice advises the driver about 11 separate mechanical or safety functions. The computer-programmed voice acts on information received from sensors which monitor: Key left in ignition, headlamps left on, door ajar, seat belts unfastened, low oil pressure, overheating engine, electrical system low voltage, parking brake on, washer fluid low and low fuel condition.

A typical message would be: "Your washer fluid is low."

The voice also advises that "all monitored systems are functioning" if no problems are indicated after start-up.

"The EVA is the latest word in convenience features in the automobile," says Richard D. Rossio, chief engineer—body electrical.

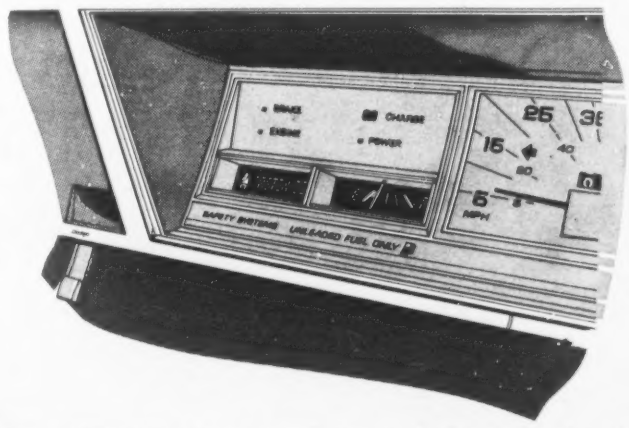
The new feature is standard equipment on 1983 Dodge 600 ES and 400 premium models, and optional on select other models.

The EVA is produced by Chrysler's Huntsville, Ala., electronics assembly plant and was developed in cooperation with Texas Instruments.

The voice delivering the message sounds like a male, but actually is produced by a computer voice synthesizer. "Unlike earlier computerized voice systems, the EVA voice sounds very human," says Jack McDowell, Huntsville project manager. "We began with a professional announcer's voice and recorded and digitized the sounds into an extremely high data rate."

The voice alert controls are contained in an eight-ounce computer center located behind the glove compartment. Measuring four by six by one inches, it includes the computer to survey input sensors and choose the correct message, and the voice synthesizer.

The voice is available in three languages: English (in the U. S.), French or Spanish.



The Electronic Voice Alert Chrysler Corp. option for '83 "tells" the driver when various functions are not operating normally. The EVA lowers the radio volume, sounds a tone and delivers the message in a natural-sounding human voice.

Contracts

Continued from Page E-8

some form of financial protection and is coming to trust the service contract as a low-cost way of protecting a vehicle.

It's also a way the consumer can protect himself against inflation, Thomas believes. For instance, he notes, where else can the consumer have peace of mind for the price of a point-of-sale service contract? Against an investment of about $400 more on the sales contract, the consumer will have extra protection for only a $25 deductible.

"It protects him against the $1,500 repair, even if the car is under warranty," he says.

This type of plan, too, wraps around the normal new-car warranty. It will cover areas that aren't related to manufacturing defects.

"Customer satisfaction is our main aim. We want to bring him back in (to a dealership)," Thomas notes.

Or as Dingens put it, "We try to make our plan as complete as possible by giving the customer more bounce for his buck. It ties him to the dealership and brings him back. We're concerned about a good relationship."

These comments show the service contract industry seems to be stabilizing and maturing following its earlier ups and downs. The industry at one time was characterized by rapid-growth firms and notable subsequent failures. One collapse not only claimed the service contract agent, but also its insurer.

However, the trend seems to have changed, according to General's Farrar. "Much of what happened has changed with the 1981-1982 stabilization of the market. The marginal dealers are out of business," leaving only solidly established businesses, he says.

However, the failures have left their mark. The industry has had to fight attempts in as many as 17 states to prevent legislation tightly controlling it. In those states, legislation tries to equate them with insurance agents. In fact, General picked up the $17.5 million in liabilities from a company which failed. It did so, Farrar says, to help the industry maintain a good reputation.

Dealers, quite rightly concerned with the potential for failure, also have turned to factory-offered programs, which has cut the market share of the independent service contract industry.

One trend that hasn't helped the independent side of the service contract industry is a level of tension and intramural problems between two major firms.

According to Wendell Miller, past president of the National Auto Dealers Assn. and a Binghampton, N. Y. and Florida dealer, "There's no question any type of conflict hurts the general service contract industry as a whole. It can't do it any good whenever dollars are diverted to intramural problems. Then it hurts the industry, especially with rising factory programs. Service contracts are growing and, even though the independents were in it first, as the manufacturers have recognized both the dollar and consumer benefits, they entered the field, and so the independents are going to get more competition. For the industry to grow properly, it must devote time and money to benefiting the consumer. Any diversion has a negative effect."

Miller alludes to a series of legal actions involving American Warranty, with which Farrar was once associated, and General, which Farrar now heads. He also refers to the fact that the independent side of the business no longer has market dominance.

This is something Farrar also recognizes. As he notes, independent service contract providers now account for 41 percent of the market with 59 percent provided by the factories. He hopes independents will claim 45 percent by the end of the year, and he believes independents may be able to hold 60 percent of the market in a few years.

To do this, "the program has to be done properly, it has to gain the confidence and provide better profit for dealers. We use Imperial Casualty, a subsidiary of Standard Oil of Indiana, as our insurer," Farrar says.

A properly administered program, he maintains, is one where "the dealer feels he gets a better deal and where the consumer feels he gets a better deal." If a company in the contract business can't provide confidence and if it's first concern isn't cars, then "it should be in another business," Farrar emphasizes.

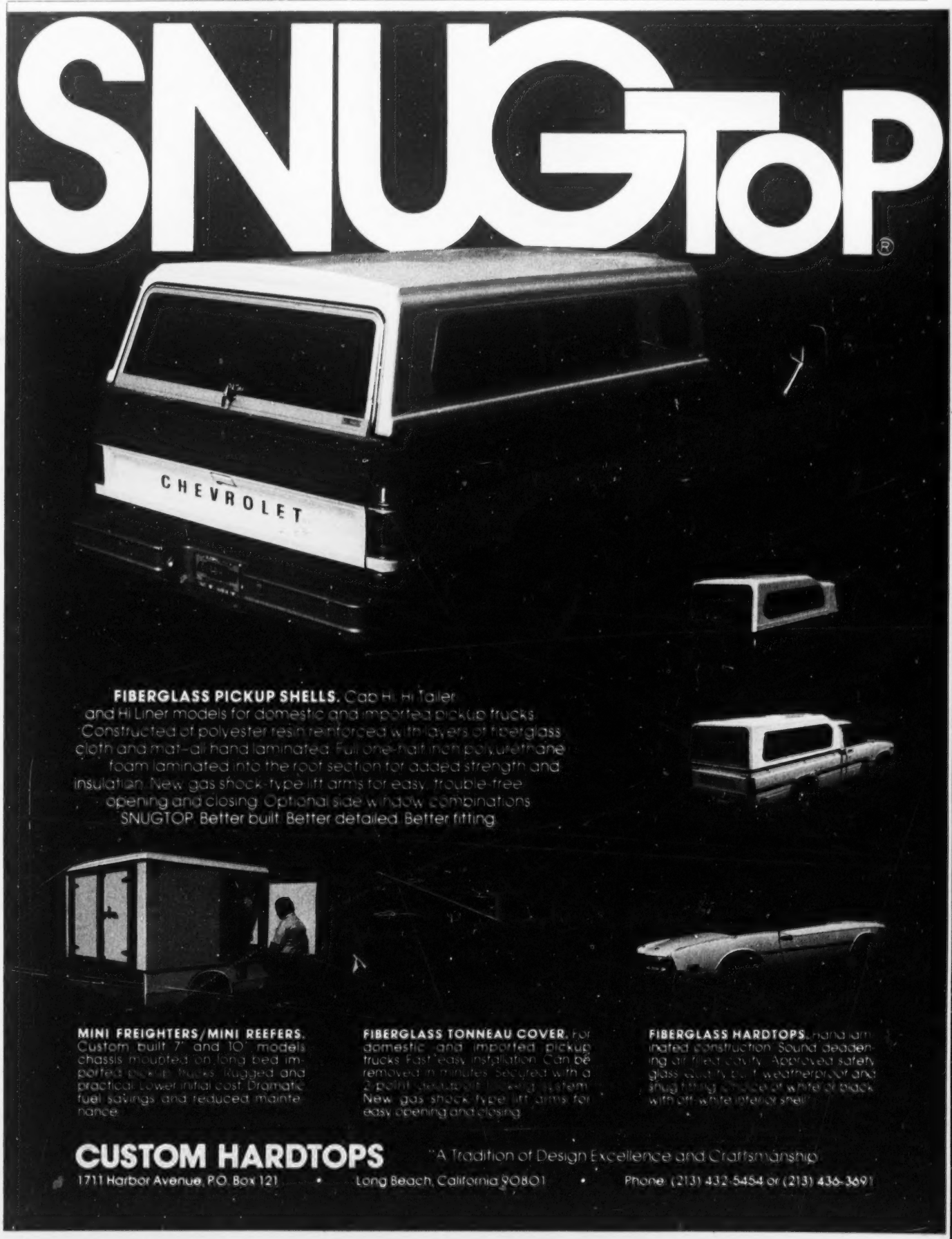
Apparently the major companies are doing a good job. They both inspire confidence in Miller. "I hear positive things about both companies and I wouldn't hesitate to use General or American," he says.

The industry is very viable, he notes, because it provides a consumer service. "The obvious question is to what percentage of the total industry the independents will represent. Ultimately, no one knows what the final market shakeout will look like, he says, but he speculates it may be 50-50.

With all this, a dealer has extra options. However, they are options the dealer must take advantage of. The reason, Miller notes, is that "with decreasing gross profit in cars, after-sale is a necessity. It means you can keep a viable gross profit."

The gross has been further reduced by reduced financial commission opportunities because banks are paying less and less "After-sale is a shining beacon to replace lost grosses," he says.

All in all, however, the service contract market is alive, well, competitive and maturing. In fact, one move General made to further inspire dealer and consumer confidence is to join the Better Business Bureau's consumer mediation and arbitration plan. This way not only the consumer, but the dealer will benefit should a complaint arise.


SNUGTOP®
CHEVROLET
FIBERGLASS PICKUP SHELLS. Cab Hi, Hi Taller and Hi Liner models for domestic and imported pickup trucks. Constructed of polyester resin reinforced with layers of fiberglass cloth and mat—all hand laminated. Full one-half inch polyurethane foam laminated into the roof section for added strength and insulation. New gas shock-type lift arms for easy, trouble-free opening and closing. Optional side window combinations. SNUGTOP. Better built. Better detailed. Better fitting.
MINI FREIGHTERS/MINI REEFERS. Custom built 7' and 10' models chassis mounted on long bed imported pickup trucks. Rugged and practical. Lower initial cost. Dramatic fuel savings and reduced maintenance.
FIBERGLASS TONNEAU COVER. For domestic and imported pickup trucks. Fast easy installation. Can be removed in minutes. Secured with a 2-point locking system. New gas shock type lift arms for easy opening and closing.
FIBERGLASS HARDTOPS. Hand laminated construction. Sound deadening air filled cavity. Approved safety glass. Quality built, weatherproof and snug fitting. Choice of white or black with off white interior shell.
CUSTOM HARDTOPS
"A Tradition of Design Excellence and Craftsmanship"
1711 Harbor Avenue, P.O. Box 121 • Long Beach, California 90801 • Phone: (213) 432-5454 or (213) 436-3691

C 2700-1 9/27/82

Automotive News

September 27, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Ad money tied up on weekly basis during walkout

Auto stake in NFL strike is $100 million

By Joseph Bohn
Marketing Editor

The National Football League strike won't hurt most '83 model car launches initially — but will take its toll if it drags on.

"The longer the strike progresses, the more Detroit will be hurt," observed Eugene J. McCarthy, senior vice president and director - media / marketing services for J. Walter Thompson, Dearborn. JWT handles Ford Division advertising.

The agency estimated that auto firms, including imports, have close to $100 million worth of ad money wrapped up in NFL games, including playoffs and the Super Bowl. All domestic auto makers are involved.

Several offsetting factors help cushion the initial impact of the strike which knocks out games on all three networks: (1) This fall isn't a normal kind of announcement quarter; (2) heavy football viewing doesn't really begin until later in the season; (3) most divisions have alternate sports and prime-time TV.

Generally, it isn't so much the loss of total viewership that bothers car marketers as the loss of upscale male viewers. NFL TV attracts 60 percent male viewers.

All the divisions were studying alternatives at press time, but their big problem is they are committed to each game until it is canceled.

Without knowing when the strike will end, "we can't commit to other TV properties," noted Frank Cadicamo, assistant national merchandising director for Cadillac. "There is no Plan B.

"Our monies are still tied up. It's a matter of having to wait on a weekly basis to go into alternate media . . . My funds are released as each game is missed," Cadicamo said.

"You don't know until the last minute" whether a game's been canceled, added McCarthy. "That puts you in a gambling position. If you go out and buy an alternate property and the game comes off, it's a double dip in the budget."

NBC, ABC and CBS each offered different alternatives in their NFL time slots. ABC, for example, with $32 million worth of Monday Night Football commitments from Buick, Datsun and Chevrolet truck, is planning prime-time movies in that time period.

NBC is offering Canadian football. Last Sunday, it scheduled a Canadian game.

CBS is planning to offer reruns of last year's games, beginning with Super Bowl XVI, and is also considering moving NCAA football into the Sunday spot.

Generally, the alternatve programming isn't expected to pull the same kind of audiences — but networks are giving discounts accordingly, noted Philip Matz, media director, Kenyon & Eckhardt, Detroit. K&E is Chrysler's agency.

"Right now, nobody's said they don't want to stay in" the alternative programming, added Burt Zelden, vice president of sports sales for NBC, New York.

Chrysler, for example, plan-

Continued on Page 45, Col. 4

Chrysler E Class

New for 1983

Six-passenger capacity, excellent visibility and a classic big-car stance highlight the Chrysler E Class lineup that's being introduced in the 1983 model year. The front-drive, big-trunk sedan has goodies that include Chrysler's new Electronic Voice Alert and individual arm rest "consolettes." Story on Page 9.

Did rail tieup reveal flaw in 'just-in-time'?

By Roger Rowand

DETROIT. — The impact of last week's brief railroad strike highballed through the auto industry and forced General Motors to close some plants almost immediately.

Congress ended the nearly nationwide walkout by railway engineers after four days by forcing them to accept contract terms recommended by an emergency fact-finding board and agreed to earlier by other rail unions.

GM began shutting down as early as Monday morning. It shut its St. Louis truck assembly plant then. That facility produces Chevrolet and GMC pickups.

By Wednesday morning, four GM Assembly Division plants were on half days.

Those were the Janesville (Wis.) facility which produces Chevrolet Cavalier, Cadillac Cimarron and pickups; Leeds, Mo., which produces Buick Skylark and Oldsmobile Firenza; Lordstown, O., producing Cavalier and Pontiac 2000—the van line there was not affected, and Wilmington, Del., which produces Chevrolet Chevette and Pontiac 1000. The Wilmington plant went to a two-shift operation of four hours each.

On the strike's third day, Chrysler Corp. Chairman Lee A. Iacocca fired off a wire to the White House urging quick action toward ending the walkout. He said if it continued, Chrysler would be forced to start curtailing operations before the week was out.

Ford Motor Co. President Donald E. Petersen told AUTOMOTIVE NEWS early in the week that his company could get through one week of strike without serious effect. "If it goes into a second week, it will be a different story," he said.

At American Motors, a spokesman said the strike posed no immediate problems. The company monitored the situation closely, however, because about 70 percent of its finished goods move by rail. Most incoming materials arrive at AMC plants by truck.

The immediateness of GM plant shutdowns startled some in the industry. Others said

Continued on Page 46, Col. 2

Dealer discount cut on some subcompacts

Ford posts $39 price hike for '83

By John K. Teahen Jr.
Managing Editor

Ford Motor Co. proudly presented its 1983 prices last week. The company announced an increase of $39, or 0.4 percent, on the average equipped car over comparably equipped 1982 models.

Base stickers went down an average of $26, Ford said, but options rose $65, resulting in the overall hike of $39.

It was a far cry from last year, when Ford posted an increase of $430, or 4.8 percent, at introduction time.

Ford said it reduced prices on 27 models for 1983 (from comparably equipped '82s) and raised 37 other models. The price of an average-equipped Ford Motor auto now is $10,300. The Ford increase of $39 does not include Thunderbird and Cougar, which will be priced later.

Ford truck prices will be up an average of 2 percent for 1983.

Destination charges on cars are unchanged.

Ford's action followed an increase of $212, or 1.9 percent, by General Motors. Like Ford, GM cut prices on some models. GM's average hike is higher because it has more big cars, which bore the brunt of its '83 price boost.

Price cuts at Ford involved the subcompact models that have accounted for 38 percent of its sales so far this year — Ford Escort and EXP and Mercury Lynx and LN7. Ford said the cuts range up to $400 on Escort/Lynx and $300 to $700 on EXP/LN7.

Ford also said the Lincoln Continental is down about $2,000 on a comparably equipped basis. The sticker is down only a fraction of that; the bulk of it is in added equipment and a switch in model designation.

• A reduction in the dealer discount on some models played a part in the small-car price cut. Ford Motor has dropped its base Escort and Lynx models, which had a dealer discount of 12 percent. The Escort L and Lynx L now occupy the bottom rung,

Continued on Page 45, Col. 1

breaking news

Chrysler to invest in new Southern deals

HOUSTON.—Chrysler Corp. is prepared to invest up to $85 million in new Southern U. S. dealerships during the next year. The company wants to establish an additional 100 dealerships in Texas, Georgia and Louisiana by '84 model introduction. Under the investment plan, the corporation would be a partner in any dealership in which it invests until its equity is bought out by the dealer.

Port injection for Corvette in '85

DETROIT. — Chevrolet will add a Bosch/Rochester-designed port fuel-injection system to the 5.0-liter (305-CID) V-8 engine in the Corvette by 1985, sources confirm. Uncertified versions have produced about 35 percent more horse-

See BREAKING NEWS, Page 8, Col. 1

Shades of the 1940s

The Chrysler 'Woody' returns

Chrysler Corp. will add this LeBaron Town & Country convertible model to its '83 lineup in December. The car's simulated wood trim harks back to the classic Chrysler "Woody" models of the 1940s.

NEWSPAPER

AN JAN83
MD2081#CNGLIAO OE 1N09S 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Full-power convertible

Convertible Specialist, Inc., Gardena, Calif., offers a convertible conversion of the Datsun 200-SX. The Spyder version features a full-power top and is available through Woodland Hills Datsun at $3,200 in addition to the cost of the 200-SX. Convertible Specialist, Inc., plans to do 150 such conversions per year.

IH ups loss estimate, but denies bankruptcy

CHICAGO. — International Harvester has denied bankruptcy rumors which sprang up after the company's announcement that its loss in the fiscal year ending Oct. 31 will be greater than forecast earlier.

Harvester, less than two months ago, projected a loss of $900 million to $1 billion. Its revised forecast puts the deficit at $1.5 billion to $1.6 billion, leading to speculation that the increased loss could push the firm into bankruptcy.

"Bankruptcy is not under consideration," said William B. Colwell, Harvester spokesman.

The revised loss forecast, the company said, was based on two facts.

First, it explained, the charge against earnings from the recent sale of its construction-equipment business to Dresser Industries could be about $200 million larger than anticipated.

Second, conversion of debt to equity by Harvester lenders will produce only a gain of $40 million rather than the $300 to $400 million which the company had expected.

• Harvester lenders have agreed to reduce the firm's interest payments on its refinancing plan and to convert $350 million of debt to equity, but only if the company's suppliers and other creditors agree to make concessions, too.

The company is asking suppliers for concessions valued at $50 million by extending payment terms, reducing prices and stocking inventory for the firm.

Also, Harvester wants debenture owners to relinquish half the principal value of their holdings, and it will ask dealers, suppliers, employes and customers to buy Harvester preference shares.

There has been some concern that Harvester's forecast of higher than anticipated losses for the fiscal year could wipe out its shareholders' equity.

Analysts noted that the equity amounted to about $1.5 billion last Oct. 31 and about $856 million on July 31.

If the equity were to drop below zero, they say, it could force the company to seek protection from its creditors under the provisions of Chapter 11 of the Federal Bankruptcy Act.

index

Auction reports	36
Classified advertising	38
Editorial page	12
Production by makes	50
Registrations, truck	20, 24
Service highlights	18
Truck highlights	20

58th year — No. 4934

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Opens a 'Pandora's box,' association claims

GMAC blasted on lease rate ads

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—A strongly worded letter protesting General Motors Acceptance Corp.'s advertising of 12.5 percent financing on dealer-provided closed-end leases has been sent to GMAC by Warren Fox, president of the 260-member Western Vehicle Leasing Assn.

WVLA's objection to the GMAC program is that lease finance rate advertising opens a Pandora's box for the leasing industry.

The association feels the move could require rate disclosure by all lessors and may result in the recharacterization of leases as financing as well as providing fuel for IRS audits.

"Mandatory rate disclosure has been a concept which the industry has gone to great pains to persuade Congress is inappropriate, and it was only the efforts of various parties in 1976 which convinced that body that such a requirement was not warranted," Fox wrote in a letter addressed to Gordon Samardich, GMAC's executive vice president, planning.

"Needless to say," Fox continued, "given that background, any advertising campaign which indicates a readily determinable rate to be applicable to a lease would cause concern as to future legal rate disclosure requirements.

"However, the problem is rendered even more pressing with reference to the present deliberations of the Federal Reserve Board as to appropriate revisions of the Consumer Leasing Act."

Asked to comment on the letter, GMAC's Samardich said, "I don't think we have a comment. We're studying the elements of their letter and will consider their concerns."

• Fox noted that there has been a strong sentiment among several key members of the board's staff to require disclosure and that now GMAC's move "has caused these persons' conviction that rate disclosure is appropriate to harden."

Further, Fox feels such action by GMAC in light of industry efforts to battle disclosure undermine the credibility of leasing associations with both the Federal Reserve Board and the Federal Trade Commission.

WVLA sees two results of the GMAC program. The first is that any draft of Consumer Leasing Act revisions is certain to contain rate disclosure requirements and, second, WVLA and other groups fighting rate disclosures will use the GMAC program as an example of why rate disclosures are not a good idea.

"We shall find ourselves inevitably citing . . . your present program to buttress our contention that rate disclosures are not merely unnecessary, but, more importantly, tend to be misleading unless explained fully as to the underlying assumptions," Fox wrote.

"Such explanation is incompatible with the space or time requirements of advertising and, we believe, further suffers from the 'excess information' syndrome which runs counter to the goals of disclosure rule simplification."

If the revisions that include disclosure are defeated, however, Fox said an unfortunate byproduct would be the loss of provisions that would have removed certain problem areas for the industry, such as the attorneys' fee rule and an extension of the statute of limitations for credit transactions.

Yet, if it does pass with disclosure, WVLA sees state courts perceiving that leases, because of rate disclosures, are financings.

"And the potential, of course, exists for the Internal Revenue Service to use rate disclosures to some advantage in tax audits and/or proceedings," Fox wrote.

The letter goes on to challenge the 12.5 percent rate advertised by GMAC, concluding that the rate is actually in excess of 13 percent.

"This, of course, reflects the omission of the allocated service charges from the calculations, an omission admittedly mentioned, but of questionable com-

Continued on Page 46, Col. 3

Suit in West Virginia latest against V-8-6-4

By Marjorie Sorge

A class action lawsuit has been filed in West Virginia against General Motors, charging that its 1981 Cadillacs equipped with a V-8-6-4 engine are safety hazards and are defective.

The suit, filed in Circuit Court in Kanawha County, charges that the cars stall, surge, vibrate and have engine lag. It also alleges that the cars do not shift smoothly, have variations in power output and may have premature brake wear.

The suit was filed by Edward D. McDevitt of Preiser & Wilson, Charleston, W. Va., on behalf of Arthur Lee Williams. It estimates that the class could have 600 members.

It is the 11th class action lawsuit filed against GM concerning possible defects in the V-8-6-4 engine. Other suits have been filed in Florida, South Dakota, New Jersey, Illinois, Texas, Ohio, Pennsylvania, New York, Maryland and California.

There is also a product liability case in U. S. District Court in Dallas in which charges that GM is liable for a death which allegedly occurred when a V-8-6-4-powered car surged forward.

A Cadillac spokesman said GM has no comment on the lawsuit because of the pending litigation. But he said GM has increased the warranty on the V-8-6-4 and fully backs the engine.

The warranty on the V-8-6-4 was extended to five years and 50,000 miles about a year ago.

• The West Virginia suit, like the other 10, charges that GM knew of the problems with the V-8-6-4 before the car went on sale and "knowingly withheld and concealed these facts from the purchasing public."

A dealer service bulletin issued by GM in mid-1981 advised dealers that some of the problems were occurring in the V-8-6-4 engine and could not be fixed. It said these actions are "normal" and told the dealers not to attempt to fix them.

The V-8-6-4 was introduced by Cadillac in 1981 as a fuel-saving device. It runs on either eight, six or four cylinders, depending on the power needed. It was replaced in 1982 by a new V-8. Only Cadillac limousines have the V-8-6-4 as standard equipment in 1982 and will continue to have it in 1983.

The West Virginia suit charges GM with negligence, strict liability, willful misconduct, deceit, fraud and breach of warranty.

Williams, currently the only member of the class, sold the car in early 1981 at what the suit calls "a significant financial loss." He asks in the suit that he be awarded damages measured by the difference in the cost of the car and the selling price.

The suit also asks for exemplary damages, compensation for emotional stress and court costs and attorney's fees.

All sold at Greenfield Village auction

Cars, calliopes, canoes

By Roger Rowand

DEARBORN. — The Henry Ford Museum and Greenfield Village held an auction of duplicate items and things that didn't fit into its exhibit theme. It grossed $1 million and netted $900,000.

The sale, held on two beautiful September weekend days included some 600 objects, all of which were sold. It was an absolute auction, meaning no minimum bids were established.

Items auctioned included a truck-mounted calliope, a stagecoach, a rickshaw, a birch bark canoe and dozens of cars.

Top-dollar item was a 1922 Joswin town car powered by a Mercedes Flugmotor and with an interior of brocade, tapestries and rosewood and gold and ivory fittings. That car brought $90,000.

A mint condition 1905 Martini that had been displayed in the museum was sold for $29,500, and a White House Lincoln limo once used by First Lady Jacqueline Kennedy went for $36,000. Bidding on a near-perfect 1958 BMW convertible climbed to $54,000 while a scale model of that same car moved at $9,700.

The auction was a first for the museum and historical village. Officials called it a resounding success but declined to predict when, or if, there would be another.

One brass and copper model of an 1860 steam locomotive was sold for $11,000. Three old household vacuum cleaners went to a single bidder for $6. A bid of $2 won for another bidder on three handles from electric vacuum cleaners, maker unknown.

Other cars that went at the block included: 1940 Ford GP Pgmy (Army experimental car), 1915 Hudson Coupe, 1930 Rolls-Royce, 1921 Lincoln (Leland) touring car, 1914 Abbott-Detroit Roadster and a brand new 1980 MG-B, the last MG imported to the U. S.

Real heritage

Buick is playing up the 80-year history of Century to talk about modern-day, state-of-the-art engineering in the '83 models. All '83 Buick ads have the Olympiad logo to identify Buick's official-car status. McCann - Erickson is the agency.

Small hike for Honda; Toyota's is bigger; Nissan in between

Imports join '83 price sweepstakes

By John K. Teahen Jr.
Managing Editor

There were surprises on the high side and on the low side as the imports began posting their 1983 U. S. prices last week. First out of the starting gate were Honda, Toyota, Nissan and Mercedes-Benz.

The Honda increase was surprisingly low. It averaged $120, or 1.6 percent, on Civic and Accord models. The '83 Prelude won't be priced until early next year.

On the other hand, the Toyota increase was surprisingly high. It averaged $287, or 3.8 percent, above the '82 stickers.

Nissan wound up right in the middle of its two chief rivals with a boost averaging $205, or 2.6 percent.

Mercedes models climbed an average of 3 percent with the boosts ranging from $612 to $1,614. Of course, price is not that big a factor in the $30,000-plus market where most Mercedes autos are lodged.

At Honda, Civic prices went up $100 over comparable 1982 models. The leader is the Civic 1300 two-door hatchback at $4,899, and the lowest sticker on a Civic 1500 is $5,949 for the DX two-door hatchback with five-speed manual transmission.

Honda Accord stickers rose $50 to $150 with one exception. The hatchback coupe with automatic transmission jumped $350 because power steering has been made standard. The base Accord hatchback is $7,449, up $50.

Toyota's pricing action was more complex because of its tremendously wide model lineup. In general, the more expensive the car, the bigger the price hike.

For example, Toyota held the line on several of its Corolla models, while increases ranged as high as $560 on Celica and $800 on Supra. The Cressida four-door wagon rose $1,030, and the Cressida four-door sedan jumped $1,320.

• It would appear that Toyota is betting on a continuation of the Japanese government's restrictions on exports to the U. S. and that the company plans to put greater stress on cars that carry higher prices and bring higher profits.

The newest Toyotas are in the redesigned Tercel series, and it's difficult to compare them to the '82s because of the change from notchback to hatchback on many models. All the '83 Tercels are hatchbacks (Toyota calls them Liftbacks), and hatchbacks are usually higher priced than notchbacks.

Tercels start at $4,998 for the base two-door hatchback, the same price as the '82 notchback. The Deluxe hatchback at $6,198 is up $180 and the SR-5 hatchback at $6,618 is $190 more than the comparable '82 unit. Other '83 hatchbacks are some $500 more than '82 notchbacks.

The new Tercel four-wheel-drive wagon is $7,398 for the Deluxe version and $8,148 for the SR-5.

The Starlet hatchback is $5,838, up $260.

Corolla prices start at $5,448 for the base two-door sedan with four-speed and $6,018 for the Deluxe two-door with five-speed. Seven Corolla models are unchanged from '82, and five fancier units are up $70 to $100.

The base Toyota Celica coupe rose $140 to $7,299, but the boost was $440 to $560 on four other models. In the Supra line, the hikes were $550 to $800. Supra models start at $14,148.

In the Cressida series, four-door sedan is $13,569 (up $1,320) and the four-door wagon is $13,729 (up $1,030). Both have automatic transmission. A five-speed Cressida four-door sedan has been added at $13,169.

• Toyota said some of its '83 price increase is due to product upgrading. New features include electronic fuel injection on the Celica GT and Starlet; a 1.6-liter engine (down from 1.8) and rack and pinion steering on Corolla, and a digital-control microcomputer for improved performance on the Supra and Celica GT.

The Cressida now has the twin-cam engine formerly used only in Supra, plus Supra's independent rear suspension and a new electronically controlled four-speed overdrive transmission.

Nissan announced prices for its Nissan Sentra, Nissan Stanza and Datsun Maxima models. The 280-ZX and the 200-SX will be priced later. However, a spokesman said the $205 average boost includes the hikes that will be made on two sporty lines.

The base Sentra two-door sedan holds at its '82 price of $4,949, and other Sentra models are up $120 to $250.

In the Stanza series, there were hikes of $200 on the Deluxe two-door and four-door hatchbacks and $100 on the XE two-door and four-door hatchbacks. Stanza models start at $6,999 for '83.

The Sentra models now have a 1.6-liter four-cylinder engine, which replaces the 1.5-liter powerplant used in '82. Power steer-

Continued on Page 46, Col. 4

Mercedes' new-market machine

Daimler-Benz in Stuttgart has released the first official photo of its new W201 model, right, which will be launched in December. The car, initially to be known as the 190 and 190E, is in a lower market segment than the revised W123 series, left—a category which breaks new ground for D-B. The W201 looks like a miniature version of the company's S-class, and is said to be very light, economical and spacious.

Service Index shows tiny advance for month

By Francis J. Gawronski
Service Editor

Despite a sharp drop in the rate of growth, new-car dealers' service and parts service business registered a slight increase in July. It marked the 17th consecutive month that shop volume has shown a gain over the same month a year earlier.

According to the Automotive News Service Index, shop business in July amounted to 100.3 percent to barely top the volume recorded in the same month a year ago. July's gain was the smallest in the last 17 months. In June, service and parts was 107.2 percent of the year-earlier volume.

July also marked the first month in 21 that gross profit on all labor, parts and P&A sales —the most important indicator from the dealers' viewpoint— did not show an increase over the profit made in the same month a year ago. July's profit was down 0.2 percent from the year-ago figure.

Repair orders written were down 6.4 percent in July, marking the eighth straight monthly decline.

The leading indicator in July was shop part sales, those used on customer-paid and warranty repairs, up 4.5 percent from the year-ago figures, while sales of parts and P&A were up 3.4 percent. Total labor sales — both customer-paid and warranty — increased 0.9 percent over the year-earlier figure.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealerships.

For the first seven months of the year, dealers' shop volume amounted to 107.0 percent of the business for the same period in 1981.

The leading indicator for the January-July period was shop parts sales, up 12.3 percent, followed by parts and P&A sales, up 11.0 and gross profit, up 9.6 percent.

Labor sales jumped 5.1 percent in the seven-month period, while repair orders written declined 7.6 percent.

SERVICE INDEX
100.3*

	July, '82 vs. July, '81	7 mos., '82 vs. 7 mos., '81
Gross Profit on All Labor and P&A Sales	− 0.2%	+ 9.6%
Repair Orders Written	− 6.4%	− 7.6%
Total Labor Sales (Customer & Warranty)	+ 0.9%	+ 5.1%
Shop Parts Sales (Customer & Warranty	+ 4.5%	+12.3%
Sales of All Parts and P&A	+ 3.4%	+11.0%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1982, was 100.3 percent of business in July, 1981. Service business in the seven months of 1982 was 107.0 percent of business in the corresponding period in 1981.

Word from the Fed

Paul Volcker, chairman of the Federal Reserve Board of Governors, addressed 350 delegates to NADA's Washington Conference. The two-day meeting was attended by NADA directors and state dealer association presidents and managers. Volcker said he is encouraged by recent developments on Wall Street and in financial markets.

Chrysler contract faces rough time in voting

By Marjorie Sorge
Labor Editor

The new contract between the UAW and Chrysler Corp. may be too modest to win rank-and-file approval.

Many Chrysler workers have said the new pact does not go far enough in restoring their parity with workers at Ford Motor Co. and General Motors. The difference in the hourly rates is about $2.50.

But the UAW leadership is working hard to sell the new contract to the dissident membership. Letters have been sent to all Chrysler workers explaining the new agreement and urging them to vote yes on ratification.

Also, UAW president Douglas A. Fraser is planning to visit many locals to try and personnally sell the pact.

At press time, no date had been set for the ratification process to begin, but sources said it would probably be after Fraser has made the rounds to the locals.

But even with Fraser's personal touch, many workers in the Detroit area say they will vote down the agreement.

The leadership of Local 1264, in Sterling Heights, has written a letter to the international UAW, seeking the resignation of the entire Chrysler negotiating committee.

Even so, David Eisenberg, auto analyst for Sanford Bernstein, said he believes the contract will be ratified with about 51 percent of the vote. He said it gives the Chrysler workers a start at catching up with their counterparts at Ford and GM.

The new agreement is two-tiered. It consists of a one-year agreement on economic issues and two years on non-economic issues such as work rules, absenteeism, worker representation and seniority.

According to Fraser, when the economic package is negotiated again next year, the difference between wages at Chrysler and those at Ford and GM should drop to about $2.00 an hour.

Both Chrysler and the UAW agreed the contract is modest but indicate it is the best that can be done in the current economy.

Eisenberg said the pact will cost Chrysler about $100 per unit, but will still let the company maintain a $200 to $300 per unit advantage over Ford and GM. He said $100 per unit cost will be offset by increased productivity.

He said labor costs will rise from $19.63 to $20.43 by the end of the first contract year.

The contract also provides for a $10 million cut in medical care costs in the first year of the contract, which Eisenberg said will amount to a savings of about six cents an hour per worker.

It also gives the workers three quarterly lump sum cost-of-living adjustments beginning in December. Based on a 6-percent inflation rate, that would generate 16 cents in the first quarter and 17 cents in the second and third quarters.

There is also a wage increase tied to the company's profitability. Again, they are lump sum payments. If the company's profit is between $20 and $50 million, $4 million will be set aside to be divided among the workers. If the profit is $50 million or more, $8 million will be set aside.

But some workers say it's not enough and are threatening to

Continued on Page 46, Col. 4

Ford on deadline in Canada; GM contract ratified

TORONTO. — The current agreement between the UAW and Ford Motor Co. of Canada will expire at midnight Sept. 28.

The union will try and negotiate an agreement similar to the one reached Sept. 14 with General Motors of Canada. That agreement was ratified by about 80 percent of the GM workers last week.

The GM agreement gives workers cost-of-living-adjustments, a small wage increase in the last part of the pact, and lump-sum payments to retirees. It also eliminates all paid personal holidays after December and has phased in wages for new hires.

The new two-year contract will give workers a $1.95 an hour increase during its lifetime.

The GM agreement covers 33,600 Canadian workers and the Ford pact covers 12,400.

Clark, Volvo OK long-term finance deal

BUCHANAN, Mich. — Clark Equipment Co., Buchanan, and A.B. Volvo of Sweden have announced a long-term operating agreement between the companies' subsidiaries, Clark Equipment Credit Corp. and Volvo White Truck Corp.

The agreement provides for Clark Credit to finance Volvo White's U. S. heavy-truck dealers and retail customers.

At the same time, White Motor Corp., which is in Chapter 11 proceedings, announced a purchase agreement under which Clark Credit will acquire White Motor Credit Corp. The agreement is subject to approval by the U. S. Bankruptcy Court and certain other conditions.

A. B. Volvo and White Motor signed a letter of intent in June, giving Volvo or its designee the right to acquire White Credit. Volvo has assigned the rights to Clark Credit.

White Credit, with net receivables of approximately $200 million, is headquartered in Beachwood, O., and has six regional offices in the U. S.

Clark Credit has specialized in financing Clark Equipment's dealers and customers. Clark Credit is headquartered in Buchanan, with nine regional offices in North America and assets of $1 billion.

Clark Equipment is a manufacturer of industrial lift trucks, construction machinery, automotive transmissions and industrial drivetrain components around the world.

Army's new 8x8 built by Oshkosh

The U. S. Army has begun taking delivery of new eight-wheel-drive trucks manufactured by Oshkosh Truck Corp., Oshkosh, Wis. A five-year contract calls for 2,140 vehicles with options for an additional 5,350. Value of the base contract without options is $240 million.

Aftermarket to grow for HDs, firm predicts

NEW YORK. — The heavy-truck aftermarket is projected to grow 4 percent a year in real terms between 1980 and 1988, a rate substantially greater than that of the Gross National Product.

According to Frost & Sullivan Inc., sales of motor fuel, lubricants, replacement parts, accessories and tires will escalate from $21.6 billion in 1980 to nearly $30 billion by 1988 (at 1980 end-user prices). Using projected 1988 prices, the market will nearly quadruple to some $80 billion.

"It is important to bear in mind, however, that the heavy-duty aftermarket is a cyclical market," cautions the research organization's study, *Heavy Duty Truck Aftermarket*. "It offers greater growth potential than the passenger car aftermarket, but there can be considerable deviation from average growth rates within any period of four to five years. Also there are considerable differences in real growth rates by product category."

Motor fuel, the largest category by far, is expected to see its share of the overall market drop slightly from better than 75 percent in 1980 to 73 percent by 1988. Figuring behind this decline is the anticipated acceleration in the trend to dieselization, resulting in a market

Continued on Page 35, Col. 1

Ram Tough theme used in radio, TV and magazine ads

Dodge aggressive in '83 truck pitch

By Joseph Bohn
Marketing Editor

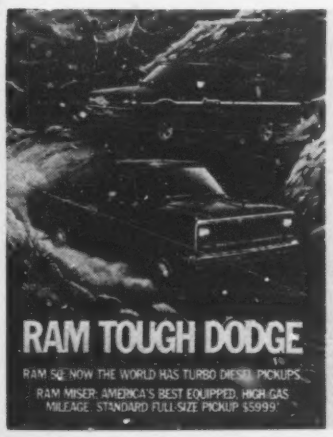
HIGHLAND PARK, — Dodge has been having a good year with its truck lines, and will continue to aggressively promote '83s in TV, magazine and radio.

In TV, Dodge uses some unusual combinations of live product footage and animation —background by classical music from an Moussorgsky adaptation — to capture attention for the "Ram Tough" image.

TV spots open, for example, with a huge Ram backgrounded on an electrically charged mountain, which lead into live footage of trucks moving up a real road up a hand-drawn "Ram Mountain."

The animation process "tested about twice as high as any other type" shown consumer panels, according to Lee F. Farrell, Truck Operations ad manager.

Impact and awareness are the chief aims of the elaborate effort, with officials claiming a 50 percent-plus national awareness for the "Ram Tough" theme as a result of three years of promotion.


RAM TOUGH DODGE
RAM SEE NOW THE WORLD HAS TURBO DIESEL PICKUPS.
RAM MISER: AMERICA'S BEST EQUIPPED, HIGH-GAS MILEAGE STANDARD FULL-SIZE PICKUP $5999*

Turbocharging plus fuel economy

The economy-minded Dodge Ram Miser and the new Power Ram 50 are featured in this '83-model ad extolling the availability of the world's first turbo-diesel and a well-equipped, high MPG, full-size pickup.

Initially, three "Ram Mountain" TV spots are being produced. They feature the full-size Dodge Ram pickup, the new Power Ram 50 turbo-diesel pickup and the Rampage.

Each has a matching 60-second radio spot using the "Ram Mountain" theme music.

The "Ram Mountain" also is featured in three print ads and other 60-second radio spots.

"New Toughness in trucks . . . Dodge Ram pickups go beyond what others call tough," says a TV commercial for the full-size pickup, citing carbon steel frame, galvanized steel for rust protection and other durability features.

"There's a new power in trucks, turbo-diesel power" says the TV spot for the Power Ram 50 model, claiming superiority over Ford Ranger and Chevrolet S-10.

The commercial draws attention to the "biggest payload of all compacts," double-wall steel construction and the uniqueness of the turbo-diesel pickup ("the world's only" such model).

• Magazine ads use the same background as TV to reinforce consumer impressions.

A full-page, four-color ad for the Power Ram 50, for example, proclaims that "Now the world has pickups with the power of a diesel and the punch of turbocharging."

It provides fixed specifications on engine, transmission, steering, fuel tank, payload, suspension and MPG similar to the

Continued on Page 21, Col. 1

truck industry news

196,531 counted, up 3.6 pct.

July registrations show slight increase over '81

In spite of a slowdown in light-truck tallies, July registrations of new trucks of all types in the U. S. were slightly higher than those in the same month a year ago.

During the month, according to R. L. Polk & Co. statistics, 196,531 vehicles were registered in the 49 reporting states, an increase of 3.6 percent over the year-earlier 189,680 units.

The seven-month total of 1,401,069 tallies was 9.8 percent higher than the 189,680 units registered in the same period in 1981.

In July, there were 182,326 light-truck registrations, an increase of 6.7 percent over the

Table on Page 24.

year-ago 170,924 but 13.5 percent below the June count of 210,736 units.

Tallies were higher in all three light-truck weight groups in July versus last year, but in July only Group 3 vehicles topped those registered in June.

Group 1 tallies in July totaled 101,461, up 9.7 percent over the year-earlier 92,526 and 11.5 percent below June's 114,612 units.

• In July, there were 78,565 Group 2 registrations, 2.2 percent higher than last year's 76,908 and 16.6 percent lower than the previous month's 94,213 units.

The Group 3 total in July was 2,303, up 54.4 percent from last year's 1,490 and 20.4 percent higher than June's 1,911 units.

Medium and heavy-truck

Continued on Page 25, Col. 1

7-month tallies of heavy trucks decline 16.7 pct.

Registrations of new heavy trucks in the U. S. were down 16.7 percent from a year ago in the first seven months of 1982, according to R. L. Polk & Co. statistics.

Through July, 77,982 Groups 7 and 8 trucks were registered in the 49 reporting states, compared with 93,615 units in the comparable period in 1981.

Tallies were off substantially in both big-truck groups, but Group 7 fared somewhat better than the heaviest weight class.

In the January-July period, there were 34,721 Group 7 registrations, a decline of 12.7 percent from last year's 39,793. The Group 8 total was down 19.6 percent, from 53,822 units a year ago to 43,261.

In July, 10,668 heavy trucks were registered, a decline of almost 25 percent from last year's 14,213.

During the month, 4,535 Group 7 vehicles were tallied, down 24.1 percent from the year-earlier 5,978. Group 8 was off 25.5 percent to 6,133 units, compared with 8,235 a year ago.

U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1982 VS. 1981★

	7 mos., 1982	Percent Share of '82 market	7 mos., 1981	Percent Share of '81 market	'82-'81 Change, Pct. pt.
Chevrolet	448,620	32.02	387,530	30.38	+ 1.64
Ford	425,003	30.34	409,531	32.11	— 1.77
Dodge	131,009	9.35	97,619	7.65	+ 1.70
GMC	125,387	8.95	94,316	7.39	+ 1.56
Jeep	34,379	2.45	32,000	2.51	— 0.06
International	25,368	1.81	35,858	2.81	— 1.00
Mack	9,352	0.67	10,986	0.86	— 0.19
Plymouth*	6,458	0.46	9,558	0.75	— 0.29
Kenworth	4,340	0.31	6,214	0.49	— 0.18
Freightliner	4,107	0.29	5,175	0.41	— 0.12
Peterbilt	3,377	0.24	3,603	0.28	— 0.04
Mercedes-Benz	1,776	0.13	2,119	0.16	— 0.03
White	1,178	0.08	1,653	0.13	— 0.05
Western Star	408	0.03	479	0.04	— 0.01
Autocar	349	0.03	734	0.06	— 0.03
Volvo	334	0.02	924	0.07	— 0.05
Misc.**	179,624	12.82	177,302	13.90	— 1.08
TOTALS	1,401,069	100.00	1,275,595	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SEVEN MONTHS, 1982 VS. 1981★

	7 mos., 1982	Percent Share of '82 market	7 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	18,158	23.28	19,465	20.79	+ 2.49
International	17,061	21.88	24,308	25.97	— 4.09
GMC	14,274	18.30	12,639	13.50	+ 4.80
Mack	8,088	10.37	10,238	10.94	— 0.57
Chevrolet	4,778	6.13	6,314	6.74	— 0.61
Kenworth	4,340	5.57	6,214	6.64	— 1.07
Freightliner	4,107	5.27	5,175	5.53	— 0.26
Peterbilt	3,377	4.33	3,603	3.85	+ 0.48
White	1,178	1.51	1,653	1.76	— 0.25
Mercedes-Benz	553	0.71	514	0.55	+ 0.16
Western Star	408	0.52	479	0.52	.....
Autocar	349	0.45	734	0.78	— 0.33
Volvo	334	0.43	909	0.97	— 0.54
Misc.	977	1.25	1,370	1.46	— 0.21
TOTALS	77,982	100.00	93,615	100.00	.....

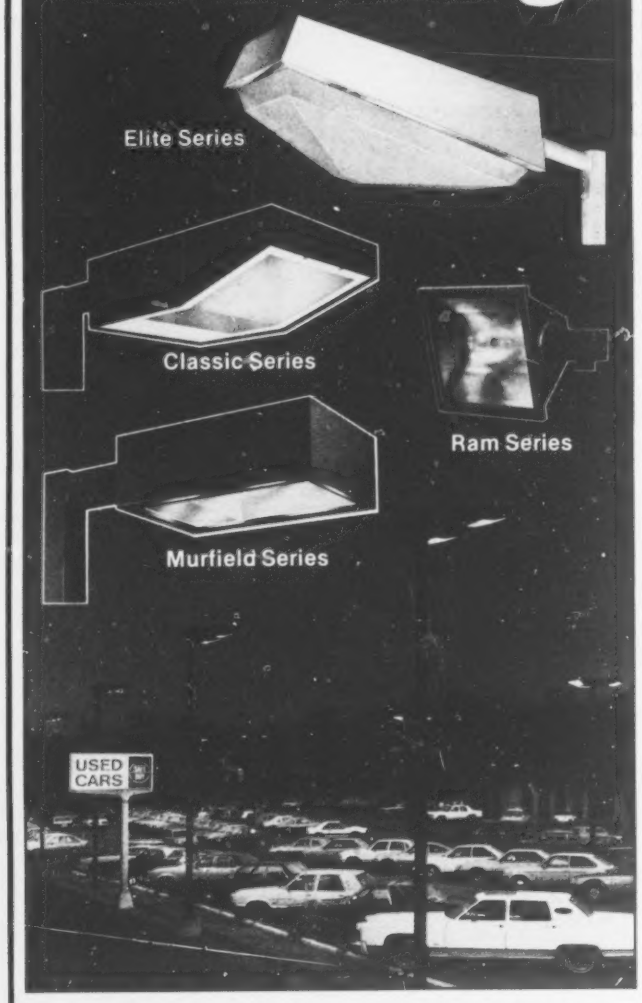
★—No registrations for Oklahoma, 1982 and 1981.

Buick Beauties
Available from Coach Builders Ltd.

Built the way Convertibles Should be Built
Inquire About Our "Key Dealer" Program

Coach Builders Ltd. 904 454-2060
Creatively Engineered Convertibles
Box 1978 • 1320 S. Main St. • High Springs, FL 32643
(Near Gainesville)

The Sales Edge



LSI specializes in automotive outdoor lighting systems that combine function with elegant design... giving you the 'sales edge'. Whether you're installing new lights or retrofitting an outdated system, LSI's lighting experts will evaluate and recommend a lighting system that's right for you. You'll get straight answers about our wide selection of designs, featuring the latest technology in energy efficient and low maintenance. It's the kind of service our customers have learned to appreciate... and to rely on.

The Lighting Innovators

For more information, call (513) 793-3200 or write for a full-color brochure describing our energy-saving systems.

lsi lighting systems inc.
4201 Malsbary • P.O. Box 42419 • Cincinnati, Ohio 45242
(513) 793-3200

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**37**	**37**
	July, '81	.....	.....	.....	.....	.....	.....	.....	100	100
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**349**	**349**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	734	734
BROCKWAY	**July, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**July, '82**	**29,688**	**25,023**	**2,217**	.....	**27**	**447**	**721**	**52**	**58,175**
	July, '81	27,644	24,224	1,419	.....	48	594	897	94	54,920
	Year to Date '82	**241,167**	**188,523**	**11,272**	.....	**242**	**2,638**	**4,374**	**404**	**448,620**
	Year to Date '81	207,422	160,684	7,518	.....	507	5,085	5,683	631	387,530
(Memo Units) #	**July, '82**	**17,456**	**9,615**	.....	.....	.....	.....	.....	.....	**27,071**
	July, '81	9,914	7,916	.....	.....	.....	.....	.....	.....	17,830
	Year to Date '82	**145,121**	**63,737**	.....	.....	.....	.....	.....	.....	**208,858**
	Year to Date '81	80,860	47,890	.....	.....	.....	.....	.....	.....	128,750
DODGE	**July, '82**	**12,910**	**7,239**	.....	.....	.....	.....	.....	.....	**20,149**
	July, '81	8,258	6,839	41	.....	.....	.....	.....	.....	15,138
	Year to Date '82	**85,704**	**45,287**	**18**	.....	.....	.....	.....	.....	**131,009**
	Year to Date '81	55,593	41,714	310	2	.....	.....	.....	.....	97,619
(Memo Units) #	**July, '82**	**7,619**	**5,399**	.....	.....	.....	.....	.....	.....	**13,018**
	July, '81	4,940	4,176	1	.....	.....	.....	.....	.....	9,117
	Year to Date '82	**54,025**	**31,265**	.....	.....	.....	.....	.....	.....	**85,290**
	Year to Date '81	33,874	23,814	24	.....	.....	.....	.....	.....	57,712
FORD	**July, '82**	**22,313**	**35,575**	.....	.....	.....	**947**	**1,805**	**852**	**61,492**
	July, '81	19,780	36,631	.....	.....	.....	1,137	2,065	815	60,428
	Year to Date '82	**142,714**	**257,865**	.....	.....	.....	**6,266**	**12,958**	**5,200**	**425,003**
	Year to Date '81	137,285	244,987	.....	.....	.....	7,794	14,525	4,940	409,531
(Memo Units) #	**July, '82**	**14,680**	**15,433**	.....	.....	.....	.....	.....	.....	**30,113**
	July, '81	6,448	12,440	.....	.....	.....	.....	.....	.....	18,888
	Year to Date '82	**78,031**	**96,264**	.....	.....	.....	.....	.....	.....	**174,295**
	Year to Date '81	50,893	79,223	.....	.....	.....	.....	.....	.....	130,116
FREIGHTLINER	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**494**	**494**
	July, '81	.....	.....	.....	.....	.....	.....	.....	851	851
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,107**	**4,107**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,175	5,175
GMC	**July, '82**	**6,584**	**8,197**	**83**	.....	**149**	**366**	**820**	**737**	**16,936**
	July, '81	4,818	6,378	30	.....	200	510	1,035	1,054	14,025
	Year to Date '82	**50,535**	**57,014**	**714**	.....	**684**	**2,166**	**9,165**	**5,109**	**125,387**
	Year to Date '81	34,320	43,345	71	.....	587	3,348	6,369	6,270	94,310
(Memo Units) #	**July, '82**	**3,185**	**2,582**	.....	.....	.....	.....	.....	.....	**5,767**
	July, '81	823	2,014	.....	.....	.....	.....	.....	.....	2,837
	Year to Date '82	**25,147**	**16,793**	.....	.....	.....	.....	.....	.....	**41,940**
	Year to Date '81	5,345	12,103	.....	.....	.....	.....	.....	.....	17,448
INTERNATIONAL	**July, '82**	.....	.....	.....	.....	.....	**1,292**	**969**	**1,503**	**3,764**
	July, '81	.....	133	.....	.....	.....	1,686	1,728	2,052	5,599
	Year to Date '82	.....	.....	.....	.....	.....	**8,307**	**7,007**	**10,054**	**25,368**
	Year to Date '81	.....	1,746	.....	.....	.....	9,804	11,657	12,651	35,858
(Memo Units) #	**July, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**July, '82**	**3,529**	**1,618**	.....	.....	.....	.....	.....	.....	**5,147**
	July, '81	3,771	1,845	.....	.....	.....	.....	.....	.....	5,616
	Year to Date '82	**20,246**	**14,133**	.....	.....	.....	.....	.....	.....	**34,379**
	Year to Date '81	20,027	11,973	.....	.....	.....	.....	.....	.....	32,000
(Memo Units) #	**July, '82**	**3,529**	**1,259**	.....	.....	.....	.....	.....	.....	**4,788**
	July, '81	3,771	1,357	.....	.....	.....	.....	.....	.....	5,128
	Year to Date '82	**20,246**	**10,582**	.....	.....	.....	.....	.....	.....	**30,828**
	Year to Date '81	20,027	8,790	.....	.....	.....	.....	.....	.....	28,817
KENWORTH	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**578**	**578**
	July, '81	.....	.....	.....	.....	.....	.....	.....	872	872
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,340**	**4,340**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	6,214	6,214
MACK	**July, '82**	.....	.....	.....	.....	.....	**162**	**52**	**1,091**	**1,305**
	July, '81	.....	.....	.....	.....	.....	116	42	1,340	1,498
	Year to Date '82	.....	.....	.....	.....	.....	**1,264**	**346**	**7,742**	**9,352**
	Year to Date '81	.....	.....	.....	.....	.....	748	159	10,079	10,986
MERCEDES-BENZ	**July, '82**	.....	.....	.....	.....	.....	**145**	**94**	.....	**239**
	July, '81	.....	.....	.....	.....	.....	.....	.....	.....	299
	Year to Date '82	.....	.....	.....	.....	.....	**1,223**	**553**	.....	**1,776**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	2,119
PETERBILT	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**435**	**435**
	July, '81	.....	.....	.....	.....	.....	.....	.....	563	563
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,377**	**3,377**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,603	3,603
PLYMOUTH	**July, '82**	**543**	**332**	.....	.....	.....	.....	.....	.....	**875**
	July, '81	714	403	.....	.....	.....	.....	.....	.....	1,117
	Year to Date '82	**3,998**	**2,460**	.....	.....	.....	.....	.....	.....	**6,458**
	Year to Date '81	6,963	2,595	.....	.....	.....	.....	.....	.....	9,558
VOLVO	**July, '82**	.....	.....	.....	.....	.....	.....	**49**	**37**	**86**
	July, '81	.....	.....	.....	.....	.....	.....	73	82	155
	Year to Date '82	.....	.....	.....	.....	.....	.....	**224**	**110**	**334**
	Year to Date '81	.....	.....	.....	.....	2	13	454	455	924
WESTERN STAR	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**34**	**34**
	July, '81	.....	.....	.....	.....	.....	.....	.....	52	52
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**408**	**408**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	479	479
WHITE	**July, '82**	.....	.....	.....	.....	.....	.....	.....	**182**	**182**
	July, '81	.....	.....	.....	.....	.....	.....	.....	229	229
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,178**	**1,178**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,653	1,653
MISCELLANEOUS*	**July, '82**	**25,894**	**581**	.....	.....	**2**	.....	**25**	**101**	**26,603**
	July, '81	27,541	455	.....	1	1	250	138	128	28,514
	Year to Date '82	**174,885**	**3,750**	.....	**5**	**7**	.....	**94**	**883**	**179,624**
	Year to Date '81	172,953	2,766	2	7	6	1,803	946	877	179,360
TOTALS	**July, '82**	**101,451**	**78,565**	**2,300**	.....	**178**	**3,359**	**4,535**	**6,133**	**196,531**
	July, '81	92,526	76,908	1,490	1	249	4,293	5,978	8,235	189,680
	Year to Date '82	**719,249**	**569,032**	**12,004**	**5**	**933**	**21,864**	**34,721**	**43,261**	**1,401,069**
	Year to Date '81	634,563	509,810	7,901	9	1,102	28,595	39,793	53,822	1,275,595

★—No Oklahoma registrations, 1982 and 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

196,531 trucks counted, up 3.6 pct.

July registrations show slight increase over '81

Continued from Page 20

registrations were down sharply in July. Mediums were off 22.1 percent, from 4,543 units in the same month in 1981 to 3,537. There were 10,668 heavy-truck tallies during the month, down 24.9 percent from the year-ago 14,213.

Through July, all light-truck classifications showed good gains over the like period last year, but the big-truck groups suffered stiff setbacks.

The seven-month light-truck total was 1,300,285 units, an increase of 12.8 percent over last year's 1,152,274. Mediums were down 23.2 percent to 22,802, compared with 29,706 in 1981. Heavies dropped from 93,615 a year ago to 77,982, a decline of 16.7 percent.

Group 1 registrations through July were up 13.3 percent, from 634,563 a year ago to 719,249. There were 569,032 Group 2 tallies, up 11.6 percent from last year's 509,810. Group 3 was 51.9 percent higher, 12,004 this year versus 7,901 in 1981.

• In the medium segment through July, 21,864 Group 6 trucks were registered, off 23.5 percent from last year's 28,595. Group 5 was down 25.3 percent, 1,102 versus 933. Only five Group 4 units were tallied in the seven-month period, compared with nine a year ago.

Group 7 light/heavy trucks totaled 34,721 units through July, a decline of 12.7 percent from last year. The Group 8 heavy count was down 19.6 percent, from 53,822 units in 1981 to 43,261.

In July, No. 2 Ford narrowed Chevrolet's lead slightly. During the month, 61,492 Ford trucks were registered, 3,317 more than Chevrolet's 58,175.

Through July, Chevrolet had 448,620 registrations and Ford had 425,003, a difference of 23,617 units. Chevrolet accounted for 32.12 percent of the industry total, while Ford had 30.34 percent.

For executives from Executive

Executive Coach Builders, Springfield, Mo., builds luxurious 46-inch stretch limousines from the Lincoln Town Sedan, pictured here, and Cadillacs and Mercedes, at a rate of 16 a month. Standard equipment includes electronic bar, crystal decanter, Sony TV, 100-watt stereo, reading lamp, power-operated divider and moonroof.

Deadline set on entries for DANDY awards

DETROIT. — The Newspaper Advertising Bureau announced that the entry deadline for the 10th annual DANDY awards competition, recognizing excellence in automotive dealer display advertising in daily newspapers, will be Nov. 24, 1982.

Awards for best single ad and for best campaign will be given in three categories: For dealer associations, for individual dealers in large metropolitan markets and for individual dealers in smaller markets.

In addition, there will be special awards for the best campaign or single ad by a dealer trade association or multi-line group and for the best use of color in dealer or dealer association display advertising.

Entries may cover any phase of the dealer business—inciuding new cars, used cars, trucks, leasing, service, dealer image, special promotions, or model cleanup—and must have run in any section of a daily or Sunday newspaper from Jan. 1, 1982, through the entry deadline. The 1983 announcement advertising is also eligible.

All DANDY enrties are automatically entered in the bureau's annual ATHENA awards competition for outstanding creative advertising in daily newspapers.

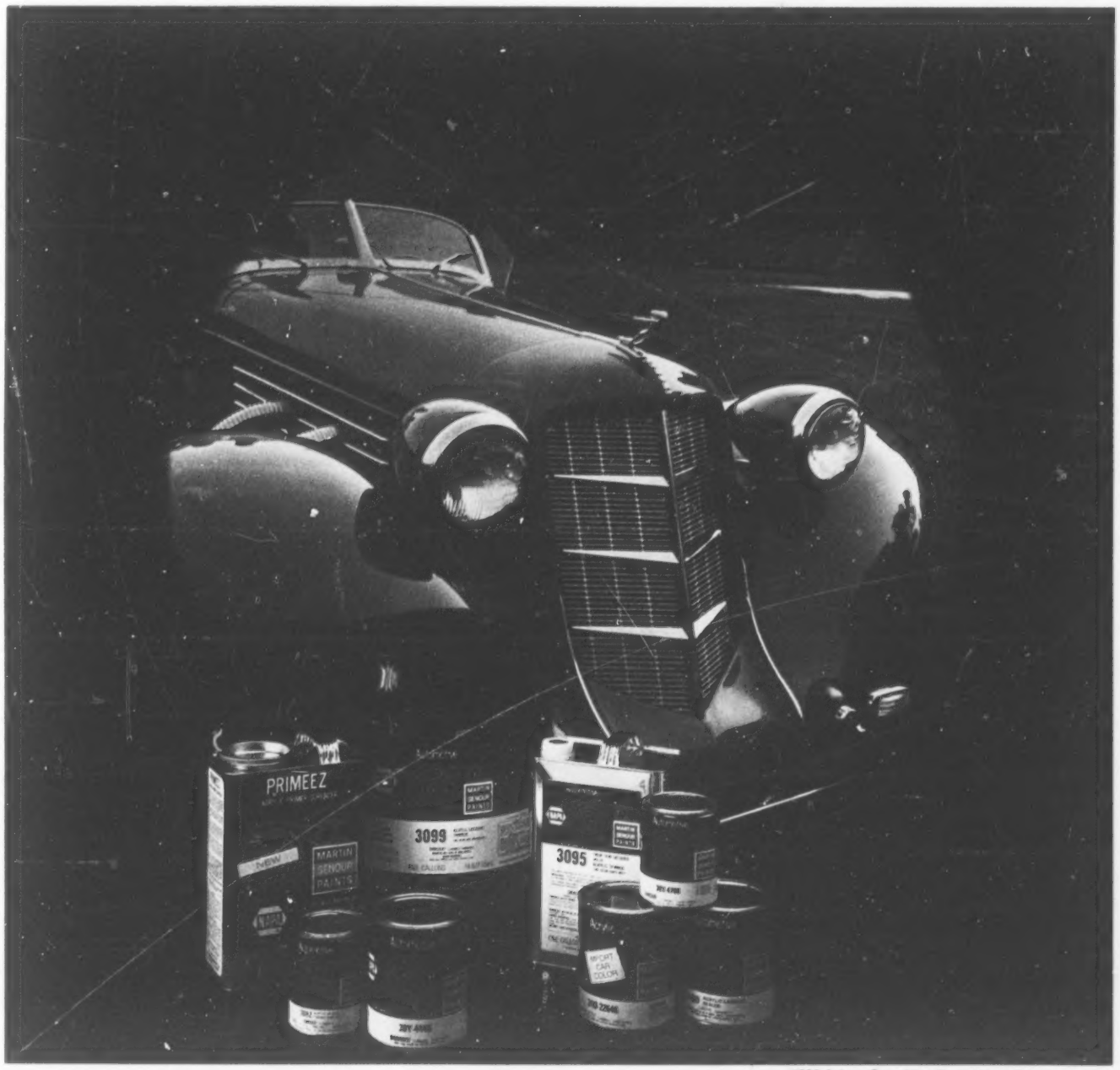
DANDY award winners will be announced Feb. 12, 1983, at the NADA convention in Las Vegas.

Further information and entry forms are available by writing to DANDY Awards, Newspaper Advertising Bureau, 280 N. Woodward Ave., Birmingham, MI 48011, or by calling (313) 642-9200.

Kelsey-Hayes to supply wheels to Nissan plant

ROMULUS, Mich. — Kelsey-Hayes Co. has been awarded a contract to supply 14-inch and 15-inch wheels for Nissan trucks built in the U. S.

The wheels will be supplied from Kelsey - Hayes' Sedalia (Mo.) plant. The 275,000-square-foot facility has an annual capacity of up to 10 million wheels.



1935 Auburn Speedster, Owner Hugo Fischer

The Martin-Senour Difference

Spot and Panel Repairs Made Easy with A Full System of Acrylic Lacquer Products

The majority of the busy shop professional's repairs are of the spot and panel variety. To help make these as fast and cost-effective as possible, the person to see is your NAPA jobber. He offers the complete line of Martin-Senour Acrylic Lacquer products. This superior refinishing system combines acrylic durability with the easy workability of lacquer, while offering an outstanding color match to all OEM finishes. The full line of Martin-Senour Acrylic Lacquer System products includes primer surfacers, sealers, thinners, blenders, clear coats, cleaners, retarders, and additives. See your NAPA jobber. ***He's got it all.***

MARTIN SENOUR PAINTS

Paints, Tapes, Abrasives, and Adhesives

factories list auction dates

American Motors

Sept. 29—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Sept. 30—Evansville Auto Auction, Evansville, Ind.; Fredericksburg Auto Auction, Fredericksburg, Va., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 28—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

Olds-GMC dual

SARASOTA, Fla. — Royal Oldsmobile-GMC Co. has opened here. Kemp Lewis heads the dealership.

Used car sales
Auction Averages

September to date	$4,851
Month ago	$4,910
Year ago	$4,321

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1982	$8,178	$8,749	$9,371
1981	6,571	6,591	6,824
1980	5,204	5,348	5,377
1979	4,953	4,830	4,823
1978	3,897	3,867	3,872
1977	3,100	3,038	2,935
1976	1,979	2,046	2,103
1975	1,293	1,357	1,586
Overall Average	$4,851	$4,910	$4,885

Cadillac deal sold

TRENTON, N. J. — Colonial Cadillac, which has been owned and operated for 21 years by the Knobloch and Murray families, has been purchased by Jeff Feldman and Bill Stamps, both of Philadelphia.

Louisiana's leaders

New officers of the Louisiana Automobile Dealers Assn. are, from left, Don Barker, past president; A. J. Lousteau Jr., president; Pete Abington, vice president, and Earle (Buck) Cefalu, treasurer.

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

WASHINGTON

SOUTH SEATTLE AUTO AUCTION
28th ANNUAL
MOOSE BARBEQUE SALE
WEDNESDAY, OCTOBER 13, 1982 10 A.M.
OVER 2000 CARS & TRUCKS
CASH DRAWINGS AND PRIZES
SPECIAL BUYER AND CONSIGNOR INCENTIVES
Please call for more information:
(206) 872-6800
SOUTH SEATTLE AUTO AUCTION
11943 77th AVE. S.
P.O. BOX 5189 — KENT, WA 98032

MICHIGAN

THE APTCO AUCTION
EVERY TUESDAY
HOME OF THE FACTORY DIRECT AUCTION
HUNDREDS OF
DEALER CONSIGNMENTS EVERY WEEK
APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

CANADA

DRIVE AWAY

SERVICE
Immediate delivery of your cars to Boston, New York and Philadelphia areas. Your U. S. dollar is worth 25% more in Canada.
MONTREAL DRIVE AWAY SERVICE LTD.
514-937-2816
29 Years Experience

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC
SKYLINE AUTO AUCTION
180 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES
- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MINNESOTA

WEDNESDAY 12:00
Large consignment, 3 ring selling. Complete ramp facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

—Use Automotive News Want Ads for Quick Action—

Week's total rises to 107,978

Chrysler return hikes car output

By Patricia Hoffman
Staff Writer

Domestic car production last week showed some improvement as all but one of Chrysler Corp.'s assembly points returned to normal five-day operations following a mid-week strike which marred the previcus week's total.

There were 107,978 cars targeted last week, up 2.27 percent from the previous week's 101,611, but the total fell 4.13 percent short of the 112,634 units in the comparable 1981 period.

A high rate of absenteeism kept both shifts at Chrysler's Newark facility idle last Monday (Sept. 20) as all other Chrysler plants returned to work following a three-day strike which began Sept. 15. Both shifts at Newark returned Tuesday, Sept. 21.

A railroad strike last week cut production schedules at four General Motors facilities. GM's Janesville, Leeds and Lordstown points operated half a day on Wednesday (Sept. 22), while the GM Wilmington plant worked two-four hour shifts.

GM's Norwood facility was idled last Tuesday for model, changeover. Operations are slated to resume Oct. 7.

Ford Motor's Wayne and Metuchen plants were closed last week due to heavy inventory.

Also at Ford, the Atlanta, Lorain and San Jose facilities remained idle last week to cut inventory.

The Volkswagen of America Westmoreland point, idled Aug. 2 for an extensive model changeover period, plans to reopen today (Sept. 27) for a "systems fill." Job-One production of 1983 model cars is scheduled for Oct. 4.

American Motors' Kenosha point increased production last week of the Renault Alliance. Output was doubled to 600 units a day on two shifts.

GM's Oklahoma City facility operated on daily overtime schedules last week following it's return from model changeover. Also working overtime at GM was the Linden plant which operated six days last week.

Ford's Wixom point worked 10 hours of daily overtime last week.

Beginning Oct. 11, a second shift will be added to the full-size Mercury line at Ford's Metuchen plant. About 1,200 workers will be called back from indefinite layoff.

So far this year, the auto makers have completed 3,828,620 units, down 22.30 percent from last year's 4,927,350.

5 auto giants to be inducted to Hall of Fame

MIDLAND, Mich.—The Automotive Hall of Fame will induct five persons Thursday (Sept. 30).

Drex D. Minshall, hall of fame chairman, will preside, and Zenon C. R. Hansen, retired chairman of Mack Trucks, Inc., will be the guest speaker.

The inductees are: Walter F. Carey, Bloomfield Hills, Mich., who is the first living person to be elected to the Hall of Fame. He is chairman of the ATA Foundation and past president and chairman of the American Trucking Assns.

Horace E. Dodge, who, with his brother John, founded Dodge Brothers Corp. in 1914.

Carlysle Fraser, founder of Genuine Parts Co.

Martin E. Goldman, long active in the aftermarket business and a partner in Aitkin-Kynett Advertising Co.

J. Irving Whalley, a Ford dealer in Windber, Pa., for 50 years.

At the ceremonies, the AOT also will recognize the 1982 recipients of its Distinguished Service Citation. They are:

Russell W. Case, Harvey Cedars, N. J., co-founder of the Automotive Advertisers Council and founder of the Automotive Publishers Council.

E. M. deWindt, Cleveland, chairman of Eaton Corp.

Robert P. Mallon, a Ford dealer in Tacoma, Wash., and 1978 president of NADA.

George W. Merwin Jr., Emporia, Kans., for his contributions to the automotive service industry.

H. Kenneth Tooman, Allentown, Pa., an executive with International Harvester and Mack Trucks for 30 years.

Alex S. Tremulis, Ventura, Calif., for 49 years a stylist with Duesenberg, Briggs Mfg., American Bantam, Tucker, Kaiser-Frazer, Ford Motor Co. and Subaru.

Six plants down, truck output off 19 pct. for week

Six truck plants went down last week, cutting domestic production 19.13 percent from the previous week's total. But output remained ahead of the comparable 1981 period.

Production last week was 33,403 units, down from 41,304 the previous week, but the total was 14.03 percent above the 29,293 trucks built last year.

Year-to-date, the makers have finished 1,470,109 trucks, a 17.38 percent gain from 1,252,439 completed in the comparable period last year.

Two General Motors points and four Ford Motor facilities were idle last week to cut heavy inventories in the field. They were: GM St. Louis and Pontiac (S-truck), and Ford Kansas City, Louisville, San Jose and Twin Cities.

GM's St. Louis plant was closed three days last week because of the railroad strike.

The GM Detroit plant resumed operations last week following a one-month changeover. Also back at GM was the Pontiac (heavy-duty) point which was idled Aug. 30 for changeover.

Ford's Michigan plant operated daily overtime last week, and the Lorain facility worked Saturday (Sept. 25).

Downtime continued last week at International Harvester's Ft. Wayne and Springfield facilities. Both points were idled Sept. 13 for inventory control.

Volkswagen of America's Westmoreland plant, down since June 28, has made tentative plans to begin 1983 production the first full week in December.

Ford plant back; car output tops 20,000 in Canada

The Canadian auto makers made a substantial recovery last week as operations resumed at Ford Motor's Oakville car facility following a one-week shutdown due to a parts shortage.

The car makers targeted 20,465 units last week, a 69.24 percent gain from the previous week's 12,092, and up 54.80 percent from 13,220 in the comparable 1981 week.

Truck production reached 8,296 units last week, up 3.18 percent from 8,040 the previous week, but the total was down 17.93 percent from last year's 10,108.

Downtime continued last week at American Motors' Brampton car facility due to tooling changes. The plant was preparing for assembly of the Spirit and SX-4 models to be added to the Concord sedans and wagons already produced there. Operations are slated to resume today (Sept. 27).

Ford's St. Thomas car point, idled Sept. 13, remained closed last week to cut high inventories. Ford's Oakville truck facility was down for the same reason.

International Harvester's assembly points were idle for the second week last week due to heavy inventories.

Year-to-date, the car manufacturers have assembled 654,454 units, up 6.96 percent from 611,869 finished in the comparable 1981 period.

Truck output so far this year reached 377,699 units, a slight decline from last year's 381,199.

U. S. CAR PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
AMERICAN MOTORS	4,500*	2,000*	3,000*	11,981*	97,572*	59,279*
AMC Total	1,500*	2,000*	1,500*	5,340*	97,572*	41,479
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	1,500*	6,641*	.....	17,800*
Alliance	3,000*	.....	1,500*	6,641*	.....	17,800*
CHRYSLER CORP.	12,800	10,465	8,250	41,770	592,346	427,960
Plymouth Total	4,800	4,406	3,287	15,719	306,944	172,921
Horizon	2,200	.....	1,494	6,721	117,884	56,012
Reliant	2,500	4,406	1,697	8,508	179,473	116,201
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	100	.....	96	490	.....	708
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,200	1,519	1,289	8,864	24,428	85,755
LeBaron	1,700	1,519	779	5,045	19,566	78,865
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,500	.....	510	3,819	.....	6,890
Dodge Total	4,800	4,540	3,674	17,187	260,974	169,284
Omni	2,060	.....	1,503	6,225	102,064	52,428
Aries	1,500	3,646	1,250	6,591	140,857	87,859
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	894	229	1,446	1,727	24,363
Dodge 600	800	.....	692	2,925	.....	4,634
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	15,516	33,008	17,402	61,454	1,048,109	805,693
Ford Division	9,149	23,161	10,913	38,729	716,107	507,724
Escort	.....	9,490	5,745	15,838	276,137	204,895
Fairmont	3,267	3,873	.....	5,902	147,375	91,696
Must./Must. II	3,480	4,665	3,673	11,929	124,459	97,738
LTD/Granada	2,402	4,068	1,495	4,691	74,410	78,742
Thunderbird	.....	1,016	.....	.....	52,607	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	49	.....	369	233	5,327
L-M Division	6,367	9,847	6,489	22,725	332,002	297,969
Mercury Total	4,301	8,202	4,400	15,673	287,833	228,056
Lynx	.....	3,283	1,761	4,417	95,168	64,514
Capri	1,047	756	836	3,346	41,787	27,237
Zephyr	589	767	.....	1,058	43,561	29,577
Marquis/Cougar	850	1,192	328	1,339	35,010	37,292
XR-7	.....	552	.....	.....	25,072	10,580
Mercury	1,815	1,626	1,475	5,353	47,067	57,494
LN7	.....	26	.....	160	168	1,362
Lincoln Total	2,066	1,645	2,089	7,052	44,169	69,913
Continental ('82)	413	822	418	1,410	2,328	14,509
Lincoln	1,079	457	1,086	3,587	20,496	32,112
Mark VI	574	366	585	2,055	21,345	23,292
GENERAL MOTORS	75,162	63,526	72,959	247,989	3,061,921	2,473,404
Buick Division	16,342	13,045	15,489	52,591	677,341	574,139
Skylark	4,215	1,870	4,209	14,321	211,053	112,641
Skyhawk J	1,560	.....	1,519	4,651	.....	52,888
Century	1,132	.....	402	2,098	86,881	91,477
Regal	4,040	5,510	4,058	13,763	200,795	155,752
Buick	3,880	4,106	3,896	13,157	126,975	132,679
Riviera	1,515	1,559	1,405	4,601	51,637	28,702
Cadillac Division	6,286	7,013	6,000	20,389	198,386	171,137
Cimarron	565	959	497	1,730	17,022	5,553
Seville	707	635	656	2,139	18,267	15,872
Eldorado	1,414	1,354	1,314	4,344	45,151	41,473
Cadillac	3,600	4,065	3,533	12,176	117,946	108,239
Chevrolet Division	23,701	21,649	23,111	78,886	1,133,522	798,265
Chevette	4,645	6,821	4,880	13,418	266,208	166,176
Cavalier	3,525	4,277	3,210	11,197	78,586	68,636
Celebrity	2,686	.....	2,533	8,574	.....	51,936
Camaro	3,492	.....	4,811	16,297	87,694	176,237
Citation	2,738	.....	1,411	7,605	255,934	132,690
Malibu	2,696	3,285	2,543	7,892	180,657	91,747
Monte Carlo	1,945	2,068	1,727	7,103	106,576	55,981
Chevrolet	1,375	4,756	1,389	4,749	134,900	33,571
Corvette	599	442	607	2,051	22,967	21,291
Oldsmobile Division	19,971	13,106	19,578	65,445	653,612	577,140
Omega	1,395	1,517	1,224	4,956	110,700	63,964
Firenza	610	.....	567	1,780	.....	35,940
Cutlass	5,820	4,875	5,736	18,739	302,981	150,241
Cutlass/Ciera	4,400	.....	4,415	15,013	.....	96,299
Oldsmobile	6,837	5,755	6,909	22,309	206,589	206,965
Toronado	909	959	727	2,648	33,342	23,731
Pontiac Division	8,862	8,713	8,781	30,678	399,060	352,723
Acadian†	305	12	305	678	16,188	9,031
2000	1,030	2,775	1,003	3,720	53,930	32,540
1000	650	2,575	694	1,849	66,862	29,162
Firebird	1,900	.....	3,615	10,553	43,468	104,773
Phoenix	335	.....	470	2,680	81,812	38,423
G. Prix/B'ville ('83)	2,989	3,351	1,552	6,661	84,709	108,565
A6000	1,653	.....	1,142	4,537	.....	30,229
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,610	.....	.....	125,833	60,121
CHECKER	.....	25*	.....	.....	1,569*	2,163
Total Cars, U. S.	107,978	112,634	101,611	363,194	4,927,350	3,828,620

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 25, 1981	Jan. 1 to Sept. 25, 1982
CHEVROLET	15,362	6,006	13,732	48,567	357,476	511,528
DODGE	2,700	.....	2,082	8,743	68,974	97,094
FORD	8,646	16,445	17,994	44,371	482,476	529,425
GMC	3,645	1,533	4,517	12,990	126,998	180,479
INTERNATIONAL	.....	1,237	.....	1,540	55,503	34,790
VOLKSWAGEN	.....	622	.....	.....	31,718	8,103
JEEP	2,000*	2,000*	1,929*	7,015*	76,188*	64,910*
AM GENERAL	50*	50*	50*	180*	2,986*	1,780*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,600*	50,120*	42,000*
Total Trucks, U. S.	33,403	29,293	41,304	127,006	1,252,469	1,470,109

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
CHRYSLER CORP.	2,543	2,132	2,321	8,110	62,706	77,051
FORD MOTOR	153	3,103	153	4,314	110,476	103,614
GENERAL MOTORS	5,600	4,610	5,266	17,908	199,347	188,868
INTERNATIONAL	.....	263	.....	368	8,670	8,166
Total Trucks, Canada	8,296	10,108	8,040	30,700	381,199	377,699
N. American Trucks	41,699	39,401	49,344	157,706	1,633,638	1,847,808

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 25, 1982	Week Ended Sept. 26, 1981	Week Ended Sept. 18, 1982	Sept. to Date	Jan. 1 to Sept. 26, 1981	Jan. 1 to Sept. 25, 1982
AMERICAN MOTORS	.....	723	.....	1,699	25,299	23,177
CHRYSLER CORP.	3,440	99	3,274	11,413	44,302	122,756
FORD MOTOR	8,244	1,753	234	20,541	164,990	229,154
GENERAL MOTORS	8,400	10,420	8,203	27,463	369,652	271,689
VOLVO	381	225	381	879	7,626	7,678
Total Cars, Canada	20,465	13,220	12,092	61,995	611,869	654,454
N. American Cars	128,443	125,854	113,703	425,189	5,539,219	4,483,074
N. American Trucks	41,699	39,401	49,344	157,706	1,633,638	1,847,808
North American Cars and Trucks	170,142	165,255	163,047	582,895	7,172,857	6,330,882

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 10/7/82

Automotive News

October 4, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Dealers aren't dancing, but they see better days, survey finds

Gloom and doom begin to fade as '83s arrive

By Jim Plegue
Staff Writer

They aren't dancing in the streets just yet, but many U. S. auto dealers, who started selling their 1983 models late last month, say things are slowly improving.

An AUTOMOTIVE NEWS poll last week of General Motors, Ford Motor and AMC/Renault dealers in the U. S. found a slightly more upbeat attitude than in other recent surveys.

Cautious optimism seems to be replacing gloom-and-doom.

"I see a slow but positive upswing," said a large Chevrolet dealer in Michigan. "It's not going to go in leaps and bounds, but we definitely are seeing a more positive attitude in people."

Although still a problem, high interest rates and new-car prices are not scaring buyers as much as they have in the past, many dealers said. All dealers noted that they have normal or even below-normal stocks of leftover '82 models. None of them anticipated problems in getting rid of those cars.

For the most part, the '83 models that debuted last month were carryovers from '82.

Ford and Lincoln-Mercury dealers, in particular, complained about the lack of product. First "new" models for those divisions are the midsize LTD and Marquis, which bow next week. The lion's share of Ford's new products won't be on the market until spring.

AMC/Renault dealers, on the other hand, were happy as clams, jubilant over the fast start of the new Alliance. That model, the first joint project of AMC and Renault and built by AMC in Kenosha, debuted Sept. 22.

"The Alliance is doing very well," said Tom Daniels, new-car sales manager for Holiday AMC/Renault/Jeep, Fort Worth. "We've had more traffic than we ever thought we would have."

As of last week, Holiday had sold 22 Alliance models, 10 of those before the car even debuted. Combined AMC/Renault sales at Holiday were up 55 percent in September. All of that increase was a result of Alliance.

Rick Wasemiller, general manager of Grosse Pointe AMC/Jeep/Renault in suburban Detroit, said "Our salesmen are amazed. They haven't seen traffic like this in a long time. And the nice thing is that the traffic isn't being induced by factory incentives.

"The Alliance has increased our traffic for the month (September) by 40 percent," he said. "It's generated traffic and when you generate traffic, everything sells."

Wasemiller said his Jeep bus-

Continued on Page 62, Col. 1

Volvo's latest

Swedish innovation

A marked wedge shape, lots of glass and integrated fog lights make the Volvo 760-GLE a different kind of Volvo. But, the distinctive Volvo look is apparent and the characteristic diagonal marking is there. The 760 bows in the U. S. next month as a four-door sedan with either a V-6 gasoline engine or in-line six-cylinder turbocharged diesel. Price tag: Around $20,000. Story, other pictures are on Page 39.

Congress timetable clouds House local-content vote

By Helen Kahn
and Jake Kelderman
Washington Bureau Staff

WASHINGTON.—Whether the UAW's "Made in America" bill will achieve quick passage by the House or be trampled in Congress' rush toward adjournment was not clear at press-time.

In fact, the outlook will be cloudy until the very last minute, for time may evaporate long before the UAW and more than 225 House sponsors give up.

If it gets pushed aside by lawmakers rushing out to seek votes in this election year, the House will certainly take up the auto domestic-content bill during the lame-duck session.

Then, the bill's chances appear less good than if it could have been used on the campaign trail as a "jobs" bill, especially in those states where auto unemployment is high.

Outlook for anything except money bills is always less sanguine in a post-election session and attendance is much more iffy by the losers.

• Senate outlook this year was never good, partly because of the traditional sensitivity of senators to relations with foreign countries and because of the adamant opposition from Majority Leader Howard Baker, of Tennessee—the state that bid high for the Nissan light truck plant and wants to keep it there.

What slowed down the push toward House passage was the lengthy hearings set by Rep. Sam Gibbons, Florida Democrat and chairman of the House Trade subcommittee, who claimed jurisdiction 10 precious days after the House Commerce Committee, chaired by Michigan Democrat John Dingell, pushed the bill a step closer toward passage.

The Trade subcommittee cannot kill the bill, but it can talk while time runs out.

And it has compiled a fascinating record as witness after witness clashed over the problems of the U. S. auto industry in its competition with the Japanese.

• Retiring UAW President Douglas Fraser, defending the domestic-content bill because international trade "bears no resemblance to the textbook world of 'free trade,'" said the revised bill would create or save more than 700,000 jobs in auto or related industries.

Fraser — respected even by Gibbons who described the bill as the "worst piece of economic legislation in 50 years" — predicted only a limited effect, if any, on competition and consumer choice.

He also downplayed fear of price hikes or retaliation. Except for the Japanese, who would be forced to make cars where they sell them, Fraser said, company operations would be undisturbed.

The revised bill would require 90 percent American content for General Motors and Ford Motor Co., but would scale down to 10 percent at sales of 100,000 a year.

The bill was rewritten to keep the big U. S. firms from sourcing more parts abroad while permitting Volkswagen of America's current content, making American Honda reach somewhat, hauling Toyota into the country and making Nissan (which is training its Tennessee workers in Japan and is resist-

Continued on Page 60, Col. 1

Chrysler restructures its marketing force

By Joseph Bohn
Marketing Editor

Chrysler Corp.'s decision to go with a separate ad agency for Dodge car and truck is part of a larger re-grouping of its marketing staffs which will see greater competition between Chrysler-Plymouth and Dodge.

Joseph A. Campana, director of Truck Operations, is Chrysler's new vice president of marketing. He replaces John K. Givens, who resigned. Givens was still under contract at press-time and seeking a position elsewhere.

Reportedly, Campana will have two marketing heads reporting to him — one for C-P and one for Dodge. There may also be a third corporate marketing person to report to him.

Dodge and Chrysler-Plymouth reportedly will also have separate ad managers and merchandising managers.

On the sales side, there would be separate heads — one for C-P and one for Dodge — reporting to Thomas Pappert, vice president of sales.

Asked about the reported restructuring, Chrysler Chairman Lee A. Iacocca, without confirming specifics, told AUTOMOTIVE NEWS, "Yes, we're going to do it eventually.

"We're starting it now by hav-

Continued on Page 58, Col. 1

breaking news

DeLorean project gets a reprieve

BELFAST.—The DeLorean sports car enterprise got a reprieve last week when Northern Ireland's High Court delayed until Oct. 28 an order which would have forced the UK unit into liquidation to pay off $41 million in debt to unsecured creditors. DeLorean Motor Cars, Ltd., has been in receivership since February. Paul Shewell, one of the receivers, told AUTOMOTIVE NEWS "there is a reasonable chance" a group of U. S. investors, which includes John DeLorean, will be able to reacquire the plant, but that the $41 million in debt to creditors is a separate matter. The deal will require ministerial approval from the British government. Cofas, French export insurance company which insured the $17.5 million owed Renault for drivetrains, has joined the suit seeking liquidation.

GM predicts rise in European market

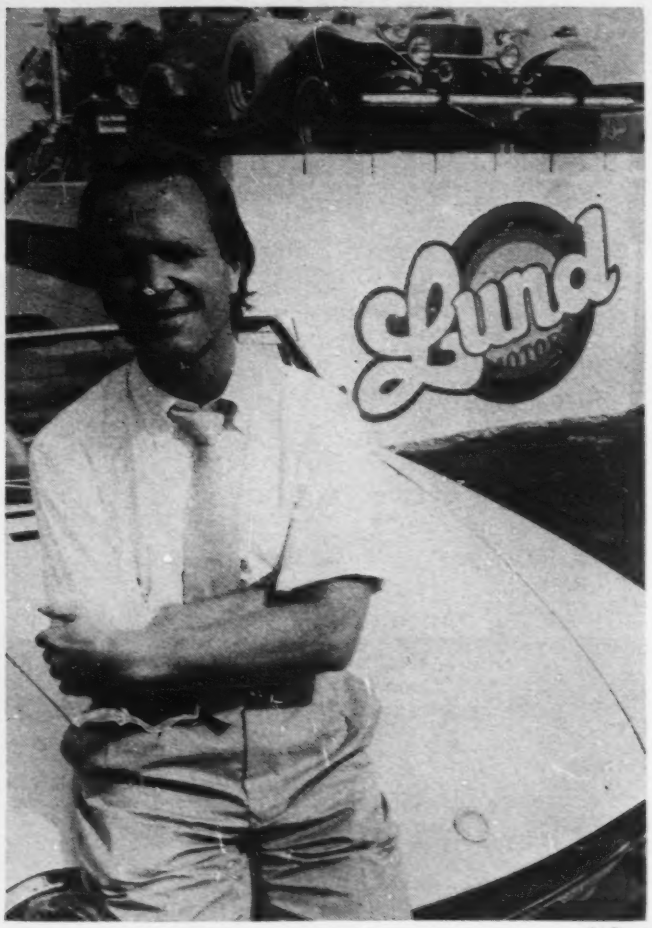
PARIS.—General Motors economists believe the European new-car market will reach 13 million units annually by the end of this decade. Ferdinand Beickler, Opel managing director, said that sales will climb from the current 10 million to 11.5 million by 1985 and 13 million by 1990.

McLouth Steel acquisition deal heats up

DETROIT.—McLouth Steel Corp. here and Tang Industries, Inc., Chicago, have signed a definitive agreement calling for sale of McLouth to Tang. The deal is subject to approval by Bankruptcy Court and McLouth lenders.

NEWSPAPER

AN JAN83
MD2081#CNGL IAD DE IN095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814



Jim Plegue

A passion for used cars

Buying and selling used cars is a profession and a passion for John Lund, who expects to move 2,200 vehicles this year through his Lund Motors in Royal Oak, Mich. He'll buy any clean car but prefers unique vehicles, like the Excalibur in the background.

Used-car wholesaler John Lund is a chip off the old dynamo

By Jim Plegue
Staff Writer

He is sprawled out—not really sitting—in a reclining office chair, his foot tapping away at the floor, the pencil in his hand slapping randomly on the arm of the chair. In the background, the stereo plays a popular rock tune, but the tapping foot and slapping pencil are totally out of sync with one another and moving at twice the beat of the music.

John Lund does not like to sit still.

He'd rather be on the phone selling cars to one of several hundred buyers, out on his lot inspecting today's purchase of 14 cars, or out on the road driving cars. Anything but sitting still.

"I get off on this," he says. "I have trouble on the weekends because it's so boring. You know, I just can't wait to come back in here on Monday. I come in and say, 'okay, LET'S GO!' "

When he speaks, the words at first come out slowly and carefully. But if he gets excited, sentences quickly become staccato bursts, delivered by an animated voice, punctuated by flailing arms.

He is a human dynamo, a 30-year-old hyperactive stringbean of a salesman. And he loves cars. It's a trait he shares with his father, Robert D. Lund, vice president of sales and marketing for General Motors and former longtime general manager of Chevrolet.

But unlike his father, John Lund's passion is used cars. He buys strictly from the public and sells only to wholesale buyers through his three-year-old company, Lund Motors, of Royal Oak, Mich. Lund moved 2,000 cars last year and expects 2,200 this year. (He handled well over 1,600 vehicles in the first seven months.)

• Lund's lot is the former used-car yard for a nearby Cadillac dealership. His office is on one side of a mobile home, a small cubicle with papers strewn about and a wall that's covered with hundreds of business cards. Above the cards are four clocks, one for each time zone of the U. S.

It looks like the ticket office for a one-man charter flight service.

Things move fast here. Today, he and his buyers (he has seven) have purchased 14 vehicles (the alltime high is 18 in one day). At day's end, Lund has already resold nine of those plus eight from the previous day's buying flurry.

Lund does all the selling. His record is 37 sold in one day.

One of Lund's buyers enters the room to debate the price on a Chevy Blazer. He thinks the owner wants too much for it. Lund makes a phone call, then hangs up and announces he has a buyer for the truck in another state. He has resold it before even owning it. Not only that but he has fetched a price that covers the owner's asking price as well as a profit for his business.

That is the secret to Lund's success. He buys primarily from the Detroit metropolitan area but re-sells products to all corners of the U. S. He matches the vehicle to the marketplace, thereby finding the highest dollar. Consequently, he can offer a

Continued on Page 57, Col. 3

Expressive

"A used-car dealer's personality is on his lot," says John Lund, Lund Motors, Inc., Royal Oak, Mich. "It's a form of expression."

TOP CARS

U. S. registrations for the first seven months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	707,150	Chevrolet	866,686—	1
2—	520,441	Ford	507,492—	2
3—	437,914	Oldsmobile	493,917—	3
4—	395,178	Buick	419,805—	4
5—	305,201	Toyota	359,582—	5
6—	265,541	Pontiac	318,721—	6
7—	257,314	Nissan	269,392—	7
8—	212,654	Honda	226,062—	8
9—	184,599	Mercury	207,655—	9
10—	146,993	Plymouth	204,095—10	
11—	143,201	Dodge	184,783—11	
12—	130,136	Cadillac	119,975—13	
13—	91,681	Chrysler	58,188—17	
14—	86,824	Mazda	107,961—14	
15—	85,181	Volkswagen	137,316—12	
16—	77,770	Subaru	81,205—15	
17—	51,774	AMC	81,127—16	
18—	45,183	Lincoln	35,817—19	
19—	44,704	Volvo	38,113—18	
20—	37,089	Mercedes	35,117—20	
21—	27,572	BMW	.....	...
22—	25,470	Audi	27,043—22	
	.....	Fiesta	30,047—21	
	123,253	Other Imports	168,986	
	1,607	Misc. Domestic	1,648	
	4,404,430	Total	5,080,733	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Copyright, 1982, Automotive News

AMC boosts '83 intros with incentive program

By Joseph Bohn
Marketing Editor

American Motors, having some difficulty generating wholesale orders on certain '83 vehicle lines, has launched a new fall wholesale/retail program.

Dealers are paid on retail deliveries of '82 and '83 domestic cars and Jeeps in the form of credit certificates.

The credit certificates earn them discounts when ordering October / November / December wholesale units from the factory.

The new program, called "Fall Sales Festival," is running in tandem with a trip contest for dealers and sales managers.

The retail portion of AMC's contest runs from Sept. 23 to Dec. 22. Dealers get the following credit certificates for units retailed and delivered during the time frame:

'82/'83 Spirit — $100; '82 Concord — $400; '83 Concord — $200; '82/'83 Eagle 30 — $300, and '82/'83 SX 4 — $200.

For Jeep, the figures are: '82 CJ models — $600; '83 CJ models — $300; '82/'83 Scrambler — $300; '82/'83 pickup truck—$200, and '82/'83 Cherokee — $300.

The credit certificates can be applied to new factory wholesale orders during October/November/December in the following amounts: $300 off on Eagle 30; $200 off on SX 4; $300 off on Cherokee; $400 off on Wagoneer, and $200 off on pickup trucks.

• There is a one-unit qualifier in each of those lines which dealers must purchase before they can begin applying the credit/discount certificates.

Interestingly, although they earn credits for selling Spirit, Concord, CJ and Scrambler — dealers cannot apply credit units on those lines but only to lines listed above.

AMC's trip contest for dealers and sales managers runs from Oct. 1 to Dec. 31. It is called "Passport to Excellence."

Dealers are divided into either an open competition, where they simply hit the objective and win, or one of three grouped competitions, in Groups I, II or III. Grouped competitors must hit high-over-objective to win.

There are 100 dealers in open

Continued on Page 57, Col. 2

index

Advertising news	47
Auction reports	50
Automotive World News	9
Classified advertising	52
Editorial page	16
Engineering	39
Production by makes	63
Registrations, car	48
Truck highlights	18

58th year — No. 4935

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

July total trails June and year-ago

Registrations end string of '82 gains

By Jenny L. King
Staff Writer

New-car registrations in July broke the string of month-to-month gains begun in January, dropping 12.69 percent from the June total and falling 9.23 percent from July, 1981, according to figures compiled by R. L. Polk & Co.

Imports captured 32.41 percent of the total, an any-month penetration record.

July registrations totaled 626,321, down from 717,358 the preceding month and down from 690,025 a year earlier.

Domestic new-car registrations numbered 423,319 during the seventh month, down 17.16 percent from 510,985 in June, and down 12.42 percent from 483,372 recorded in July of 1981.

Imported cars accounted for 32.41 percent of the July total, with 203,002 registrations reported. A year earlier, 206,653 new imports took 29.59 percent of the month's registrations.

Year-to-date registrations totaled 4,404,430, down 13.31 percent from 5,080,733 in 1981. Domestic new-car registrations of 3,121,398 were down 13.29 percent from 3,599,909, while im-

Continued on Page 48, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1982	Percent Share of Market	Regis., July, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 7 mos., 1982	Percent Share of Market	Regis., 7 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	89,118	14.23	117,148	16.98	— 2.75	707,150	16.06	866,686	17.06	— 1.00
Ford	77,355	12.35	76,761	11.12	+ 1.23	520,441	11.82	607,492	11.96	— 0.14
Oldsmobile	59,646	9.52	68,498	9.93	— 0.41	437,914	9.94	493,917	9.72	+ 0.22
Buick	53,966	8.62	55,788	8.09	+ 0.53	395,178	8.97	419,805	8.26	+ 0.71
Pontiac	33,448	5.34	49,777	7.21	— 1.87	265,541	6.03	318,721	6.27	— 0.24
Mercury	26,426	4.22	29,173	4.23	— 0.01	184,599	4.19	207,655	4.09	+ 0.10
Plymouth	20,730	3.31	26,640	3.86	— 0.55	146,993	3.34	204,095	4.02	— 0.68
Dodge	19,633	3.14	23,795	3.45	— 0.31	143,201	3.25	184,783	3.64	— 0.39
Cadillac	16,921	2.70	16,790	2.43	+ 0.27	130,136	2.95	119,975	2.36	+ 0.59
Chrysler	14,542	2.32	6,162	0.89	+ 1.43	91,681	2.08	58,188	1.14	+ 0.94
AMC	5,698	0.91	8,664	1.26	— 0.35	51,774	1.18	81,127	1.60	— 0.42
Lincoln	5,634	0.90	3,866	0.56	+ 0.34	45,183	1.02	35,817	0.70	+ 0.32
GENERAL MOTORS	253,099	40.41	308,001	44.64	— 4.23	1,935,919	43.95	2,219,104	43.67	+ 0.28
FORD MOTOR CO.	109,415	17.47	109,800	15.91	+ 1.56	750,223	17.03	850,964	16.75	+ 0.28
CHRYSLER CORP.	54,905	8.77	56,597	8.20	+ 0.57	381,875	8.67	447,066	8.80	— 0.13
AMERICAN MOTORS	5,698	0.91	8,664	1.26	— 0.35	51,774	1.18	81,127	1.60	— 0.42
IMPORTS	203,002	32.41	206,653	29.95	+ 3.12	1,283,032	29.13	1,480,824	29.15	— 0.02
MISCELLANEOUS	202	0.03	310	0.04	— 0.01	1,607	0.04	1,648	0.03	+ 0.01
TOTAL	626,321	.....	690,025	.....	.....	4,404,430	.....	5,080,733	.....	.....

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

July total trails June and year-ago

Registrations end string of '82 gains

Continued from Page 3

port registrations for the seven months were off 13.36 percent, to 1,283,032 from 1,480,824.

• Ford Motor Co., Chrysler Corp. and the combined imports made gains in their shares of the month's total, as American Motors, General Motors and the miscellaneous domestics gave ground.

Imports were up 3.12 percentage points, to 32.41 percent from 29.95 percent of the market last year. Chrysler was up 0.57 percentage points, to 8.77 percent from 8.20 percent, and Ford gained 1.56 percentage points, going to 17.47 percent from 15.91 percent.

GM plunged 4.23 percentage points, to 40.41 percent from 44.64 percent in 1981. AMC was down to 0.91 percent from 1.26 percent and miscellaneous domestics dipped to 0.03 percent from 0.04 percent.

GM-built new cars accounted for 59.78 percent of July domestic registrations, down from 63.72 percent in 1981. Ford cornered 25.85 percent, up from 22.72 percent. Chrysler was up to 12.97 percent from 11.71 percent. AMC slipped to 1.35 percent from 1.79 percent, and miscellaneous domestics had 0.05 percent this year compared with 0.06 percent in 1981.

In July, shifts in market class went from U. S. subcompacts and compacts toward the remaining categories of larger cars plus the imports. Subcompacts dropped to 14.26 percent from 15.72 percent and compacts were down to 16.13 percent from 19.54 percent.

Intermediates climbed to 21.40 percent from 19.64 percent, standards were up to 11.02 percent from 10.76 percent, luxury models were up to 4.78 percent from 4.39 percent and imports went to 32.41 percent from 29.95 percent.

Of the domestics-only market in July, subcompacts accounted for 21.10 percent, compacts had 23.87 percent, intermediates had 31.67 percent, standards had 16.30 percent and luxury models had 7.06 percent.

July registrations included 89,306 new subcompacts, 101,028 compacts, 134,057 intermediates, 69,020 standards, 29,908 luxury cars and 203,002 imported models. A year earlier the breakdown was as follows: 108,481 subcompacts, 134,828 compacts, 135,551 intermediates, 74,249 standards, 30,263 luxury models and 206,653 intermediates.

Over the seven-month period, GM, Ford and miscellaneous domestics increased their holdings in new-car registration shares. GM was up 0.28 percentage points, to 43.95 percent from 43.67 percent. Ford also was up 0.28 percentage points, to 17.03 percent from 16.75 percent. The miscellaneous domestics gained 0.01 percentage points, going to 0.04 percent from 0.03 percent of the total.

Chrysler was down to 8.67 percent from 8.80 percent, AMC finished the seven months at 1.18 percent compared with 1.60 percent in 1981 and imports were off slightly, to 29.13 percent from 29.15 percent.

International to close its Indiana plant

Continued from Page 18

president, said the decision to shut down the Fort Wayne plant was reached with "deep regret."

"But it was a necessary decision to protect the future of the company and the overwhelming majority of International Harvester employes," he said.

In the statement announcing the decision, the company noted that the "offers of economic assistance in behalf of both communities were so nearly equal that this did not provide an edge to either plant location."

A package of incentives worth about $30 million was presented to Harvester by Springfield and the State of Ohio. It included a commitment to buy the firm's plant and lease it back, a cash infusion, $20 million in private loans and a $10 million direct loan.

Fort Wayne officials said its incentive package had a value of about $50 million, including $10 million in deferred payments promised by hundreds of workers in defiance of a UAW rejection of the concessions.

Closing of the Fort Wayne plant will cost about 2,200 jobs, most of them filled by blue-collar workers. Harvester, the city's largest employer, had 10,500 employes at its peak in 1979. There now are about 4,000 on the payroll.

The company also is Springfield's biggest employer with about 3,200 "active" employes, down from a peak of 7,470 in 1973.

Harvester said the shift of Fort Wayne operations to Springfield could produce about 1,500 new job there, with most of them going to workers now on indefinite layoff.

2 Canadian universities receive $25,000 from GM

DETROIT. — General Motors has awarded grants of $25,000 to McGill University, Montreal, and to the University of Toronto Institute for Aerospace Studies.

McGill is conducting experimental and theoretical studies of fiber-filled polymer melt systems, and Toronto is continuing its research on how drivers react in highway accident situations.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

JULY '82 VS. JULY '81

	1982 June	1982 Year	1981 June	1981 Year
AMC Spirit	1,222	12,049	2,167	22,530
Concord	1,482	13,058	3,064	24,739
Concord SW	579	5,342	926	8,912
Eagle 4WD	436	3,706	364	4,162
Eagle 4WD SW	1,331	10,506	1,037	9,507
Eagle SX4 4WD	648	7,113	1,106	11,277
TOTAL AMC	5,698	51,774	8,664	81,127
Chrysler LeBaron '81			3,043	24,461
LeBaron '81 SW			336	4,483
LeBaron FWD	6,716	46,300		
LeBaron SW FWD	1,001	3,765		
Cordoba	1,170	8,472	1,901	17,146
Newport			208	3,737
New Yorker '81			335	5,008
New Yorker	5,510	31,400		
Imperial	145	1,744	339	3,353
Total	14,542	91,681	6,162	58,188
Plymouth Horizon FWD	6,532	49,272	9,988	84,956
Reliant FWD	9,100	62,067	11,613	81,638
Reliant SW FWD	3,290	24,897	4,626	31,454
Gran Fury '81			413	6,047
Gran Fury	1,808	10,737		
Total	20,730	146,993	26,640	204,095
Dodge Omni FWD	5,781	45,415	8,776	66,086
Aries FWD	5,730	44,326	8,005	62,329
Aries SW FWD	2,718	20,046	3,302	24,073
Dodge 400 FWD	2,407	14,488		
Diplomat	2,419	14,618	2,152	15,891
Diplomat SW	4	62	142	2,274
Mirada	574	4,246	1,133	9,867
St. Regis			285	4,263
Total	19,633	143,201	23,795	184,783
Total Chrysler Corp.	54,905	381,875	56,597	447,066
Ford Escort FWD	24,896	150,455	14,052	108,228
Escort SW FWD	7,350	47,905	10,078	75,239
EXP FWD	2,873	24,427	7,372	23,905
Pinto			218	8,736
Pinto SW			53	2,616
Fairmont	9,124	72,469	9,011	86,774
Fairmont SW	39	1,965	4,221	32,514
Granada	5,766	43,416	6,764	59,950
Granada SW	3,956	23,125		
LTD	4,194	28,213	4,398	32,078
LTD Crn. Victoria	4,100	24,745	3,530	22,325
Ford SW	2,084	12,253	1,664	12,210
Mustang	9,415	66,656	10,607	99,619
Thunderbird	3,558	24,812	4,793	43,298
Total	77,355	520,441	76,761	607,492
Lincoln Town Car	2,656	18,657	1,905	17,204
Mark VI	1,891	13,957	1,961	18,613
Continental	1,087	12,569		
Total	5,634	45,183	3,866	35,817
Mercury Lynx FWD	6,809	44,340	4,992	37,843
Lynx SW FWD	1,689	12,034	2,931	22,110
LN7 FWD	842	8,642	2,863	7,714
Bobcat			38	2,007
Bobcat SW			11	463
Zephyr	3,314	23,638	3,137	28,428
Zephyr SW	12	774	939	8,207
Cougar	2,861	19,823	3,684	25,483
Cougar SW	1,503	9,759		
Marquis	782	5,061	758	4,410
Marquis Brougham	1,519	10,236	1,057	6,748
Grand Marquis	2,879	18,960	2,025	12,686
Marquis SW	856	5,540	591	4,170
XR7	1,180	8,971	2,063	16,818
Capri	2,200	16,821	4,084	30,568
Total	26,426	184,599	29,173	207,655
Linc. Merc. Div. Total	32,060	229,782	33,039	243,472
TOTAL FORD MOTOR CO.	109,415	750,223	109,800	850,964

	1982 June	1982 Year	1981 June	1981 Year
Buick Skylark FWD	9,183	87,603	14,671	118,327
Skyhawk FWD	3,550	19,309		
Century '82 FWD	6,811	46,201		
Regal/Century	16,476	119,940	24,764	191,481
Regal/Century SW	1,350	8,526	1,503	10,095
Le Sabre	2,581	16,461	1,857	12,364
Le Sabre Limited	5,166	33,060	3,845	25,201
Electra	4,359	31,198	4,277	30,069
Buick SW	1,344	8,510	876	6,326
Riviera FWD	3,146	24,370	3,995	25,942
Total	53,966	395,178	55,788	419,805
Cadillac de Ville	8,936	58,727	7,627	54,836
Cimarron FWD	603	7,247	1,523	1,924
Fleetwood & Chas.	2,332	21,198	2,313	20,398
Eldorado FWD	3,967	30,797	3,830	28,930
Seville FWD	1,083	12,167	1,497	13,887
Total	16,921	130,136	16,790	119,975
Chevrolet Chevette	13,919	131,520	24,626	226,699
Camaro	15,995	99,710	9,187	63,975
Monza			176	15,398
Cavalier FWD	4,618	51,024	4,690	7,437
Cavalier SW FWD	1,549	14,777	1,864	2,965
Citation FWD	10,825	114,777	25,553	186,818
Malibu	5,205	42,180	13,071	99,266
Malibu SW	3,911	23,960	5,258	35,377
Celebrity FWD	6,571	45,393		
Monte Carlo	7,408	57,799	12,059	94,694
Impala	5,388	32,168	5,907	35,916
Caprice	7,836	55,494	8,168	53,213
Chevrolet SW	4,125	25,271	4,325	26,338
Corvette	1,768	13,077	2,264	18,590
Total	89,118	707,150	117,148	866,686
Oldsmobile Omega FWD	4,361	43,421	8,523	63,892
Firenza FWD	1,826	11,893		
Cutlass Ciera FWD	7,074	54,332		
Cutlass Salon '81			12,332	100,228
Cutlass Sup/Calais '81			21,350	155,985
Cutlass Sup/Calais	20,818	152,209		
Cutlass SW	1,760	12,475	2,912	19,849
Delta 88	700	5,508	985	7,002
Delta Royale	13,381	81,966	12,025	72,047
98	5,716	46,173	5,760	43,734
Oldsmobile SW	1,716	11,530	1,602	10,504
Toronado FWD	2,294	18,402	3,009	20,676
Total	59,646	437,914	68,498	493,917
Pontiac T1000	2,515	29,224	6,956	21,662
Firebird	8,586	55,486	4,845	35,448
Sunbird			313	27,487
J2000 FWD	2,851	25,816	5,388	8,235
J2000 SW FWD	504	4,334	929	1,481
Phoenix FWD	2,660	30,219	6,007	52,774
LeMans/Bonn.	4,993	34,695	3,731	30,324
LeMans/Bonn. SW	1,289	8,584	2,222	13,904
6000 FWD	3,427	23,391		
Grand Prix	6,531	49,940	10,338	74,859
Catalina	9	427	526	4,217
Bonneville '81	33	1,606	4,404	24,343
Bonn. '81 Brougham	43	1,372	3,244	18,717
Pontiac SW	7	447	874	5,270
Total	33,448	265,541	49,777	318,721
TOTAL GM CORP.	253,099	1,935,919	308,001	2,219,104
(Checker)	158	1,410	248	1,297
Misc. Domestic	202	1,607	310	1,648
Domestic Station Wagon Total	43,947	296,387	53,222	370,341
Domestic Grand Total	423,319	3,121,398	483,372	3,599,909
Import Total	203,002	1,283,032	206,653	1,480,824
Grand Total All Registrations	626,321	4,404,430	690,025	5,080,733

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Satellite feed used to launch '83 models

Chrysler's high-tech dealer show

DETROIT. — Chrysler Corp. unveiled its 1983 models for its dealers and their salesmen through simultaneous satellite-fed shows in 21 cities on successive days.

The programs reached 13,000 dealer sales personnel and their spouses, as well as the company's own field sales force.

The 2½-hour show mixed live film and slide presentations with satellite feeds of talks by Chrysler Corp. Chairman Lee Iacocca; John Naughton, executive vice president, sales and marketing, and E. Tom Pappert, vice president, sales.

It was the first time Chrysler —and is believed to be the first time any car maker—has used a satellite link to reveal a new model year's lineup to its dealers and their salesmen.

"The satellite was the quickest way to get their very key executives before so many people at one time and also, particularly in the case of Mr. Iacocca, keep them available for other high priority matters," said John Givens, vice president, marketing.

It also was a monumental logistics problem as well as an artistic challenge to make the program a smoothly synchronized and enthusiasm-building launch for the new models, according to Clark Reid, Ross Roy ad agency vice president and executive producer of the show.

He said the basic challenge of this type of show is to provide some of the pace and excitement that is possible when dealers come to one location such as Las Vegas, to preview the new models.

• Mixing film, satellite and live presentations and integrating slides with each was the way chosen to do this. Accomplishing it was another matter.

Reid worked fulltime on it since spring. He employed eight film crews, one video crew, three still camera crews, a production house, a satellite transmission company, 22 on-site production crews and a company to computer-program the slide portion of the presentation at each site.

With 724 trays of slides averaging 50 slides a tray, Reid estimated they provided "35,000 chances to make a mistake." Splicing in 25 advertised film clips at each location provided "another 500 chances." None were reported.

Following the show in each city, the audience adjourned to an adjoining ballroom where the new models were on display and hors d'oeuvres were served except in the case of the West Coast meetings, which were preceeded by a light lunch instead.

High-tech sound system

This is the electronically tuned receiver component of the $895 Delco-GM/Bose Music System available on the '83 Cadillac Eldorado and Seville, Buick Riviera and Oldsmobile Toronado. There are four speakers, each with an amplifier, a highly unusual feature. The system is designed specifically for those cars, varies from nameplate to nameplate and cost GM and Bose Corp. $12 million to develop. The two are in what John C. Crawford, Delco Electronics general sales manager, calls a handshake partnership.

N. American car-truck sales continue plunge in Canada

By Jenny L. King
Staff Writer

Sales in Canada of North American-built cars dropped 15.07 percent in August compared with the year-ago total, while truck sales plunged 27.76 percent. Sales for both types of vehicles have been down every month this year.

The five major auto makers retailed 38,496 new cars in August, down 15.07 percent from 45,329 in 1981. Year-to-date car sales trailed 1981 by 25.83 percent: 342,238 compared with 461,409.

General Motors reported a 23.97-percent plunge in August, to 21,280 from 27,989. Ford Motor Co. sales of 7,545 were down 10.69 percent from 8,448. Chrysler bucked the trend with a 6.45-percent upturn in sales, going to 7,059 from 6,631.

American Motors sales, including Renault passenger cars, totaled 1,957, up 30.55 percent from 1,449, and Volvo dropped 14.04 percent, to 655 from 762.

In shares of the market, GM slipped to 55.28 percent from 61.75 percent last year. Ford was up to 19.60 percent from 18.64 percent. Chrysler advanced to 18.34 percent from 14.63 percent; AMC was up to 5.08 percent from 3.30 percent, and Volvo edged to 1.70 percent from 1.68 percent.

Truck sales in August tumbled 27.76 percent, to 10,964 from 15,426 last year. Year-to-date truck sales were off even more, down 34.53 percent, to 115,563 from 176,526.

GM truck sales plunged 35.68 percent, to 5,188 from 8,066. Ford sales, including captive imports, totaled 3,814, down 25.83 percent from 5,142. Chrysler truck sales, also including imports, were down 12.34 percent, to 1,670 from 1,916, and AMC Jeep sales of 292 were down 3.31 percent from 302 a year earlier.

GM earned 47.32 percent of the truck market in August, down from 52.29 percent. Ford increased its share to 34.79 percent from 33.33 percent. Chrysler was up to 15.23 percent from 12.42 percent, and AMC earned 2.66 percent compared with 1.96 percent for the month in 1981.

Model breakdown
Auction Averages

	SEPTEMBER	AUGUST	JULY
1982	$5,253	$8,749	$9,371
1981	6,564	6,591	6,824
1980	5,204	5,348	5,377
1979	4,907	4,830	4,823
1978	3,822	3,867	3,872
1977	3,010	3,038	2,935
1976	1,976	2,046	2,103
1975	1,271	1,357	1,686
Overall Average	$4,807	$4,910	$4,885

Used car sales
Auction Averages

September	$4,807
Month ago	$4,812
Year ago	$4,618

AMC launches wholesale, retail incentive plan

Continued from Page 3

competition, with awards of eight-day/seven-night trips for two to Hong Kong and Peking.

In Group I, some 200 dealers are competing for 50 similar trips to Hong Kong and Peking.

In Group II, 500 dealers are competing for 75 trip awards for five days/four nights to Puerto Vallarta, Mexico.

Finally, in group III, there are 1,100 dealers competing for 110 awards, with a choice of 100 weekend holiday destinations.

Sales managers can win three-day/two-night trips to Las Vegas, and salespeople are eligible to win merchandise.

AMC's contest is based on selling Renault, domestic cars and Jeeps, with some models getting bonus points as special-emphasis vehicles.

St. Louis-area dealer is tops for Ford in July

ST. LOUIS. — Dave Sinclair Ford, South St. Louis County, was Ford Motor Co.'s top sales leader in the nation for July, outselling the runner-up a Washington, D. C. point, by more than 25 percent.

"I'm wholesaling to the public," Sinclair told the AUTOMOTIVE NEWS. "I have very little fleet business but I spent a bundle on promotion, including TV, radio and neighborhood papers."

Sinclair appears on TV, and he does his own commercials, signing off by saying: "I'm Dave Sinclair and here is my address." Apparently, many customers paid him a visit.

Used-car wholesaler John Lund is a chip off the old dynamo

Continued from Page 3

higher price for the used cars he buys.

"Four-wheel-drives in downtown Detroit aren't worth spit," he says. "But you take a four-wheel-drive and plant that little sucker right in the middle of Cedar Falls, Iowa . . . all of a sudden all the boys want that one.

"Nobody knows what a used car is worth. Remember that. If I pay you $200 more than any dealer in this town will offer, did you just get a good deal? Now, if I supply a guy with a car that he can make $1,500 on in 30 days, did I just give him a good deal?

"So, you have two good deals on either end of it. If I cut myself in for a profit in the middle, I'm entitled to it."

• He says he's "moving commodities." But cars and trucks are more than mere commodities to Lund. He describes each as if it were a personal purchase, a valuable heirloom for his collection. He fancies himself an artist. The parking lot is his canvas, each car is a brushstroke.

"A used-car dealer's personality is on his lot," Lund says. "It's a form of expression. See the cars on my lot? To a degree, they're an expression of me."

Lund's "expressions" include two Corvettes, some four-wheel-drive trucks ("Trucks are dynamite right now."), a Porsche 911, a '79 LTD sedan with about 8,000 miles, a 1967 Maserati Quattroporte and two spotless silver Mercedes-Benz 230 SLs that were picked up in Germany.

On Lund's desk are three Panasonic auto dialers which enable him to contact any one of 120 wholesale buyers at the push of a button. Lund met many of his buyers by selling cars at auctions.

"A certain guy would buy a certain kind of car, he explains. "One guy, all he wants is these real creampuffs, doesn't care what he pays. Then you get another guy who just wants to buy average cars and he's price-conscious. Then you get a guy who comes from a real ritzy neighborhood and all he wants are high-end luxury cars with low miles.

"Every lot has its own character. Every dealership has its own neighborhood and its own types of buyers to satisfy."

Lund has built a solid reputation, both as a buyer and a seller of cars.

"We're not going to try to do more cars," he says. "You can't control the quality when you get the quantity up too high. My reputation is at stake constantly. I'm selling all these cars sight-unseen on the telephone. That's like accepting a blind date.

"If a man buys a car from me and let's say something's broken. I just say, 'Send me a bill.' In my business I can never have an unhappy customer."

• In addition to his fulltime staff of buyers, Lund also has about 100 "bird dogs," scouts who earn $50 commission for each good used vehicle they track down. He spends an average of $7,500 to $8,000 per month on radio and newspaper advertisements.

"Sometimes we go in streaks," he says. "Sometimes we'll head more toward imports and sporty stuff. Then the market will start to contract, and it will get more logical. When that happens, you get into family cars; four-door sedans are very hot right now.

"And when the market gets really loose and money's flying around, you start dealing the really wild stuff."

Lund graduated from Georgetown University with a management degree, then left to sell Cadillacs in Los Angeles in 1974 ("That was my grad school," he says.) He returned to the Detroit area to work at Audette Cadillac, West Bloomfield, Mich. He then moved on to become used-car manager for a Cadillac dealer in Indianapolis.

He came back to Detroit in 1979 as new-car manager for Merollis Chevrolet but, by this time, he realized his forte was used cars. He had also grown tired of selling to the public. He quit Merollis and started selling used cars out of his Birmingham (Mich.) duplex.

That decision did not sit well with his father.

"He was furious when I quit Merollis," recalls Lund. "We didn't speak for three months. Then I told him I was starting this. And all I had was a couple thousand dollars and I bought this old car to re-sell.

"His impression was, 'I paid for four years of college and you're going to do this with your life. You're going to become a bum. You're going to become a used-car bum.'"

Now, "he thinks it's great," Lund says. In fact, Lund sold his father a vintage mid-'50s Chevrolet that one of his buyers found.

"You know, I quit this business four times," he says. "You can't quit it. Once you get the disease — it is a disease; it gets into your blood — you can't quit. I get high on the adrenalin. Right now, for me to sit still this long . . ."

He has been sitting for over an hour, perhaps, a new record. It's time to let him get up and go.

Before he bursts.

91,943 cars built last week

U. S. auto production drops 11 pct.

By Patricia Hoffman
Staff Writer

Domestic auto production dropped last week from the previous week's total as nine car facilities resumed normal operations following overtime schedules the prior week, and three General Motors plants were idled for inventory control.

Last week's car output was estimated at 91,943 units, down 11.28 percent from the previous week's 103,638, and down 14.50 percent from 107,538 units in the comparable 1981 period.

General Motors closed its Doraville, Leeds and Willow Run facilities last week to cut inventory. Operations at all three plants are slated to resume today (Oct. 4).

The GM Norwood point remained idle last week for model changeover. The plant closed Sept. 21. Production of 1983 models is scheduled to begin Thursday (Oct. 7).

Also at GM, the Framingham facility was idled indefinitely on Sept. 1, placing about 3,400 workers on indefinite layoff.

Second-shift operations were cut last week from Ford Motor's Dearborn plant.

The Ford Lorain and San Jose points, both idled Sept. 13, remained down last week for changeover. Ford's Metuchen facility, idled Sept. 20, continued down last week for inventory control. Starting Oct. 11, Metuchen will add a second shift to its full-size Mercury line, recalling about 1,200 workers from indefinite layoff.

Ford's Atlanta plant resumed production last week following a two-week model changeover. Also at Ford, the Wayne plant returned after a one-week shutdown to control inventory.

Volkswagen of America's Westmoreland point, idle since Aug. 2, began a "systems fill" last week in preparation for the start of new 1983 model production, slated to begin today.

Saturday overtime was scheduled last week at GM's Arlington point.

So far this year, the auto makers have finished 3,916,223 units, down 22.32 percent from last year's 5,041,674.

Truck production moves ahead to 32,268 for week

Domestic truck production last week jumped 13.32 percent from the previous week's total as normal five-day operations resumed at General Motors' St. Louis plant following the prior week's railroad strike, and two Ford Motor plants returned to work.

The truck manufacturers slated 32,268 units last week, up from the previous week's 28,474, and a 21.58 percent gain from last year's 26,540.

So far this year, the makers have assembled 1,497,448 trucks, up 16.82 percent from 1,281,837 finished in the comparable 1981 period.

GM's St. Louis facility scheduled a normal five-day work week last week after being idle three days the previous week due to the railroad strike.

Also at GM, the Janesville point was closed last week to control inventory.

Operations resumed last week at Ford's San Jose and Twin Cities facilities. Both points were idled Sept. 20 for inventory control.

Also at Ford, the Kansas City and Norfolk plants were down last week for inventory adjustments, while second-shift operations were discontinued at Ford's Louisville point.

Volkswagen of America's Westmoreland plant remained down last week. The plant has been idle since June 28 and is slated to resume production in December.

TV ad bureau seeks entries for dealer awards

DETROIT. — The seventh annual Auto Dealer and Dealer Association TV Commercials Competition sponsored by the Television Bureau of Advertising in conjunction with NADA is now under way, according to Richard A. O'Donnell, TvB Vice President - Detroit sales.

The contest is open to NADA members, state and local dealer associations and agencies with automotive accounts.

Six awards will be presented for the best dealer and dealer association commercials in three categories: Markets ranked 1-50, 51-100 and 101 and over. The award presentation will be held at the NADA convention in Las Vegas Feb. 12-15.

Entries in the TvB/NADA competition should include the name, address and prime contact at the dealer or association and the name, company and address of the person submitting the commercial.

To qualify for the judging, all entries, on ¾-inch videotape, should be submitted by Dec. 10, 1982 to: Walter Vetter, Television Bureau of Advertising, 485 Lexington Ave., New York 10017.

Entry blanks are available from the TvB-Detroit, 3155 W. Big Beaver Rd., Suite 217, Troy, Mich. 48084 or from the Television Bureau of Advertising, 485 Lexington Ave., New York, N. Y. 10017.

Schroeter elected

KANSAS CITY. — Arnold F. Schroeter, president of Diesel Specialties, Inc., Des Moines and Sioux City, Ia., has been elected president of the Assn. of Diesel Specialists.

Canadian makers assemble 19,492 cars for week

Canadian auto production last week rose 43.06 percent from the previous week's total as operations resumed at Ford Motor's St. Thomas point and American Motors' Brampton facility.

The manufacturers slated 19,492 cars last week, up from the previous week's 13,625, and up 39.02 percent from 14,021 in the comparable 1981 period.

Truck production also showed improvement last week as output reached 7,797 units, up 18.60 percent from the previous week's 6,574, and an 18.66 percent gain from 6,571 trucks finished in the same period last year.

After two weeks of downtime to cut inventory, production resumed last week at Ford's St. Thomas car plant.

Also back last week was AMC's Brampton point. The plant was idled Sept. 13 for tooling changes in preparation for assembly of the Spirit and SX-4 models to be added to the Concord sedans and wagons already produced there.

General Motors' Oshawa (No. One) car plant returned to normal five-day operations last week after a railroad strike idled production for two days the previous week. Assembly at the point will be halted for two weeks starting today (Oct. 4) for inventory control.

GM's Oshawa (No. Two) facility closed last week to cut inventory. Operations are scheduled to resume today.

Also at GM, the Oshawa truck plant, idled Sept. 23 due to the railroad strike, remained down last week to cut heavy inventories. Production at the plant is slated to resume Oct. 18.

Ford's Oakville truck facility returned last week following two weeks downtime to control inventory.

International Harvester's Chatham and Vancouver truck points, idled Sept. 13 for inventory adjustments, remained closed last week.

So far this year, the auto makers have finished 667,106 units, up 6.24 percent from last year's 627,900.

Year-to-date, truck production totalled 383,774 units, down 1.10 percent from 388,049 units built in the same period last year.

U. S. CAR PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
AMERICAN MOTORS	4,500*	.....	4,400*	15,481*	97,572*	63,679*
AMC Total	1,500*	.....	1,500*	6,540*	97,572*	42,979*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	2,900*	8,941*	.....	20,700*
Alliance	3,000*	.....	2,900*	8,941*	.....	20,700*
CHRYSLER CORP.	14,850	12,775	17,022	57,872	605,611	447,032
Plymouth Total	5,750	4,760	6,385	21,904	311,850	180,256
Horizon	2,200	2,914	2,713	8,994	120,784	58,725
Reliant	3,500	1,846	3,553	12,361	181,479	120,754
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	119	549	.....	777
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,400	2,787	3,855	11 439	27,247	88,810
LeBaron	1,500	2,787	2,067	6,612	22,385	80,732
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	900	.....	1,788	4,827	.....	8,078
Dodge Total	6,700	5,228	6,782	24,529	266,514	177,966
Omni	2,300	2,966	2,267	8,332	105,064	54,995
Aries	3,200	1,365	2,851	10,502	142,403	92,410
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	897	787	2,133	2,721	25,150
Dodge 600	700	.....	877	3,562	.....	5,411
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	19,647	25,096	15,773	77,428	1,073,423	825,597
Ford Division	12,927	16,631	9,014	48,935	733,237	520,516
Escort	4,493	9,706	.....	19,432	285,726	209,388
Fairmont	3,239	668	3,142	8,368	148,156	94,810
Must./Must. II	1,800	4,214	3,466	13,355	128,910	99,524
LTD/Granada	3,395	951	2,406	7,411	75,619	82,141
Thunderbird	.....	846	.....	.....	53,538	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	246	.....	369	402	5,327
L-M Division	6,720	8,465	6,759	28,493	340,186	305,081
Mercury Total	4,658	6,841	4,670	19,768	294,294	233,083
Lynx	787	3,140	.....	5,047	98,503	65,301
Capri	464	843	1,119	3,789	42,535	27,773
Zephyr	617	83	738	1,701	43,557	30,343
Marquis/Cougar	1,330	318	974	2,527	35,068	38,746
XR-7	.....	746	.....	.....	25,713	10,580
Mercury	1,460	1,635	1,839	6,545	48,697	58,978
LN7	.....	76	.....	160	221	1,362
Lincoln Total	2,062	1,624	2,089	8,725	45,892	71,998
Continental ('82)	412	806	418	1,745	3,221	14,926
Lincoln	1,079	441	1,091	4,462	20,957	33,203
Mark VI	571	377	580	2,518	21,714	23,869
GENERAL MOTORS	52,946	65,471	66,443	281,626	3,134,291	2,517,631
Buick Division	11,071	13,321	15,181	60,287	696,187	584,049
Skylark	468	2,655	4,097	14,577	213,972	112,991
Skyhawk J	.....	.....	931	4,022	.....	52,259
Century	1,236	64	1,001	2,956	91,895	92,582
Regal	4,114	5,209	3,926	16,940	206,123	159,752
Buick	3,961	3,948	3,776	16,222	131,038	136,536
Riviera	1,292	1,445	1,450	5,570	53,159	29,929
Cadillac Division	5,912	6,412	5,935	24,767	205,306	176,698
Cimarron	565	895	262	1,879	17,641	5,813
Seville	574	679	678	2,569	19,012	16,417
Eldorado	1,173	1,214	1,358	5,226	46,436	42,590
Cadillac	3,600	3,624	3,637	15,093	122,017	111,876
Chevrolet Division	20,064	23,269	20,927	92,163	1,156,096	815,555
Chevette	4,647	7,362	4,176	16,666	273,314	170,354
Cavalier	.....	4,690	1,814	9,486	83,178	66,925
Celebrity	2,967	.....	2,640	10,902	.....	54,857
Camaro	2,896	.....	3,240	18,362	87,694	178,881
Citation	2,709	163	2,733	9,767	255,934	135,394
Malibu	3,026	3,448	2,477	10,094	184,247	94,554
Monte Carlo	2,019	2,178	1,846	8,619	108,689	57,901
Chevrolet	1,200	4,805	1,393	5,727	139,656	34,789
Corvette	600	623	608	2,540	23,384	21,900
Oldsmobile Division	12,031	14,492	18,555	73,654	668,959	587,755
Omega	.....	2,148	1,478	5,039	113,056	64,047
Firenza	.....	.....	358	1,528	.....	35,688
Cutlass	5,100	4,795	5,739	22,738	307,856	155,260
Cutlass/Ciera	.....	56	4,169	14,782	702	96,068
Oldsmobile	6,145	6,560	5,830	26,218	213,047	212,103
Toronado	786	933	981	3,349	34,298	24,589
Pontiac Division	3,868	7,977	5,845	30,755	407,743	353,574
Acadian†	210	68	210	715	16,170	9,146
2000	.....	2,553	379	3,069	56,705	31,889
1000	588	2,065	425	2,094	69,437	29,525
Firebird	.....	.....	2,313	10,966	43,468	105,186
Phoenix	392	.....	229	2,888	81,812	38,709
G. Prix/B'ville ('83)	1,760	3,291	1,495	6,575	88,060	108,831
A6000	918	.....	794	4,412	.....	30,288
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	4,171	.....	.....	129,183	60,121
CHECKER	.....	25*	.....	.....	1,594*	2,163
Total Cars, U. S.	91,943	107,538	103,638	432,407	5,041,674	3,916,223

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
CHEVROLET	14,349	7,981	9,933	54,617	365,770	520,448
DODGE	2,300	2,061	2,898	10,781	71,074	99,592
FORD	7,608	10,335	8,654	50,465	492,868	537,041
GMC	3,931	2,800	3,132	15,622	130,041	183,897
INTERNATIONAL	1,030	1,316	878	3,242	56,740	36,698
VOLKSWAGEN	.....	597	.....	.....	32,600	8,103
JEEP	2,000*	.....	1,929*	8,544*	78,188*	66,839*
AM GENERAL	50*	50*	50*	220*	3,036*	1,830*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	51,520*	43,000*
Total Trucks, U. S.	32,268	26,540	28,474	147,891	1,281,837	1,497,448

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
CHRYSLER CORP.	2,543	.....	2,645	10,246	62,838	79,696
FORD MOTOR	3,054	420	241	6,845	110,846	106,756
GENERAL MOTORS	2,200	6,151	3,688	17,756	205,484	189,156
INTERNATIONAL	.....	.....	.....	368	8,881	8,166
Total Trucks, Canada	7,797	6,571	6,574	35,215	388,049	383,774
N. American Trucks	40,065	33,111	35,048	183,106	1,669,886	1,881,222

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 2, 1982	Week Ended Oct. 3, 1981	Week Ended Sept. 25, 1982	Sept. Est.	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 2, 1982
AMERICAN MOTORS	963	852	.....	2,469	26,030	24,140
CHRYSLER CORP.	3,440	2,750	3,522	14,247	47,201	126,278
FORD MOTOR	8,264	2,162	3,594	22,502	166,506	232,768
GENERAL MOTORS	6,600	8,032	6,284	30,627	380,312	276,173
VOLVO	225	225	225	903	7,861	7,747
Total Cars, Canada	19,492	14,021	13,625	70,748	627,900	667,106
N. American Cars	111,435	121,559	117,263	503,155	5,669,574	4,583,329
N. American Trucks	40,065	33,111	35,048	183,106	1,669,886	1,881,222
North American Cars and Trucks	151,500	154,670	152,311	686,261	7,339,460	6,464,551

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1 10/11/82

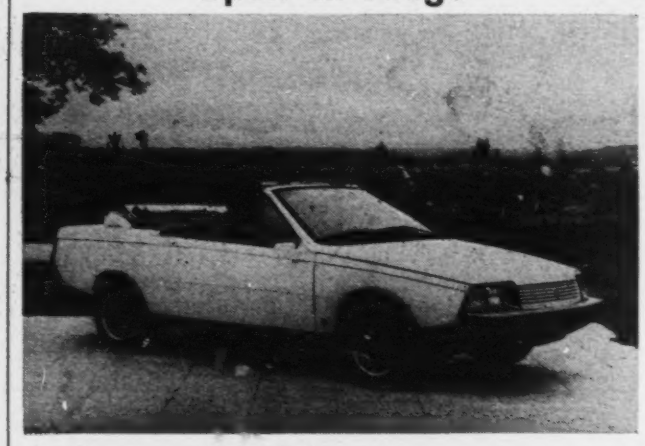
Automotive News

October 11, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Open-air Fuego



Heuliez takes top off Renault

French coachbuilder Heuliez turned this American version of the Renault Fuego into a convertible for the Paris Auto Show. The conversion was done independently, and Renault says it has no plans for a Fuego convertible.

New 'just-in-time' systems called boon for Midwest

By Roger Rowand
Engineering Editor

Sweeping changes just starting to develop in auto production methods are going to have an unexpected side effect. Because of the changes, it appears likely the U. S. auto industry again will be concentrated in the Midwest.

That is what comes into focus in an AUTOMOTIVE NEWS look at how Detroit and its far-flung suppliers go about the complex, fast-moving business of putting together the 14,000 or so pieces that make up a car today.

A reversal is coming in a 20-year trend that has seen car factories spread from coast to coast and border to border. The reversal will come from changes in how inventories are managed.

Inventories. A dull subject? Not by a long shot in the rough international automotive environment of the 1980s.

The newest developments can be traced directly to Japan — as has been true a lot lately in Detroit.

Car makers say one of the most attractive aspects of Japanese methods is the way they handle in-process inventory — parts going into major component factories and final assembly plants.

Parts aren't stockpiled massively in Japan as they historically have been in this country. They are brought in as they are needed, thus the name just-in-time inventory.

Benefits are immediate from such a system. They come in the form of reduced demands on working capital and in improved quality as defective components are spotted quickly, car makers say.

There are varieties of the just-in-time technique — kanban is one well-known one — but tight inventories are characteristics of all of them.

"Our former tendency to provide for large banks of material between operations must go. We can no longer afford the space such material demands, nor its costs. And, more importantly, poor quality often goes undiscovered if material is allowed to accumulate between operations,"

Continued on Page 8, Col. 3

Chrysler workers torpedoing pact; money is chief gripe; strike looms

By Marjorie Sorge
Labor Editor

The new Chrysler Corp.-UAW contract is all but dead.

Word from the rank-and-file who began voting on the agreement last week is that the contract doesn't give them enough money. They want an agreement which gets them closer to parity with their counterparts at General Motors and Ford. The difference in the hourly rates is $2.50.

At presstime, six major Chrysler locals had rejected the pact. There are 54 locals.

Many UAW officials view this as a trend and are readying themselves for the pact's defeat. The current vote is 65 percent against and 35 percent for, the UAW said.

Thomas W. Miner, Chrysler industrial relations vice president, said he is not optimistic the contract will be ratified.

But, he said, there is no more money to give and the company currently has no ideas on how the contract could be changed.

If the contract is defeated, a strike is possible. UAW and Chrysler officials might be able to negotiate an alternate agreement without a strike, but that is not likely, given the attitude of the workers, observers said.

According to David Eisenberg, auto analyst for Sanford C. Bernstein & Co., a one-week strike would cost Chrysler about $60 million in profit before taxes. In the first half of 1982, Chrysler made a profit of $256.8 million before taxes.

That profit has fueled the workers' resistance. They say they are entitled to a bigger share of that money. Chrysler officials say most of that profit didn't come from the car-and-truck business, but from the sale of the defense operation and other cutbacks.

In a recent AUTOMOTIVE NEWS interview, Gerald Greenwald, Chrysler vice chairman, said that while the company made $107 million in the second quarter, the car and truck business lost money.

UAW officials have also blamed Chrysler Chairman Lee Iacocca for some of the contract's problems. Iacocca has been publicizing the company's $1 billion cash reserve, which the union says has hurt the ratification process. Analysts say Iacocca was trying to boost confidence in the company.

But the $1 billion represents more than confidence to Chrysler. According to Greenwald, it is the equivalent of a line of credit from other companies. He said Chrysler has not had a credit line for two years and needs that money to compensate.

Miner said $1 billion doesn't go very far when vendor payments average about $15 million a week. He said none of the $1 billion reserve came from the auto business.

Even restoring COLA payments is expensive. A 16-cent

Continued on Page 50, Col. 3

Bargain-priced Yugo

Yugoslavian model makes Western debut

Chardonnet, the French auto importer, displayed the new hatchback Yugo 45 at the Paris Auto Show, marking the Yugoslavian car's first Western appearance. Fitted with a 45-HP Autobianchi engine, it retails in France for $3,800. Show story and other photos on Page 3.

Mid-engined power

Alfa Romeo Sprint unveiled

Alfa Romeo's competition unit unveiled the Sprint at the Paris Auto Show. Based on the Alfasud coupe, the Sprint's 2.5-liter V-6 is mounted amidship, produces at least 160 HP and drives the rear wheels. Two hundred are to be built.

breaking news

Domestic new-car inventory dips to 69 days

DETROIT. — The domestic new-car inventory dropped during September to a 69-day supply on Oct. 1, compared with an 88-day stockpile on Sept. 1. The domestic industry had 1,350,366 new cars in stock Oct. 1, down from 1,379,434 a month earlier. The greater part of the decrease in days supply was because of a higher daily selling rate in September.

Harvester admits chance of bankruptcy

CHICAGO. — International Harvester Co. last week alerted its shareholders, via a special-meeting proxy statement, that the firm's future "is in reasonable doubt." It was the first time the company has admitted the possibility of bankruptcy.

Avanti Motor Corp. sold to Blake

SOUTH BEND.—Stephen H. Blake, a Washington businessman, has acquired Avanti Motor Corp. for $5 million. The purchase agreement included a $2.5 million capital loan and a line of credit from a local bank plus a package of state and local government inducements. Blake said existing man-

SEE BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

More from Paris

AN JAN83
MD2081ACNGLIAO GE IN095 92001J
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Three sales incentives launched by Chrysler; Nissan cuts loan rate

By Joseph Bohn
Marketing Editor

Chrysler Corp. has launched a new fourth-quarter program, designed to drum up dealer wholesale orders and push retail sales through rebates.

There are actually three programs — one for dealers, one for sales managers and a third for salespeople.

Separately, Nissan has begun a new 9.9 percent retail finance program, backed with dealer cash, on its pickup trucks.

Chrysler's dealer program is called "Kickoff for Kash." It runs from Oct. 1 to Dec. 31 and has a "one-for-one" replacement feature.

Dealers agree to purchase up front one eligible '83 factory unit for each eligible unit they retail.

By placing '83 orders in specified amounts, dealers receive value coupons, or rebates, assignable to retail purchasers of '82 vehicles in the following amounts:

$600 on Omni-Horizon, TC3/024, Turismo/Charger and Dodge 400.

$500 on Reliant/Aries, LeBaron and Rampage.

$300 on Cordoba/Mirada, Gran Fury, Diplomat, Imperial, New Yorker, domestic trucks (excluding Rampage and Ramcharger) and import cars.

A customer may elect to sign his coupon (or rebate) over to the dealer or receive a check directly from the company.

• Dealers must submit up-front orders, determined by Chrysler, by certain dates.

October allocation orders are due by Oct. 15; November order requirements (equal to October sales) are due by Nov. 15 and December orders (equal to November sales) are due by Dec. 6.

Any remaining orders due Chrysler must be placed by Jan. 6.

At the conclusion of the program, if dealers ordered more vehicles than they sold, they receive an additional $100 in dealer cash for each leftover unit.

There are also a couple of bonuses.

If dealers agree to order 50 percent more than the one-for-one October requirement, they receive $200 extra on all '83 retail deliveries (excluding import trucks).

If they order 75 percent more than the October requirement, they receive $400 per '83 delivery. Orders must be placed by Oct. 15.

Separately, there is a "Touchdown Team" program (Chrysler-Plymouth) and a "Touchdown '83" (Dodge) program for sales managers.

It also runs from Oct. 1 to Dec. 31.

The program covers all '82 and '83 vehicles, domestic and import.

Each dealership is assigned a total program objective for retail sales and a two-month E-body car objective.

Depending on size, dealerships are grouped into Flight 1, 2 or 3.

If a manager achieves a fast-start of 40 percent of the dealership objective by Oct. 31 and 100 percent by the program's end, he receives $1,500 (Flight 1, $1,000 (Flight 2) or $500 (Flight 3). If he hits the E-body objective by Nov. 30 and total objective at the end, he receives an extra $1,500 (Flight 1), $1,000 (Flight 2) or $500 (Flight 3).

Managers also receive double credits toward their overall program objectives for sales of 1982 models and '83 E-bodies.

There are also trip contests for managers.

Sales managers are grouped into one of 300 groups per division.

Within each group, the manager with the highest-over-objective retail sales will win a trip. The top 75 winners per division receive three-day trips for two to the Super Bowl, if there is one, or some alternate destination, if not.

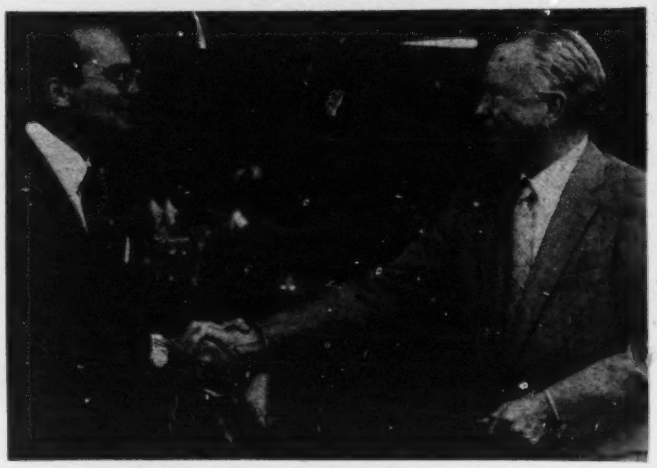
The remaining 225 winners per division each win a trip for one to Las Vegas on Super Bowl weekend.

There are cash bonus awards, available only to those who win trips. The criteria are rather involved, with payments depending on the manager's flight, national ranking in the division, etc. Essentially, 36 awards from $10,000 to $5,000 to $2,500 to $1,250 and $625 will be given.

Finally, a salespersons' contest, also running from Oct. 1 to Dec. 31, provides $50 payments for retail sales of all '82 and '83 L-body models (excluding the derivative Scamp and Rampage pickups).

Separately, Chrysler extended

Continued on Page 6, Col. 3



Good timing for new dealership

General Motors Chairman Roger B. Smith, right, congratulates John Bergstrom at the opening of his new Bergstrom Chevrolet-Cadillac-Buick dealership in Neenah, Wis. Smith spoke at the dedication ceremonies and said the dealer's timing "couldn't be any better" in the face of signs of an upturn in the economy.

Both U. S. and domestic cars slip for model year

Domestic sales dip 5 pct. for month

By Jenny L. King
Staff Writer

After a brief mid-month flirtation with increased sales, the domestic auto makers lapsed into their former bad habit of declines, finishing September with a 5.80-percent sales drop. Imports reported a second consecutive month of improved sales but missed record penetration by less than a percentage point.

September also marked the close of the 1982 model year, which ended on a depressed note for the U. S. auto makers—down 15.89 percent from '81—and a low note for the imports as well—down 9.33 percent.

Domestic model-year sales totaled 5,543,006 for 1982 compared with 6,590,451 for 1981. Import 1982 model-year sales were 2,157,693, down from 2,379,714. The combined model-year total was 7,700,699 down 14.15 percent from 8,970,165.

The five major U. S. auto makers reported sales of 488,452 units in September, down 5.80 percent from 518,522 in 1981. Mid-September sales had been up 14.88 percent, but they were sandwiched between an early-month decline of 28.99 percent and a final-period drop of 3.27 percent.

Import sales in September numbered 182,599, up 8.81 percent from 167,819 a year earlier. Combined sales of 671,051 were down 2.24 percent from 686,413. Imports earned 27.21 percent of the market, up from 24.46 percent in 1981 but missing the record 27.60 percent set in 1980.

Domestic sales for the first nine months totaled 4,262,595, down 13.47 percent from 4,925,889 last year. Import sales through September were 1,682,441, down 9.05 percent from 1,849,755. Industry total for the nine months was down 12.26 percent, to 5,945,036 from 6,775,644.

Third-quarter domestic sales were down 17.91 percent compared with 1981, to 1,327,771 from 1,617,414. Import sales during the July-August-September quarter totaled 581,304, up 0.95 percent from 575,851.

In September, Chrysler and

Continued on Page 6, Col. 1

Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	128,198	19.10
COMPACT	103,473	15.42
INTERMEDIATE	145,054	21.62
STANDARD	72,782	10.85
LUXURY	38,945	5.80
IMPORT	182,599	27.21
TOTAL	671,051	100.00

Survey shows interest rates have little to do with depressed sales

Why aren't new cars selling? In a word, pricesaretoohigh!

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Consumers in all income brackets have listed high car prices as the greatest single deterrent to buying a new vehicle, with high interest rates running a distant fourth, according to a recent study conducted by J. D. Power & Associates.

The study was commissioned by Knapp Communications, which publishes Architectural Digest, Bon Appetit, GEO and Home magazines, in an effort to chart attitudes and buying practices between consumers earning more than $50,000 per year and those who make less.

A third of the consumers in both brackets said current vehicle prices were the greatest deterrent to buying a new car.

About 18 percent in the under-$50,000 bracket cited personal/family financial conditions and 15 percent said strains on the personal/family budget were the greatest obstacle. Only 13.2 percent in the under $50,000 category said financing costs were the greatest deterrent.

In the over-$50,000 range, 14 percent cited personal/family financial conditions, 12.7 percent mentioned strains on the budget and only 10 percent said interest rates were the chief deterrent.

• Despite the unanimity in identifying the leading culprit for sluggish new-car sales, there are marked differences in the attitudes and buying patterns between the two income groups.

Nearly 78 percent of those in the $50,000-plus category plan to buy a new car in the next year, nearly twice the number of those planning to make a car purchase in the less-than-$50,000 group.

The more-affluent consumers keep their cars an average of one year less than the under-$50,000 group, which has an average car ownership of 4.2 years.

The more rapid turnover and higher price intention rate of the upper income consumers has led Knapp to conclude that consumers earning over $50,000 per year will become an important force in the U. S. car market.

According to the study's figures, the number of persons in that bracket has doubled since 1978 and is now more than 11 million persons, or about 5 percent of the population.

"While national sales of new cars continue to drop, the 5 percent segment of the population that represents household incomes of $50,000 or more will account for 18 percent of all new-car purchases this year—three times its proportionate share of four years ago," the company reported.

There are a number of findings in the study that are fairly obvious:

1. The more-affluent expect to pay on average nearly twice the amount for a new car ($9,550 vs. $5,570).

2. The higher bracket drives twice as many sports cars, while the lower bracket drives twice as many pickups (standard and mini), vans and buses.

3. Leasing is more than four times more popular with the over-$50,000 set.

4. The more-affluent look for dependability, styling / appearance and comfort, while the less-affluent rank low purchase price, fuel economy and dependability as important vehicle attributes.

5. Diesels are five times more prevalent among affluent car owners.

At the same time, there were a number of surprises. Although consumers in the over-$50,000 bracket own more import models (23.8 percent vs. 18.1 percent), only 16 percent are planning to buy a new import during the next year.

On the other side, import ownership in the less-affluent group is only 18 percent, yet 19 percent of the total in this bracket are planning to buy an import in the next year.

• On the domestic front, 60 percent of the $50,000-plus category plan to buy a U. S. car, while only 54 percent of the under-$50,000 consumers plan to do so. Domestic ownership in the two brackets is 76 and 81 percent, respectively.

Twenty-two percent of the more-affluent and 26 percent of the lower bracket are undecided on their next purchase.

According to Knapp, "These facts seem to suggest that a major opportunity exists with the uncommited buyer. Further, there is some indication that the affluent segment is giving domestic cars higher consideration for purchase than the under-$50,000 segment."

This conclusion has more ominous tones when taken in context of the average price each of the two brackets expects to pay for a new car.

It was previously thought that imports appealed to more-upscale buyers and, consequently, Detroit aimed for that segment of the market in its latest product offerings.

It may be doing so at the expense of a great number of less-affluent buyers — buyers that have traditionally purchased domestic automobiles. Low-priced imports may be attracting some of these buyers for the first time, and even greater erosion of domestic-car sales is possible.

• Further complicating matters is consumer awareness of various models and who makes them. More than two-thirds of the consumers in both brackets admitted having only fair to poor knowledge regarding the variety of domestic models on the market today.

Only 26 percent of the under-$50,000 group and 30 percent in the $50,000-plus category rated their product knowledge as good to excellent.

According to the study, only

Continued on Page 46, Col. 4

Four makers show vital new models

Products make news in Paris

By Richard Feast
European Editor

PARIS.—Questions, questions, so many questions!

The Paris Auto Show was the setting for a glittering Who's Who of the industry. It was also a gathering of gossips, who posed more questions than they received answers for.

Just how significant are the senior management changes within the Peugeot group?

What would be the result of the court case in Luxembourg between Ford and the European Commission over export sales destined for the UK?

Was the president of Volkswagen of America showed the door, or did he really open it himself?

What will happen in Spain now that VW has finally signed that production deal with Seat?

Can British trade unions really stop Vauxhall from importing General Motors' S-car from Spain?

And which of the crop of new cars will win the important European Car of the Year Award?

In short, it was an exhilarating, tiring show — and frustrating because so many of the questions remained unanswered.

It was a show which saw the public debut of four vital new models which could change buying habits in Europe. The quartet tended to overshadow the important but smaller product changes by other manufacturers.

It also marked the unveiling of the futuristic, energy-saving vehicles developed by the Renault and Peugeot groups with the aid of government finance.

Of the four newcomers, only two will qualify for Europe's Car of the Year award.

Under the rules, the Citroen BX and Opel Corsa will not be on sale in enough European countries (five) by the end of the year. Neither, of course, will the small Mercedes-Benz (debut later this year), BMW 3-series and Fiat Type One (next year).

Which means it looks like a straight fight between the Ford Sierra and Audi 100. Whatever the reaction in the U. S., the Volvo 760 announced earlier this year received only a lukewarm reception in Europe.

(In theory, Japanese and North American cars qualify. In reality they don't.)

These, then, were the cars which the public flocked to see. There is still a great deal of buoyancy in the French market, with year-end sales expected to rise well above 1.9 million.

• Unfortunately for the French industry, demand for foreign vehicles is running at unprecedented levels—29 percent in the first half of this year.

A combination of factors, including strikes and inflation induced price disadvantages, influenced this. The government's economic measures, which included a price freeze until November, may help reduce inflation over the long term. But at present, imports seem destined to edge further upward.

Renault, however, retains a solid 40 percent of the domestic market. It had no really new products to talk about — a hatchback adaptation of the R9 (Alliance) is expected next year—and instead concentrated on reviewing its recent past and previewing its future.

Bernard Hanon, group president, turned in a confident, relaxed performance before a horde of newsmen. He had, one observer thought, the Kennedy touch.

He did not look like a man facing another year of financial losses (1981, some $100 million) but spoke of increasing investments ($1.2 billion this year).

Renault's five-year plan will involve a new model each year, greater automation in the factories and creation of new markets. This year the group's annual production will exceed 2 million units for the second time in its history.

• Jean Boillot, president of Automobiles Peugeot, had a more difficult time in what is believed to be his first general news conference. He stressed the hard work done by the company in the integration of the Peugeot and Talbot networks and the introduction of new models.

This, he said, had taken place against a background of economic recession.

But he had a difficult time fielding questions about the future of the company's Spanish and UK plants.

The UK Talbot facilities are totally dependent on a contract to supply kits of Hillman Hunter (Peykan) models to Iran—a volatile part of the world since the revolution.

In Spain, where the domestic competition is heating up with the arrival of General Motors, the Peugeot group has a small and fragmented presence. It inherited the Chrysler (Talbot) business as well as the Citroen factory, which by an historical quirk also assembles Peugeots.

What this amounts to is too much capacity and too many employes. The company has begun negotiations with unions and local authorities on rationalization, having been nodded through by the government.

• The conference was complicated by the fact that on the eve of the show, the Peugeot group (PSA) announced a management restructuring. It will, Boillot said in attempting an explanation, create a more streamlined management structure between the ruling PSA and its two subsidiaries, Auto-

Continued on Page 8, Col. 1

UAW demands parity at Chrysler Canada

By Marjorie Sorge
Labor Editor

The UAW has set 10:00 a.m. Nov. 5 as the strike deadline for reaching a new contract with Chrysler Canada and is demanding parity with Ford and General Motors.

Currently, Chrysler workers lag behind those at the Big Two by about three dollars an hour. Their base wage is $9.07 (Canadian) an hour.

In order to accomplish parity, the UAW wants up-front money for workers, quarterly increases in cost-of-living adjustments (COLA) and will not accept wage increases tied to profits, as have been negotiated in the U. S.

Workers in Canada have indicated they will not accept an agreement similar to the U. S. Chrysler pact. That contract resumes lump-sum COLA payments and cracks down on chronic absenteeism.

In the U. S., UAW members have voiced strong opinions against wage increases tied to profitability and the more stringent absenteeism system. Ratification of the new U. S. contract is in doubt.

This doubt, is one reason the Canadian UAW has set a Nov. 5 deadline. According to Robert White, UAW vice president and director of the Canadian Region, the Canadians want to know where the Chrysler U. S. settlement is going before they complete their negotiations.

Getting a settlement at Chrysler Canada will not be easy, and White said he is less optimistic that an agreement can be reached without a strike than he was when negotiating at GM and Ford.

In the U. S., Chrysler officials have said the agreement it negotiated with the UAW is the best possible under Chrysler's current economic situation. But union officials in Canada feel Chrysler can afford to meet their demands.

• "They can meet the economic package we are talking about and remain viable," White said. "You can't put money into new plants and technology and not give any to the workers."

Chrysler is in the midst of a major remodeling of its two Windsor plants for production of front-drive cars and a garageable van.

Meanwhile in Canada, a new two-year agreement between the UAW and Ford Motor Co. of Canada has been ratified by 90 percent of the production workers and 73 percent of the skilled trades workers.

The agreement is similar to the GM of Canada pact negotiated in mid-September. The contract provides wage increases and COLA payments but eliminates paid personal holidays (PPHs).

The COLA formula remains the same as in the last contract for the first 18 months of the agreement. That formula gives workers a one-cent increase for every 0.26 percent rise in the combined Canadian-U. S. Consumer Price Index. During the last six months of the pact, the

Continued on Page 46, Col. 4

index

Auction reports	38
Classified advertising	39
Editorial page	14
Personnel	10
Production by makes	50
Truck highlights	16

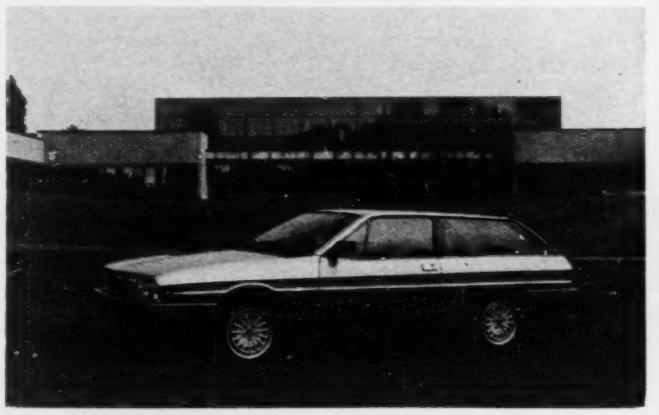
58th year — No. 4936

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

New at Paris

Beefed-up Samba

Peugeot introduced a higher-power engine option for top versions of the Talbot Samba. The Rallye version, new for Europe, is offered with an 80-HP engine.



One-of-a-kind Lancia

Pininfarina showed its one-off Olgiata at the Paris Auto Show. The elegant, wagon-like car is built from the Lancia Gamma.

VW's new Polo coupe

Smaller than the Golf/Rabbit, the new coupe (hatchback) version of Volkswagen's Polo was unveiled at Paris. It is offered with 50- and 60-HP engines as well as in GT version, with a 75-HP engine that propels the car to 104 MPH.

Opel styling study

Opel showed Paris a version of its Monza coupe with a smoother front end. The car is a design study.

Both U. S. and domestic cars slip for model year

Domestic sales dip 5 pct. for month

Continued from Page 2

American Motors were the only domestic auto makers to post sales gains. Chrysler was up 14.16 percent, to 55,237 from 48,384 last year, while AMC blipped a plus 0.38 percent, to 12,343 from 12,296.

General Motors was down 7.48 percent, to 301,692 from 326,089; Ford Motor Co. was down 6.14 percent, to 110,166 from 117,372, and Volkswagen of America was down 37.32 percent, to 9,014 from 14,381.

GM's share of the domestic market in September slipped to 61.76 percent from 62.89 percent in 1981. Ford cornered 22.55 percent, down from 22.64 percent. Chrysler leaped to 11.31 percent from 9.33 percent; AMC edged ahead to 2.53 percent from 2.37 percent, and VWoA dropped to 1.85 percent from 2.77 percent.

For the 1982 model year, GM was down 16.00 percent, to 3,387,607 from 4,032,727 in '81. Ford was down 13.31 percent, to 1,289,983 from 1,487,961. Chrysler dropped 13.84 percent, to 658,720 from 764,535. VWoA sales of 107,396 were down 32.89 percent from 160,022, and AMC sales of 99,300 were down 31.61 percent from 145,206.

GM earned 61.12 percent of the domestic market for the 1982 model year compared with 61.19 percent in 1981. Ford had 23.27 percent, up from 22.58 percent. Chrysler climbed to 11.88 percent from 11.60 percent; VWoA dropped to 1.94 percent from 2.43 percent, and AMC was down to 1.79 percent from 2.20 percent.

In September Chrysler, Lincoln, Buick and Cadillac posted sales gains compared with year-ago levels. Chrysler more than tripled its numbers, Lincoln was up 79.03 percent, Buick was up 6.76 percent and Cadillac was up 7.57 percent.

• Among the imports, Datsun set a record for the month with sales of 41,090 new passenger cars; Jaguar sales doubled; BMW was up 27.52 percent from last year; Audi was up 11.47 percent; Mazda was up 14.98 percent; Mercedes-Benz was up 44.85 percent; Saab was up 21.14 percent; Toyota was up 16.36 percent, and Volvo was up 22.32 percent. Combined Mitsubishi sales by Chrysler were up 47.30 percent on a September-to-September basis.

Of the total September market, imports accounted for 27.21 percent, intermediates had 21.62 percent, subcompacts had 19.10 percent, compacts had 15.42 percent, standards had 10.85 percent and luxury models had 5.80 percent.

The domestics-only market class spectrum was as follows: Intermediates at 29.70 percent, subcompacts at 26.25 percent, compacts at 21.18 percent, standards at 14.90 percent and luxury models at 7.97 percent.

Domestic new-car sales during the final 10 days of the month were down 3.27 percent, to 221,369 from 228,850 last year.

Chrysler was up 39.53 percent, GM was down 7.62 percent, Ford was down 1,47 percent, AMC was down an estimated 12.50 percent and VWoA plunged 33.46 percent.

With 25 selling days in September both this year and last, the daily selling rate for domestic cars slipped 5.80 percent, to 19,538 from 20,741. The third-period rate of 24,597 was down 3.27 percent from 25,428 in 1981; there were nine days both years. Based on third-period sales, annualized domestic new-car sales for 1982 were running at a rate of 5,789,000 units.

IMPORTED CAR SALES

	September, 1982	September, 1981	9 Mos., 1982	9 Mos., 1981
Alfa Romeo	218	193	1,561	1,651
Audi	4,433	3,977	34,651	38,644
BMW	4,606	3,612	38,032	32,495
Challenger	1,262	966	11,645	9,995
Champ	5,290	3,333	31,176	32,873
Colt	4,880	3,522	32,144	33,363
Datsun	41,090	38,274	355,351	368,110
DeLorean	271	200	2,465	729
Fiat	649	2,466	12,566	27,687
Fiesta	.....	.....	.....	32,856
Honda	29,105	30,460	279,511	298,379
Isuzu	1,599	1,664	10,774	13,411
Jaguar	797	353	6,880	3,279
Lancia	101	91	761	898
Mazda	14,232	12,378	121,480	131,057
Mercedes-Benz	5,277	3,643	47,579	46,583
MG	.....	186	.....	3,455
Peugeot	1,110	1,121	10,850	12,861
Porsche	784	670	9,739	8,254
Renault	2,689	2,475	28,996	23,329
Rover	.....	43	.....	599
Saab	1,358	1,121	13,692	10,700
Sapporo	1,644	1,056	10,040	10,759
Subaru	13,393	12,845	111,459	118,619
Toyota	37,718	32,416	400,775	459,787
Triumph	.....	519	.....	9,063
Volkswagen	6,043	6,924	50,342	67,369
Volvo	4,050	3,311	59,972	52,950
TOTAL	182,599	167,819	1,682,441	1,849,755

U. S. CAR SALES BY MARKETING UNITS

	Sept., 1982	Sept., 1981	9 Mos., 1982	9 Mos., 1981
Chevrolet	105,712	118,945	951,663	1,158,956
Ford	74,450	82,432	693,502	814,945
Oldsmobile	66,225	71,429	584,379	674,118
Buick	69,967	65,539	532,387	560,262
Toyota	37,718	32,416	400,775	459,787
Pontiac	37,959	49,883	360,993	451,542
Datsun	41,090	38,274	355,351	368,110
Plymouth	25,981	26,799	232,089	304,210
Honda	29,105	30,460	279,511	298,379
Dodge	25,621	26,186	232,380	287,314
Mercury	26,276	29,661	298,608	268,461
VW of America	20,274	25,952	166,355	240,931
Cadillac	21,829	20,293	173,844	167,477
AMC-Renault	15,032	14,771	101,489	138,523
Mazda	14,232	12,378	121,480	131,057
Subaru	13,393	12,845	111,459	118,619
Chrysler/Imperial	16,711	4,276	129,208	75,291
Volvo	4,050	3,311	59,972	52,950
Lincoln	9,440	5,273	64,431	46,608
Mercedes-Benz	5,277	3,643	47,579	46,583
BMW	4,606	3,612	38,032	32,495
Fiat	750	2,557	13,327	28,585
Jaguar-Rover-Triumph	797	1,101	6,880	16,396
Isuzu	1,599	1,664	10,774	13,411
Peugeot	1,110	1,121	10,850	12,861
Saab	1,358	1,121	13,692	10,700
DeLorean	271	200	2,465	729
Alfa Romeo	218	193	1,561	1,651
TOTAL	671,051	686,413	5,945,036	6,775,644

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

Chrysler, Nissan offer variety of incentives

Continued from Page 2

its rebates on '81 and '82 D-50 imported pickups. The two-wheel-drive versions get $300 rebates, the four-wheel-drive versions, $400 rebates, from Oct. 1 to Dec. 31.

Dealers do not have to participate in Chrysler's other "one-for-one" wholesale / retail program to qualify for the import-truck rebates.

A Ramcharger program pays $1,000 customer rebates until Dec. 31, plus up to 50 African trips. There are also payments of up to $500 in dealer cash, up to $100 in sales manager cash and up to $50 in salesperson cash per sale. Dealers must buy one demo to enter the program.

• The latest Nissan program offers 9.9 percent consumer retail financing, along with dealer incentives up to $675 on '82 and '83 pickup trucks.

Essentially, dealers are free to enroll their own credit sources.

On 1-12-month contracts, Datsun pays banks 95 percent of the difference between 9.9 percent and their prevailing rate.

On 13-24-month contracts, Datsun pays 90 percent of the difference, on 25-36 month contracts, Datsun pays 85 percent of the difference. And on 37-to-48-month contracts, Datsun pays 80 percent of the difference.

C. P. King, senior vice president of sales for Nissan, estimated customers would be able to save $1,100 to $1,800 on financing charges on a 48-month contract.

For the past two months, Nissan has been offering 12.7 percent truck financing in California only through Security National Pacific Bank, and its success with that venture prompted the new national finance program, King said.

Datsun is concurrently running a special incentive on pickups.

On diesel pickup trucks, it is paying dealers $500 per retail unit, plus another $125 to salespeople and an additional $50 to sales managers.

On gasoline-engine trucks, dealers receive nothing, but salespeople receive $50 and sales managers $25.

Toyota deal adds Volvo

KEENE, N. H.—Cheshire Toyota Co. has added Volvo. William J. O'Sullivan is president.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1982	Same Period, 1981	September, 1982	Same Month, 1981	Jan. 1 to Sept. 30, 1982	Same Period, 1981
Alliance	.....	.....	5,837	.....	6,837	.....
Spirit	.....	.....	839	3,673	13,800	29,143
Concord	.....	.....	2,086	5,524	25,420	48,761
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	2,581	3,099	26,436	31,860
AMERICAN MOTORS	3,500	4,000	12,343	12,296	72,493	109,875
Horizon	1,623	1,875	3,315	5,969	35,898	63,230
Turismo/TC3	1,620	1,382	3,316	3,200	30,043	43,082
Reliant/Volare	5,694	5,797	11,466	13,197	108,504	154,222
Plymouth	362	44	950	44	16,428	44
Total Plymouth	9,299	9,098	19,047	22,410	190,873	260,578
LeBaron	.....	476	.....	1,583	912	34,422
LeBaron K	4,126	.....	8,363	.....	68,117	.....
Cordoba	790	504	1,792	1,449	12,107	19,738
New Yorker	2,915	180	6,418	180	46,043	180
Chrysler	.....	.....	.....	862	.....	17,080
Total Chrysler	7,831	1,160	16,573	4,074	127,179	71,420
Total Imperial	66	99	138	202	2,029	3,871
Omni	1,394	1,536	2,782	4,443	29,948	45,993
Charger/024	1,647	1,726	3,458	4,007	30,962	41,158
Aries/Aspen	3,969	4,703	7,893	10,805	80,424	117,316
Dodge 400	1,301	.....	2,800	.....	20,940	.....
Diplomat	692	409	1,730	1,127	20,503	22,173
Mirada/Magnum	375	315	816	875	5,814	11,688
Dodge	.....	.....	.....	441	.....	5,628
Total Dodge	9,378	8,689	19,479	21,698	188,591	243,956
CHRYSLER CORP.	26,574	19,046	55,237	48,384	508,672	579,825
Pinto	.....	.....	.....	.....	.....	10,037
EXP	1,228	2,492	2,942	6,344	30,148	41,601
Escort	12,223	8,946	27,959	19,421	261,482	224,437
Mustang	4,884	5,984	10,365	13,658	89,337	127,518
Fairmont	6,818	8,378	10,469	18,347	98,908	152,887
Granada	2,801	4,055	6,024	9,230	83,100	78,820
Thunderbird	2,114	2,345	5,752	6,438	35,838	57,710
LTD '83	111	.....	192	.....	192	.....
Ford	5,418	4,351	10,747	8,994	94,497	89,079
Ford Division	35,597	36,551	74,450	82,432	693,502	782,089
Bobcat	.....	.....	.....	.....	.....	2,169
LN7	315	734	860	2,022	10,326	13,954
Lynx	2,799	3,339	7,375	6,518	78,008	72,765
Zephyr	2,117	2,181	4,116	4,808	32,320	42,777
Cougar/Monarch	1,279	2,377	2,703	4,425	36,517	33,829
XR-7	716	1,176	2,390	2,894	13,296	24,270
Capri	1,103	1,878	2,640	4,398	22,619	39,814
Marquis	.....	.....	.....	.....	.....	.....
Grand Marquis	3,275	1,940	6,192	4,602	55,522	38,883
Total Mercury	11,604	13,625	26,276	29,667	248,608	268,461
Cont./Versailles	1,134	.....	2,344	.....	16,728	.....
Lincoln	2,218	1,186	4,590	2,588	28,080	22,638
Mark VI	1,241	1,207	2,506	2,685	19,623	23,970
Total Lincoln	4,593	2,393	9,440	5,273	64,431	46,608
L-M Division	16,197	16,018	35,716	34,940	313,039	315,069
FORD MOTOR	51,794	52,569	110,166	117,372	1,006,541	1,097,158
Skyhawk	2,365	.....	6,764	.....	32,952	.....
Skylark	5,320	5,777	12,001	14,607	110,941	154,298
Century FD	4,080	.....	10,987	.....	68,087	.....
Regal Sedan	3,521	4,561	6,497	10,054	58,855	100,650
Regal Coupe	7,593	10,184	14,503	23,157	108,241	167,678
Le Sabre	5,236	3,831	9,803	7,967	80,187	60,705
Electra	3,065	3,380	5,942	5,607	42,114	40,965
Riviera	2,032	2,054	3,470	4,147	31,010	35,966
Buick Division	33,212	29,787	69,967	65,539	532,387	560,262
Cimarron	395	948	1,022	2,457	9,065	8,790
Seville	1,031	749	2,616	1,688	16,299	16,689
Cadillac	7,489	4,575	13,606	11,186	108,477	102,350
Eldorado	2,590	2,073	4,585	4,962	39,983	39,648
Cadillac Division	11,505	8,345	21,829	20,293	173,844	167,477
Chevette	7,429	11,101	23,441	28,008	182,137	294,586
Cavalier/Monza	4,425	5,616	13,437	14,090	89,485	56,970
Citation/Nova	4,709	8,069	12,826	19,739	144,122	234,761
Camaro	4,688	2,445	12,055	6,829	140,091	36,048
Celebrity	4,343	.....	11,063	.....	66,117	.....
Malibu	3,654	7,658	6,823	15,524	84,222	174,149
Monte Carlo	4,003	7,442	7,086	15,099	74,502	129,939
Chevrolet	10,051	9,085	17,450	17,533	153,486	158,049
Corvette	650	812	1,531	2,123	17,501	24,454
Chevrolet Division	43,952	52,228	105,712	118,945	951,663	1,158,956
Firenza/Starfire	1,214	.....	3,860	.....	19,562	.....
Omega	2,155	3,384	5,892	8,819	56,194	87,468
Cutlass Ciera	4,407	.....	11,651	.....	76,380	.....
Cutlass	.....	6,584	.....	13,836	.....	153,314
Supreme	9,835	11,745	19,637	25,258	209,441	216,890
Olds 88	6,738	5,536	14,234	12,791	135,866	125,977
Olds 98	3,796	3,559	8,414	7,394	62,225	60,471
Toronado	1,347	1,498	2,537	3,331	24,711	29,998
Oldsmobile Division	29,492	32,306	66,225	71,429	584,379	674,118
T-1000	1,634	3,110	4,901	7,319	39,788	43,098
J-2000/Sunbird	2,411	3,992	7,098	8,858	42,829	59,695
Phoenix	1,222	2,156	3,202	5,283	37,668	65,191
Firebird	2,332	1,350	5,881	3,543	78,743	47,121
6000	2,525	.....	6,261	.....	35,472	.....
Bonneville/LeMans	3,258	2,944	5,690	5,868	57,376	57,542
Grand Prix	2,673	5,663	4,926	11,700	64,941	104,356
Pontiac	.....	3,412	.....	7,312	4,176	74,539
Pontiac Division	16,055	22,627	37,959	49,883	360,993	451,542
GENERAL MOTORS	134,216	145,293	301,692	326,089	2,603,266	3,012,355
VOLKSWAGEN	5,285	7,942	9,014	14,381	71,623	126,670
DOMESTIC TOTAL	221,369	228,850	488,452	515,522	4,262,595	4,925,889
IMPORT TOTAL	.....	.....	182,599	167,891	1,682,441	1,849,755
INDUSTRY TOTAL	.....	.....	671,051	686,413	5,945,036	6,775,644

†—Estimate.
*—AMC does not have a nameplate breakout for 10-day periods.

State capitol roundup

Bumping into varied usury ceilings

By Mary E. Jones
Special Correspondent

High interest rates continue to plague new-car sales.

In most states, state usury laws limit the interest rate that can be levied on various types of loans—home mortgages, retail installment, consumer credit and motor vehicles.

State usury limits vary considerably. Arkansas has the lowest rate—10 percent—which is set in the state constitution. Two other states set their limits below 17 percent; 16 states between 17 and 18 percent; four states between 19 and 20.8 percent; 10 states and the District of Columbia between 21 and 21.5 percent, and four states between 24 and 25 percent.

Thirteen states permit more than 25 percent. State usury limits are maximum rates that can be charged; actual interest rates can be lower. A list of state usury limits accompanies this article.

Two states approved legislation in 1982 concerning interest rates that can be levied for new-car loans. South Dakota approved a law which repeals its old interest ceiling of 20 percent. The new law sets no ceiling.

Pennsylvania also approved a new law which increased the maximum legal rate of interest on new-vehicle loans to 18 percent.

According to figures compiled by the MVMA, the average cost for a new car in 1981 was $8,710. The figures break down to $8,642 for domestically produced vehicles and $8,884 for imported cars.

The average amount financed by finance companies (including manufacturers' captive finance companies such as Ford Motor Credit and GMAC) was $7,300.

The average length of a vehicle loan has increased in recent years.

According to figures compiled by the Board of Governors of the Federal Reserve System, 75 percent of new-car loans financed by finance companies in 1981 were for more than 42 months. This was up from 45.2 percent in 1978. Last year was also the first in which more than 50 percent of used-car loans were for longer than 37 months.

More than $93 billion was borrowed in 1981 for the purchase of new automobiles, and $84 billion was repaid during the period. Outstanding automobile loans at the end of the year totaled more than $125 billion.

DOT figures show that for the last quarter of 1981, the average interest rate in the U. S. was 17.4 percent for a new-car loan. This was up from 10.9 percent five years earlier, and up 1.6 percentage points from the first quarter of 1981.

High interest rates have been cited as a major factor in the closing of many dealerships in the past few years. From July 1, 1981, to July 1, 1982, domestic new-car dealerships (including Volkswagen) were down 1,229 to 21,124 (Automotive News, Aug. 9).

Sources of automotive credit have dried up in some areas. Some dealerships have indicated they are using company-controlled finance companies as their only source of credit.

Both vehicle manufacturers and lending institutions have tried creative methods to spur automotive loans. For example, banks in Michigan are offering the highest legal rate of interest for new-car loans—16.5 percent. However, at least one credit union is offering 16 percent if the purchaser already has an account at the credit union and a 20-percent downpayment.

Leased Cars of America, in East Detroit, Mich., is offering a rate of 15 percent on two- to four-year leases.

In Pennsylvania, although a new law allows an 18-percent rate, the actual rate of interest can be much less, depending on length of loan, amount of downpayment and other factors.

On Aug. 31, Monticello Banking Co. of Kentucky announced a program which is setting aside $1 million in loans for the purchase of American-made automobiles, homes, farm machinery and appliances. The interest rate is set at 12 percent.

By the second day of the program, the bank had received $700,000 worth of applications.

According to Odis Eades, senior vice president of the bank, applications contained a good mixture of home, automobile, appliance and farm machinery loans.

The bank began the program as part of Gov. John Y. Brown's "Buy-A-Home" campaign. Preliminary reports indicate other banks will offer similar programs. Local retail and grocery stores are also offering discounts on merchandise.

There are six bills pending in Congress which would preempt state usury limits.

Two bills would allow loans to be awarded at a rate of interest higher than states currently allow.

Four other bills would set a national interest rate. Two of these bills would establish a national interest rate on loans over $300 at 10 percent. Two other bills would establish a national, indexed usury limit.

Resolutions were ratified in North Carolina which urge Congress to reject any legislation which would preempt state usury limits. Similar resolutions are pending in Michigan and New Jersey. California has adopted a resolution which requests Congress to enact legislation which would establish a national maximum interest rate selected by Congress and the President.

STATE USURY LIMITS
(Figures are percentages)

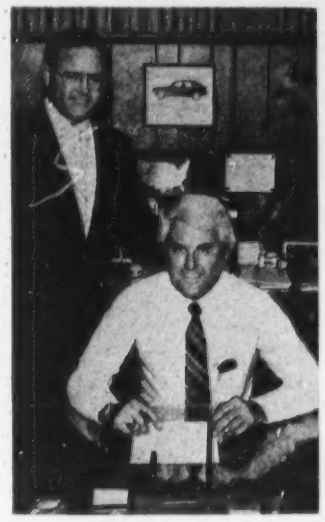
Alabama	17.2
Alaska	14.9
Arizona	*
Arkansas	10.0
California	20.8
Colorado	21.0
Connecticut	18.0
Delaware	*
District of Columbia	21.5
Florida	17.6
Georgia	17.6
Hawaii	*
Idaho	21.0
Illinois	*
Indiana	21.0
Iowa	21.0
Kansas	18.0
Kentucky	19.2
Louisiana	18.0
Maine	18.0
Maryland	21.5
Massachusetts	20.8
Michigan	16.5
Minnesota	17.6
Mississippi	17.0
Missouri	17.6
Montana	*
Nebraska	18.0
Nevada	*
New Hampshire	*
New Jersey	*
New Mexico	*
New York	25.0
North Carolina	18.0
North Dakota	*
Ohio	25.0
Oklahoma	21.0
Oregon	*
Pennsylvania	18.0
Rhode Island	21.0
South Carolina	18.0
South Dakota	*
Tennessee	*
Texas	24.0
Utah	21.0
Vermont	18.0
Virginia	24.0
Washington	21.3
West Virginia	18.0
Wisconsin	19.0
Wyoming	21.0

*More than 25 percent or not regulated.

Former dealer gives computer to college

COLUMBIA, Md. — Henry C. Marshall, a former auto dealer in Reading, Pa., donated a Texas Instruments mini-computer, valued at $50,000, to Howard Community College.

Marshall, an auto dealer for more than 30 years, closed Marshall Chevrolet - Volvo - Honda last spring. Relocated in his native Howard County, he is now active in real estate.



Arizona dealer signs

Gary Cropper, right, signs with Chevrolet to become owner of Gary Cropper Chevrolet, Inc., Casa Grande, Ariz. Witnessing is Kelsey Kemp, Phoenix zone manager.

Mikels milestone

Warren F. Mikels, left, president of Mikels Motors, Inc., Stroudsburg, Pa., receives his silver anniversary award from Cadillac representatives L. W. Bowles, center, Philadelphia zone manager, and Rita M. Miller, Allentown district sales manager.

L-M for Ford

Following a $100,000 modernization project, Lloyd Ford, left, has opened a Lincoln - Mercury dealership in Stuart, Fla., along with William A. Chamberlain. The dealership vice president/general manager is congratulated by Harold S. Feder, Jacksonville district sales manager.

PRODUCED EXCLUSIVELY FOR AUTOMOBILE DEALERS

From our research into human behavior we developed this Body Language Cassett titled "THE BODY LANGUAGE OF THE AUTOMOBILE DEALERS CUSTOMER." On this cassett is a complete explanation of body signals to look for that will get you many more sales than you thought possible.

THE ONLY NEW SALES TECHNIQUE TO COME ALONG IN MANY YEARS

NOTHING TO READ, NOTHING TO STUDY

After listening to this Body Language Cassett only once, you'll be amazed how many body signals you've been missing.

FASTER CLOSINGS

Close faster by knowing what Body Signals to look for that can make or break a sale.

HIGHER GROSSES

Can you recognize the Body Signal that can get you that bigger gross?

BUYERS REMORSE

If you know what Body Signal to look for, you can solve the problem of buyers remorse before it starts.

REVERSE BODY SIGNALS

In our research we found that there is a way to reverse your customers Body Signals to your benefit.

SEND YOUR CHECK FOR $50.00 TODAY TO
RAYLYN RESEARCH, BOX 27, PHELPS, NEW YORK 14532
THE BEST $50.00 INVESTMENT YOU'LL EVER MAKE.
WE GUARANTEE IT.

IMPORTANT

You could read book after book that could take months of your time, and still not find what we have researched for you in this cassette. Telephone: (315) 462-2921.

Don't leave for the Florida Keys...

without *Humm's Guide to the Florida Keys, the* key to what to see and do in America's hot vacation spot! For your copy of our latest issue, send $2.00, along with your name and address, plus company name and title, to:

HUMM'S Guide to the Florida Keys
Single Copy Sales
Crain Communications Inc.
740 Rush Street, Chicago, Illinois 60611

T-TOP LATCH LOCKS™
(LOCKING REPLACEMENT HANDLES)

AVAILABLE FOR ALL G.M. FACTORY INSTALLED T-TOPS
1978-1982
CORVETTE - FIREBIRD - CAMARO - A/G BODY

$24.95 DEALER NET

CALL OR WRITE FOR MORE INFORMATION
MOTIVE SERVICE AND SUPPLY, INC.
10803 WILDWOOD DRIVE INDIANAPOLIS, IN 46256
(317) 849-4317

Domestics show slight gain

Imported-car TV ads up sharply in first half

By Joseph Bohn
Marketing Editor

Combined TV ad spending by domestic car firms was just slightly ahead of last year during the first six months of 1982 —but import spending showed a big jump.

Domestic auto firms spent $174,931,500 in spot and network TV during January-June, 1982, according to the Television Bureau of Advertising. That compared with $173,018,000 in the first half of 1981.

Interestingly, higher spending by two smaller domestics, American Motors and Chrysler, offset cutbacks by General Motors and Ford Motor to register the narrow gain.

AMC spent $11,567,700 in TV during the first six months against $10,405,500 in 1981. Chrysler spent $42,684,100 against $31,313,800.

GM's expenditures declined to $63,186,200 from $65,721,900, while Ford dropped to $57,493,500 from $65,576,800.

Higher network spending also offset a reduction in spot outlays.

Domestic firms spent $141,730,500 in network TV against $138,616,500 in 1981. Their spot spending dropped to $33,201,000 against $34,401.500 in 1981.

AUTO MANUFACTURERS' TV ADVERTISING

	January/June 1981			January/June 1982		
	Network	Spot TV	Total TV	Network	Spot TV	Total TV
American Motors	$ 2,318,700	$ 8,086,800	$ 10,405,500	$ 7,929,800	$ 3,637,900	$ 11,567,700
Chrysler Corp.	25,784,500	5,529,300	31,313,800	31,230,700	11,453,400	42,684,100
Ford Motor Co.	54,233,300	11,343,500	65,576,800	48,718,900	8,774,600	57,493,500
General Motors	56,280,000	9,441,900	65,721,900	53,851,100	9,335,100	63,186,200
Domestic Total	$138,616,500	$34,401,500	$173,018,000	$141,730,500	$33,201,000	$174,931,500
American Isuzu Motor Co.		1,329,900	1,329,900	—	2,755,500	2,755,500
BMW		3,256,500	3,256,500	—	3,458,000	3,458,000
Daimler-Benz	1,708,300	783,900	2,492,200	3,724,000	97,400	3,821,400
Fiat	911,700	3,883,600	4,795,300	—	525,500	525,500
Honda	6,340,600	139,800	6,480,400	8,448,300	667,100	9,115,400
Nissan	6,321,300	5,381,400	11,702,700	8,750,200	11,978,400	20,728,600
Peugeot	—	26,800	26,800	—	649,900	649,900
Renault	921,200	1,683,900	2,605,100	3,931,100	6,020,100	9,951,200
Subaru of America	3,425,800	1,713,100	5,138,900	4,060,900	1,871,000	5,931,900
Toyo Kogyo (Mazda)	7,218,400	104,100	7,322,500	7,137,300	2,027,400	9,164,700
Toyota	9,919,700	14,990,300	24,910,000	7,237,300	14,245,800	21,483,100
Volkswagen	10,130,700	5,319,200	15,449,900	10,414,500	9,777,500	20,192,000
Volvo	163,000	1,621,600	1,784,600	169,500	1,280,500	1,450,000
Top Import Totals	$ 47,060,700	$40,234,100	$ 87,294,800	$ 53,873,100	$55,354,100	$109,227,200

Source: Television Bureau of Advertising analysis from Broadcast Advertisers Reports data.

Biggest gains, though, came from the importers. They spent $109,227,200 in TV advertising during January-June, 1982, up from $87,294,800 in 1981.

Only three of the 13 import auto advertisers in the survey reduced spending. They were Fiat, Toyota and Volvo. Fiat almost dropped out of the medium after reverting to a specialty-car market.

On the other hand, Renault, which has been coming on strong as a spender, spent $9,951,200 in TV against $2,605,100 in 1981.

Renault's TV will increase even more sharply because of the Alliance launch this fall.

During the six-month period, Toyota was the top import spender, with outlays of $21,483,100, even though this was a drop from $24,910,000 in like 1981.

3 Plow Choices for Compact Trucks

6½' Compact, 6½' and 7' standard plows, all available with Isarmatic® Mark IIIa and Hydra-Turn® power angling. 6½' Compact also available with the economical Power Lift with manual angling.

Select from 3 plow sizes and 2 power options to fit your snowplowing job.

DESCRIPTION	COMPACT PLOW	STD. PLOW	STD. PLOW*
Blade Width	6½'	6½'	7'
Blade Height	24"	26½"	26½"
Gauge of Steel	12	11	11
Number of Trip Springs	2	2	2
Number of Vertical Ribs	4	4	4
Lift Height (Approx.)	14-18"	14-18"	14-18"
Plowing Width (C & Std-30° Angle)	5'8"	5'8"	6'1"
Shipping Weights (Lbs.-Approx.) varies with vehicle mounting	440-480	465-490	505-530
Isarmatic® Mark IIIa: Hydraulic (Hydra-Turn® power angling)	YES	YES	YES
Power Lift: Electro-Mechanical (manual angling)	YES	NOT AVAILABLE	

*Alternate choice—gives 6" of extra plowing width.

The Most Dependable Hydraulic System Made

The Isarmatic® Mark IIIa—Western's front-mounted, electrically driven hydraulic unit—provides swift, smooth lifting and angling action. Exclusive Hydra-Turn® power angling gives you full control of the plow from inside the cab.

Isarmatic® & IIIa Control

The Power Lift—A Western Exclusive

The Western Power Lift is an electrically driven linear actuator. It's available as a less expensive, non-hydraulic optional power source for the 6½' Compact plow. The Power Lift provides the four-wheel drive compact truck owner with a simple yet dependable raising and lowering action. Manual angling is required.

Power Lift & Switch

Compact 6½' Plow with Manual Angling

Check your yellow pages under Snow Removal Equipment for Western distributors or write:

WESTERN PRODUCTS
7777 N. 73rd Street
P.O. Box 23045
Milwaukee, WI 53223

A DIVISION OF DOUGLAS DYNAMICS, INC.

©1982 WESTERN PRODUCTS

GM extends arbitration to New York area

NEW YORK. — General Motors has introduced its third-party arbitration program — which exists in 37 cities — to Connecticut and New York.

The program for unresolved customer complaints is administered by the Better Business Bureau.

O. Robert Pansa, director of consumer relations for GM, said if the consumer follows the normal process of contacting the dealer first, then contacting the GM zone office and finally the divisional home office, and the problem still is not resolved, then the consumer can call the Better Business Bureau and submit the complain to mediation and binding arbitration. If the matter goes to arbitration it is binding on both parties.

Under this plan, GM agrees to arbitrate any dispute with a customer regarding the application, administration or interpretation of the new vehicle warranty or product question arising out of the manufacturer responsibility when the vehicle is out of warranty, up to a five-year period.

The 350 dealers in the New York area are being asked to voluntarily participate.

The introduction in Connecticut came just prior to implementation of the state's tough "lemon law."

GM began launching this arbitration program in cooperation with the Council of Better Business Bureau in June, 1978.

American Sunroof adds facility in Georgia

SOUTHGATE, Mich.—American Sunroof Co. has opened a Southeast regional facility in the Atlanta area. Robert J. Mangan is Southeast regional director.

The new center is at 2350 Sylvan Rd., East Point, Ga. ASC's other marketing and distribution centers are: Northeast region, South Norwalk, Conn.; Central region, Livonia, Mich., and Western region, Los Angeles.

Times are tough, but Conn Smith is doing OK

Dealer's got a 70-hour-week job

ST. LOUIS. — "You have to spend at least 70 hours a week on the job or you're neglecting your dealership," a Ford-Mercury dealer declared at a district sales meeting here.

Conn Smith, of Community Ford-Mercury in Petersburg, Ill., opted to go into business for himself after 21 years of managing other dealerships. He didn't pick the best of times, but within two months his dealership was in the black.

Smith previously had been with Dodge, Chrysler-Plymouth and Ford dealerships in Springfield, 30 miles southeast of Petersburg. Petersburg is a farming community, and this hasn't been a good year.

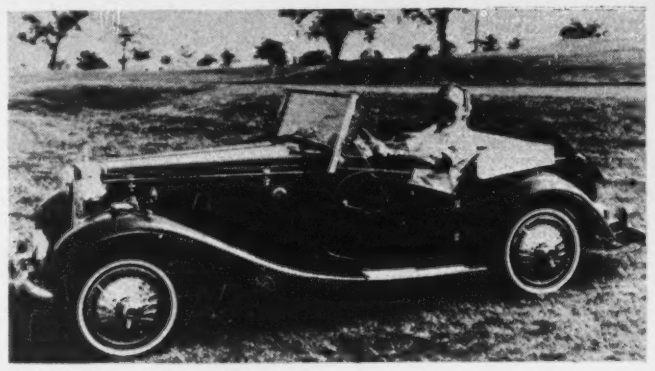
Community Ford-Mercury needed a new image so Smith decided on a new coat of paint. He noted, too, that every time a dealer sells a big car he has the opportunity to sell a small car and a truck to the same family.

Used car sales
Auction Averages

October to date	$4,481
Month ago	$4,824
Year ago	$4,356

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1982	$8,131	$8,253	$8,749
1981	6,183	6,564	6,591
1980	4,950	5,204	5,348
1979	4,568	4,907	4,830
1978	3,524	3,822	3,867
1977	2,737	3,010	3,038
1976	1,983	1,976	2,046
1975	1,382	1,271	1,357
OVERALL AVERAGE	$4,481	$4,807	$4,910



Roadster for a winner

Dennis Hilligan shot a hole-in-one and won a London Roadster from Thomson-MacConnell Cadillac, Cincinnati. The amateur golfer was playing in the NFL Alumni Charity Golf Classic in Cincinnati.

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

WASHINGTON

SOUTH SEATTLE AUTO AUCTION

28th ANNUAL

MOOSE BARBEQUE SALE

WEDNESDAY, OCTOBER 13, 1982 10 A.M.

OVER 2000 CARS & TRUCKS

CASH DRAWINGS AND PRIZES

SPECIAL BUYER AND CONSIGNOR INCENTIVES

Please call for more information:

(206) 872-6800

SOUTH SEATTLE AUTO AUCTION

11943 77th AVE. S.
P.O. BOX 5189 — KENT, WA 98032

MICHIGAN

The Aptco Auto Auction has been selected for General Motors' first Factory-Direct Auction Sale

GREAT PROFIT OPPORTUNITY FOR GM DEALERS

300 Factory Official '81 and '82 vehicles

- Chevrolet
- Pontiac
- Oldsmobile
- Buick
- Cadillac
- GMC Truck

Open only to registered GM Dealers

For further information, contact Mike Maltese at (313) 285-7300

ANOTHER FIRST FROM the APTCO AUTO AUCTION

TUESDAY
OCTOBER 19th
10:00 AM

300 GM Vehicles
Factory Direct Auction Sale

APTCO DETROIT

20911 Gladwin
Taylor, Michigan 48180
(313) 285-7300

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE

GREATER ALBUQUERQUE AUTO AUCTION

2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

AUCTION

CANADA!

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-6873
(DEALER AUCTION)

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada L8E 3C2
Ph. (416) 560-4851
(DEALER AUCTION)

Special & Immediate Service to:

- **Lease & Daily Rental Companies**
- **Dealers, Fleet Owners**
- **Banks & Finance Companies**

RETAIL AUCTIONS AND BUSINESS TERMINATION AUCTIONS A SPECIALTY (ON YOUR LOCATION)

- **Over 20 years experience**
- **A Complete Auction Service . . . Both Wholesale & Retail**

FOR IMMEDIATE SERVICE
WRITE OR PHONE
MICHAEL LAWRENCE
Montreal Auto Auction Ltd.
325 RUE NORMAN
VILLE ST. PIERRE
QUEBEC, CANADA
H8R 1A3
PH (514) 489-6873

MINNESOTA

WEDNESDAY 12:00

Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.

Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

FOR SALE OR RENT

Property of Syracuse Auto Auction, Inc. 14 acres prime land. Complete auto auction facilities. Priced for immediate sale—Will hold mortgage.

Contact: **Scott Chatfield**
Day — 1-315-696-8991
Night — 696-8744

It's 11 weeks behind last year's

4-millionth car of 1982 due today

By Patricia Hoffman
Staff Writer

U. S. auto production is expected to hit the 4-million mark today (Oct. 11), about 11 weeks later than that total was reached in 1981.

So far this year, the auto makers have finished 3,999,024 units, 20.68 percent behind the 5,041,674 cars produced in the comparable period last year.

The manufacturers wrapped up September production with 425,533 units, down 7.03 percent from 457,731 in the comparable 1981 month. It was the lowest total for that month since 355,202 units were assembled in 1961.

The makers built 1,223,906 cars during third quarter, down 10.89 percent from last year's 1,373,521. It was the lowest third quarter output since 1,215,884 units in 1970.

Last week, the manufacturers slated 83,708 cars, down 8.05 percent from 91,036 the previous week, and down 22.16 percent from 107,538 built the same week last year.

Downtime was scheduled last week at four General Motors points and four Ford Motor facilities. GM's Doraville, Willow Run and Wilmington plants, plus Ford's Kansas City, Metuchen and Wayne facilities were idle for inventory control.

GM Van Nuys and Ford Lorain were closed last week due to model changeover.

Sales, marketing execs named in Chrysler restructuring

Chrysler Corp., which is revamping its marketing operations, has made several personnel appointments.

More are anticipated as the company restructures some of its Chrysler-Plymouth and Dodge marketing activities for greater competitiveness.

As part of the changes, more day-to-day authority and long range planning authority has been elegated by John B. Naughton Sr., executive vice president of sales and marketing, to Chrysler's top sales and marketing persons.

Joseph A. Campana succeeded John K. Givens, former vice president of marketing, as Chrysler's top marketing executive. Campana has been elected vice president-marketing.

Campana is restructuring some of the functions reporting to him and naming new people to them. He is responsible for all product and corporate marketing activities, including advertising, merchandising and market research.

Replacing Campana as general manager of Truck Operations is Patrick Keegan, who had been director of sales operations in the truck group.

Keegan reports to E. Thomas Pappert, vice president of U. S. automotive sales, who now has charge of Truck Operations, Import Operations and Sales Planning and Programming, as well as the field sales organization.

Darrell Davis continues as general manager of Import Operations, reporting to Pappert. Previously, Import Operations and Truck Operations reported to Naughton.

T. R. Cunningham, who had been sales manager under Pappert, is now general sales manager in charge of dealer planning and development, vehicle distribution and scheduling.

Givens has been named vice president, sales and marketing programs, reporting to Naughton. He handles special assignments in the sales and marketing areas.

House recesses without voting on local content

WASHINGTON. — Time ran out and Congress recessed before the UAW-backed automobile domestic-content bill reached the floor of the House. But Rep. Richard Ottinger, New York Democrat, expects the bill to be brought up again during the post-Thanksgiving "lame duck" session.

However, much of the campaign thunder will have evaporated. At least some of its 200-plus co-sponsors will not be back, and the pre-Christmas session will have to be used for money bills.

Canadian makers assemble 70,324 cars for month

The Canadian auto makers wrapped up September production with 70,324 units, more than triple the 22,690 built in the comparable 1981 month.

During the third quarter, the auto manufacturers finished 190,249 units, up 88.05 percent from last year's 101,167.

Truck output last month reached 34,835, a 12.73 percent gain from 30,901 built in September, 1981, and the total for the third quarter of 1982 was 102,026, up 11.26 percent from 91,699 trucks completed during the third quarter last year.

Last week, the auto makers slated 5,203 units, down 69.60 percent from the previous week's 17,115, and down 62.89 percent from 14,021 in the comparable 1981 period. Each of the Big Three had plant downtime last week.

The truck manufacturers targeted 4,699 units last week, down 32.05 percent from 6,915 the previous week, and down 28.49 percent from 6,571 built the same week last year.

Truck production shows rise for month, quarter

Domestic truck production in September reached 146,274 units, a 13.27 percent gain from 129,135 built the same month last year. The total for third quarter was 450,571, up 31.59 percent from 342,406 the comparable 1981 period.

Last week, the makers slated 21,823 trucks, down 36.49 percent from the previous week's 34,362, and down 17.77 percent from 26,540 in the year-ago period.

Idle last week for inventory adjustments were General Motors' Flint (pickup line), Janesville and St. Louis facilities; Ford Motor's Kansas City, Kentucky, Norfolk, Michigan and Twin Cities points, Chrysler Corp.'s Warren plant, and American Motors' Toledo facility. Volkswagen of America's Westmoreland point, idled June 28, remained closed for model changeover.

Chrysler contract appears doomed

Continued from Page 1

COLA increase paid in March 1981 for the previous December-to-February cost Chrysler $4.1 million. The total COLA payment of $1.15 for December, 1979, to February, 1981, cost the company $29.2 million, according to a Chrysler official.

Workers at Chrysler made concessions worth more than $1 billion from 1979 to 1981 to help the company qualify for federal loan guarantees.

The new contract is a one-year agreement on economics and two years on working issues. It provides three quarterly lump-sum cost-of-living adjustments (COLA) and wage increases tied to company profitability, and it cracks down on chronic absenteeism.

U. S. CAR PRODUCTION

	Week Ended Oct. 9, 1982	Week Ended Oct. 3, 1981	Week Ended Oct. 2, 1982	Sept. Total	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 9, 1982
AMERICAN MOTORS	3,770*	.....	3,760*	12,126	97,572*	66,709*
AMC Total	770*	.....	760*	3,191	.....	43,009*
Spirit	.....	.....	.....	38	.....	.....
Concord	.....	.....	.....	279	.....	.....
Eagle	.....	.....	.....	2,874	.....	.....
Renault Total	3,000*	.....	3,000*	8,935	.....	23,700*
Alliance	3,000*	.....	3,000*	8,935	.....	23,700*
CHRYSLER CORP.	14,850	12,775	15,008	58,041	605,611	462,040
Plymouth Total	6,050	4,760	5,441	21,764	311,850	185,997
Horizon	2,200	2,914	2,216	9,022	120,784	60,941
Reliant	3,800	1,846	3,169	12,183	181,479	124,223
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	56	559	.....	833
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,300	2,787	2,483	11,429	27,247	91,193
LeBaron	1,400	2,787	1,613	6,692	22,385	82,245
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	900	.....	870	4,737	.....	8,948
Dodge Total	6,500	5,228	7,084	24,848	266,514	184,850
Omni	2,200	2,966	2,105	8,202	105,064	57,000
Aries	3,300	1,365	3,620	10,765	142,403	96,130
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	897	508	2,153	2,721	25,658
Dodge 600	500	.....	851	3,728	.....	6,062
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	12,857	25,096	19,949	74,764	1,073,423	838,756
Ford Division	6,825	16,631	13,024	46,734	733,237	527,438
Escort	1,063	9,706	4,431	17,561	285,726	210,389
Fairmont	.....	668	3,173	8,308	148,156	94,744
Must./Must. II	1,778	4,214	1,912	13,494	128,910	101,414
LTD/Granada	3,849	951	3,509	7,371	75,619	86,103
Thunderbird	.....	848	.....	.....	53,538	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	135	246	.....	.....	402	5,462
L-M Division	6,032	8,465	6,925	28,030	340,186	311,318
Mercury Total	3,972	6,841	4,860	19,286	294,294	237,257
Lynx	379	3,140	849	4,637	98,503	65,742
Capri	462	843	386	3,684	42,535	28,157
Zephyr	.....	83	707	1,780	43,557	30,433
Marquis/Cougar	1,608	318	1,434	2,624	35,068	40,458
XR-7	.....	746	.....	.....	25,713	10,580
Mercury	1,460	1,635	1,484	6,561	48,697	60,462
LN7	63	76	.....	.....	221	1,425
Lincoln Total	2,060	1,624	2,065	8,744	45,892	74,061
Continental ('82)	412	806	413	1,749	3,221	15,339
Lincoln	1,192	441	1,075	4,462	20,957	34,391
Mark VI	456	377	577	2,533	21,714	24,331
GENERAL MOTORS	49,911	65,471	52,208	280,602	3,134,291	2,566,804
Buick Division	12,338	13,321	11,165	60,504	696,187	596,481
Skylark	400	2,655	578	14,656	213,972	113,501
Skyhawk J	1,375	.....	.....	4,091	.....	53,634
Century	640	64	1,140	2,951	91,895	93,126
Regal	4,022	5,209	4,043	16,879	206,123	163,703
Buick	4,285	3,948	4,118	16,354	131,038	140,978
Riviera	1,616	1,445	1,286	5,573	53,159	31,539
Cadillac Division	5,893	6,412	5,418	24,383	205,306	182,097
Cimarron	398	895	.....	1,465	17,841	5,648
Seville	582	679	592	2,599	19,012	17,017
Eldorado	1,313	1,214	1,191	5,204	46,436	43,921
Cadillac	3,600	3,624	3,635	15,115	122,017	115,511
Chevrolet Division	12,970	23,269	19,073	90,737	1,156,096	827,534
Chevette	.....	7,362	4,837	16,391	273,314	170,544
Cavalier	3,525	4,690	.....	9,566	83,178	70,450
Celebrity	1,160	.....	2,574	10,888	.....	55,624
Camaro	167	.....	2,878	17,979	87,694	179,030
Citation	2,440	163	2,533	9,311	255,934	137,658
Malibu	2,715	3,448	2,696	9,833	184,247	96,939
Monte Carlo	1,863	2,178	1,734	8,434	108,689	59,479
Chevrolet	500	4,805	1,213	5,791	139,656	35,302
Corvette	600	623	508	2,544	23,384	22,508
Oldsmobile Division	14,863	14,492	10,008	72,337	668,959	600,595
Omega	.....	2,148	.....	5,045	113,056	64,047
Firenza	654	.....	.....	1,557	.....	36,342
Cutlass	6,000	4,795	4,564	22,592	307,856	160,724
Cutlass/Ciera	.....	56	.....	14,787	702	96,068
Oldsmobile	7,175	6,560	4,667	25,011	213,047	217,800
Toronado	1,034	933	777	3,345	34,298	25,614
Pontiac Division	3,847	7,977	6,544	32,641	407,743	360,097
Acadian†	.....	68	187	726	16,170	9,123
2000	1,030	2,553	.....	3,008	56,705	32,919
1000	.....	2,065	854	2,473	69,437	29,791
Firebird	117	.....	1,906	12,539	43,468	107,209
Phoenix	620	.....	364	2,644	81,812	39,301
G. Prix/B'ville ('83)	2,080	3,291	2,400	6,736	88,060	111,551
A6000	.....	.....	833	4,515	.....	30,203
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	2,320*	4,171	111	.....	129,183	62,552
CHECKER	.....	25*	.....	.....	1,594*	2,163*
Total Cars, U. S.	83,708	107,538	91,036	425,533	5,041,674	3,999,024

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 9, 1982	Week Ended Oct. 3, 1981	Week Ended Oct. 2, 1982	Sept. Total	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 9, 1982
CHEVROLET	8,904	7,981	12,634	51,743	365,770	527,637
DODGE	300	2,061	2,602	10,995	71,074	100,194
FORD	8,339	10,335	11,624	53,678	492,868	549,396
GMC	2,200	2,800	3,597	15,471	130,041	185,763
INTERNATIONAL	1,030	1,316	1,105	2,419	56,740	37,803
VOLKSWAGEN	.....	597	.....	.....	32,600	8,103
JEEP	.....	.....	1,750*	7,348	78,188*	66,589*
AM GENERAL	50*	50*	50*	220*	3,036*	1,880*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	51,520*	44,000*
Total Trucks, U. S.	21,823	26,540	34,362	146,274	1,281,837	1,521,365

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 9, 1982	Week Ended Oct. 3, 1981	Week Ended Oct. 2, 1982	Sept. Total	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 9, 1982
CHRYSLER CORP.	2,160	.....	2,199	10,511	62,838	81,512
FORD MOTOR	279	420	2,905	6,726*	110,846	106,886
GENERAL MOTORS	2,000	6,151	1,811	17,228	205,484	190,767
INTERNATIONAL	260	.....	.....	370	8,881	8,426
Total Trucks, Canada	4,699	6,571	6,915	34,835	388,049	387,591
N. American Trucks	26,522	33,111	41,277	181,109	1,669,886	1,908,956

†—New includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 9, 1982	Week Ended Oct. 3, 1981	Week Ended Oct. 2, 1982	Sept. Total	Jan. 1 to Oct. 3, 1981	Jan. 1 to Oct. 9, 1982
AMERICAN MOTORS	906	852	871	2,830	26,030	24,954
CHRYSLER CORP.	.....	2,750	3,512	15,144	47,201	126,350
FORD MOTOR	472	2,162	6,010	20,699*	166,506	230,986
GENERAL MOTORS	3,600	8,032	6,497	30,784	380,312	279,670
VOLVO	225	225	225	867	7,851	7,972
Total Cars, Canada	5,203	14,021	17,115	70,324	627,900	669,932
N. American Cars	88,911	121,559	108,151	495,857	5,669,574	4,668,956
N. American Trucks	26,522	33,111	41,277	181,109	1,669,886	1,908,956
North American Cars and Trucks	115,433	154,670	149,428	676,966	7,339,460	6,577,912

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

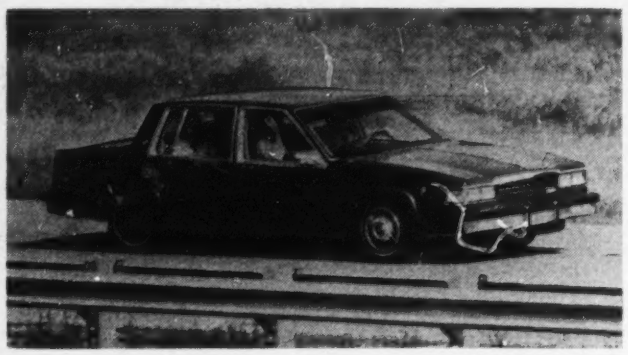
Automotive News

October 18, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

Looking into GM's future

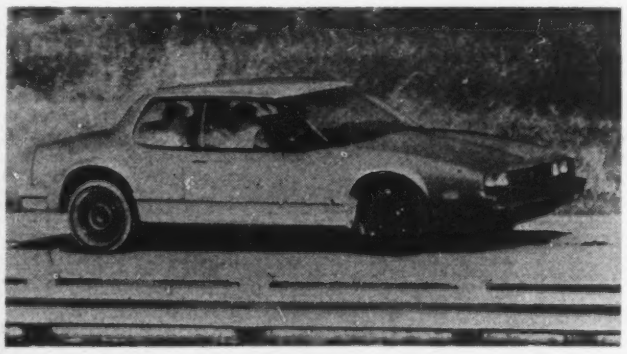


Cruisin' in the C-body

A crew of General Motors proving-ground employes take a test ride in a new Cadillac front-drive C-body sedan prototype. The Cadillac, along with its Oldsmobile 98 and Buick Electra sister cars, will bow as an '84 model. The Cadillac and Olds versions will be built at GM's new Lake Orion (Mich.) assembly plant, beginning next summer. The C-bodies have fully independent suspension. Standard power may be a V-6 engine.

Blazurbanvan?

This unusual prototype, which appears to be a cobbled-up collection of parts from the GM truck lineup, may, in fact, be an early test mule for a new downsized GM van. Reportedly, GM is considering introduction of the new van, codenamed M-van, sometime in 1985. It will compete with similar entries from Ford and Chrysler.



The enigmatic 'E'

Origins of this vehicle are sketchy but sources speculate that it's an early prototype for GM's new front-drive E-body, which will replace the current Cadillac Eldorado, Oldsmobile Toronado and Buick Riviera in '85. The E-cars will be built at the new GM Detroit assembly plant.

NEWSPAPER
AN JAN83
MD20814CNGLIAO DE INOBS 92001B
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Diesel car sales plunge; penetration below 5 pct.

By Jim Plegue
Staff Writer

Sales of diesel-powered automobiles in the U. S. plunged 34.10 percent and accounted for less than 5 percent of the total market during the 1982 model year.

Domestic and import makers sold 353,507 diesel cars during the '82 season, a substantial drop from the 536,440 sold during the '81 model year.

Consequently, the diesel share of the market dipped from 5.98 percent of total domestic and import-car sales during the '81 campaign to 4.59 percent in the '82 model year.

The depressed total came on the heels of a two-year diesel sales bonanza. Sales jumped significantly during the 1980 and 1981 calendar years but the diesel juggernaut fizzled in early '82 as consumers reacted promptly to lower or stabilized gasoline prices as well as the premium price tag on many diesel-engine options.

• "We'll just sit back and wait for gasoline prices to go up again," was the rather cavalier observation by an official of one import company.

Indeed, some analysts feel that diesel fuel may soon regain a large price advantage over gasoline, igniting another buying spree.

Ruzicheimer Reports on Automotive Alternatives, in its inaugural September issue, noted that the diesel-fuel price advantage over gasoline had risen from an average 4.9 cents in April to an average 8.6 cents in August of this year.

And Chase Econometrics last week estimated that the diesel-installation rate in the U. S. could top 14 percent of total car sales and 17 percent of total light-truck sales in 1985. The forecast was made on a probability-weighted basis using what Chase called "the mostly likely scenario."

Hardest hit by the current diesel sales slump was General Motors. GM's sales of 187,823 diesel cars during the '82 model year were down 44.91 percent from the 340,916 sold during the '81 model year.

Likewise, GM's diesel market share was sheared 10.42 percent-

Continued on Page 8, Col. 1

Domestic-car stockpile cut back to 69 days as intros boost sales

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory slid to 69 days Oct. 1 from an 88-day supply a month earlier as several new models hit the showrooms and the sales rates perked up a bit.

The domestic new-car inventory totaled 1,350,366 Oct. 1, down from 1,379,434 Sept. 1. While the Oct. 1 total was well below the 1,426,922 new cars on hand a year ago, both unit counts represented 69-day supplies.

The inventory of new imported cars also dropped during September, but not as dramatically as the domestics. There were 354,500 new imported cars in stock Oct. 1, a 48½-day supply, down from 387,780 a month earlier, a 51-day supply.

All five domestic corporate makers trimmed their inventories during September in terms of days supply, although American Motors and Chrysler Corp. logged increases in their unit counts — which were more than offset by higher sales rates.

• GM chopped its stockpile to 69 days Oct. 1 from 86 a month earlier. Generally, the larger cars were in leaner supply, while X-bodies and A-bodies were still heavy.

Ford Motor Co. opened October with a 67-day supply, down from 88 days a month earlier. Stocks were generally balanced, with the lightest supplies in those lines which will undergo extensive redesigning (Thunderbird and Cougar) or will be replaced with new cars (Fairmont and Zephyr).

Chrysler Corp. had a 77-day supply Oct. 1, down from 85 days a month earlier. Chrysler's inventory included almost 10,000 E-Type Chryslers and Dodge 600s which had not yet gone on sale.

AMC had a 71-day supply of new cars Oct. 1, down from 106 days a month earlier. About one-third of the stockpile was its new Alliance line, which got off to a fast sales start and was in 42-day supply.

Volkswagen of America sliced deeply into its inventory during September and cut it from 85 days to 53 days.

The Oct. 1 domestic inventory was divided this way: GM, 61.64 percent; Ford Motor Co., 21.80 percent; Chrysler Corp., 12.54 percent; AMC, 2.60 percent, and VWoA, 1.42 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.37 percent; Ford Motor Co., 22.53 percent; Chrysler Corp., 11.56 percent; AMC,

Continued on Page 51, Col. 3

Import inventory dips to 48½-day supply

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. dropped again during September and stood at a 48½-day supply Oct. 1, down from 51 days a month earlier.

The import inventory was riddled with shortages last month, and this month they are even more severe. Some lines are so lean that sales are being affected.

The inventory of new imported cars totaled 354,500 Oct. 1, compared with 387,780 a month earlier.

While an increased sales rate among domestic lines in September helped trim the U.S.-built stockpile from 88 to 69 days Oct. 1, the import sales

Continued on Page 51, Col. 3

breaking news

American steel shipments rise a bit

WASHINGTON.—Shipments of steel from U. S. mills in August rose slightly from the 20-year low reached in July, but they still were 32.7 percent below those of August, 1981, and were off 31.4 percent for the first eight months of 1982, the American Iron & Steel Institute said. August shipments were 4,724,000 tons against 4,514,000 in July and 7,020,000 in August last year.

Bieber enters race to succeed Fraser

DETROIT.—Owen Bieber, UAW vice president and director of the General Motors Department, has entered the race to succeed Douglas A. Fraser as president of the 1.3-million-member union. Bieber said he believes he "has a shot at winning it." Other major contenders are Donald F. Ephlin, vice president and director of the Ford Department, and Ray-

See BREAKING NEWS, Page 8, Col. 1

Age discrimination case expected to last a long time

Spaulding's GM suit switches courts

By Roger Rowand

Mention George G. Spaulding in some crowds around Detroit and there'll be an E. F. Hutton commercial response of immediate, attentive silence.

Spaulding, 62, is suing General Motors for $69 million for age discrimination after being summarily pushed out in June, 1981. Interest has been acute in many circles.

A strong rumor spread through automotive offices last week that the case had been settled. Some said under the settlement GM paid $10 million to the former Pontiac executive and 22-year GM veteran.

The rumors aren't true.

The case is very much alive, but one major change may have led to speculation. The case, at GM's request, was switched to federal court in Detroit from state court in Pontiac.

It may go on for a long time if the preliminaries are any indication.

As the opposing sides hassle over the intricacies of pre-trial discovery proceedings, Spaulding's lawyers say they need depositions from 31 individuals, 20 of whom are vice presidents or above at GM.

They told the court they expect it will take 18 months and lots of travel to run through those depositions.

High on the deposition list are William E. Hoglund, Pontiac general manager, and Robert E. Chandler, personnel director at Delco Products Division, Dayton.

Spaulding was general sales manager at Pontiac and Hoglund figured prominently in his removal, Spaulding said. Spaulding was offered a job at Delco Products if he were to step down at Pontiac, GM said.

In addition to age discrimination, Spaulding also is charging defamation of character, breach of contract and breach of good faith.

He recently asked Judge Avern Cohn to order GM to retire him. The company has declined on the ground such a move would have to be based on age and would give Spaulding more age-discrimination ammunition.

• Spaulding was put on layoff-inactive status in September, 1981, and given 8½-months severance allowance at $7,500 a month, or a total of $63,750. Then he had two options. He could retire under a mutually agreeable plan or he could wait until September 1982, and retire at corporate option.

GM said it was willing to retire him at corporate option if he signed an agreement waiving additional allegations of age discrimination.

If he had retired, he would have received about $3,000 a month in retirement pay and kept medical and life insurance.

When his replacement at Pontiac first was discussed, Spaulding was offered full pay for the balance of the year and GM in advance paid a firm called THinc a fee of $40,000 to help him find a job outside GM, documents show.

At one point, in exchange for an amicable settlement, GM offered to add supplementary retirement benefits to the level they would have reached had he remained three more years to age 65—but with a release of all claims.

Spaulding rejected the Delco Products job and its comparable salary, the job-finding help and the sweetened retirement plan and filed suit.

Spaulding's address on court documents is Kiawah Island, S. C. He received no GM pay between the severance allowance and retirement, his lawyers told the court.

He is "unable to acquire another employment position in his field by which to support himself and family" because of the termination and the way in which it was done, Spaulding's lawyer said.

The next round will be at 4 p.m., Dec. 7 in Judge Cohn's courtroom when a status conference will be held.

Different kind of kit car

This Ford LTD is inconspicuously armored with a pre-fab kit made by Custom Armor Manufacturers, Ft. Lauderdale, Fla. The kits, designed for police and security fleets, are said to take about 40 hours to install. Kits are priced between $15,000 and $30,000.

IH reports progress, but situation still grim

By Edward Lapham
Financial Editor

International Harvester Co.'s fight to survive without federal intervention progressed last week through a series of developments, most of which were positive.

The company announced that nearly all of its 200 lenders had agreed to a debt restructuring plan which is crucial to the company's survival and that after only one week of serious negotiating, it already had secured $10 million in supplier concessions, also necessary for survival.

At the same time, however, the company's own assessment of its survival chances were portrayed in dismal, candid terms in a stock offering filing with the U. S. Securities and Exchange Commission.

The filing said the company expects to continue losing money for another year and that reorganization under Chapter 11 of the Federal Bankruptcy Act remains a possibility even if its debt-restructuring and supplier-concession campaigns are successful.

IH also said it anticipates a cash-flow shortfall of more than $100 million through the next few months. It said it will lose $1.5 billion this year.

Eli Lustgarten, Paine Webber Mitchell Hutchins analyst, called the dire statements in the SEC filings made last week and the prior week irrelevant.

"They are just a condensation of all the bleak statements made during the last six months," Lustgarten told AUTOMOTIVE NEWS. "Harvester, really, has been in bankruptcy for two years."

Arvid Jouppi, Arvid Jouppi Associates, Inc., said the statements were made in "protective language to protect the officers and directors from charges later that they overstated the situation."

• Still, there was some valid concern for the company's long-term survival prospects.

"Don't be surprised," said one federal government analyst, "if you see them filing for bankruptcy by the end of the month."

IH has scheduled a special shareholders' meeting on Oct. 28 at which shareholders will be asked to approve another part of the survival plan. It enables increasing the authorized number of common shares to 100 million from 60 million, plus authorizing common stock warrants and preferred stock which will be issued to lenders, note-holders, dealers and suppliers in exchange for concessions.

Under the terms of the survival plan, the 200 lenders were asked to revise, for the third time in less than a year, the company's $4.2 billion debt agreement, this time to convert up to $350 million of the debt

Continued on Page 8, Col. 3

U. S. total down 10.2 pct. from '81, but daily rate climbs

Early Oct. sales fall to 24-year low

By Jenny L. King
Staff Writer

Early-October domestic new-car sales refused to recover from last year's depressed level and were lowest for the third period of a new model year since 1958.

The sales total this year was 132,326, down 10.21 percent from 147,366 a year earlier. On a daily-selling-rate basis, however, they were up 1.02 percent, to 16,541 from 16,374 in 1981. There were eight days in the period this year compared with nine a year ago.

The count of 132,326 was the lowest for Oct. 1-10 since 1958, when 88,254 cars were delivered.

All of the major auto makers were down on a year-to-year comparison; three were up on a daily-rate basis. General Motors dealers retailed 86,703 units Oct. 1-10, down 0.21 percent from 86,887 last year (up 12.26 percent daily rate). Ford Motor Co. sales of 23,086 were down 33.31 percent from 34,618. It was Ford's second poorest 10-day total of the calendar year. The company was down 24.98 percent on a daily-rate basis.

Chrysler Corp. reported sales of 18,071 new cars, down 9.34 percent from 19,932 (up 1.98 percent daily rate). Estimated American Motors sales of 3,300 were down 2.94 percent from 3,400 a year earlier (up 9.26 percent daily rate), while Volkswagen of America reported its second lowest numbers of the year, dropping to 1,166 from 2,529 and down 53.89 percent (down 48.04 percent daily rate).

DOMESTIC SALES

	Oct. 1-10, 1982	Oct. 1-10, 1981
AMERICAN MOTORS	3,300†	3,400†
Chrysler	6,165	1,347
Imperial	39	78
Plymouth	5,278	9,438
Dodge	6,589	9,069
CHRYSLER CORP.	18,071	19,932
Ford	14,034	24,018
Mercury	5,875	8,478
Lincoln	3,177	2,122
FORD MOTOR CO.	23,086	34,618
Buick	23,991	16,932
Cadillac	6,752	7,137
Chevrolet	21,403	29,435
Oldsmobile	25,408	21,095
Pontiac	9,149	12,288
GENERAL MOTORS	86,703	86,887
VOLKSWAGEN	1,166	2,529
INDUSTRY TOTAL	132,326	147,366

† Estimate

• GM climbed nearly 7 percentage points to a 65.52-percent share of the early-October domestic market, up from 58.96 percent last year. Ford earned 17.45 percent, down from 23.49 percent. Chrysler sales accounted for 13.66 percent, up from 13.52 percent. AMC edged to 2.49 percent from 2.31 percent, and VWoA had only 0.88 percent of the market, down from 1.72 percent.

Chrysler, Lincoln, Buick and Oldsmobile enjoyed healthy sales increases in early October. Figured on a year-to-year basis, Chrysler multiplied its total by more than four, soaring to 6,165 from 1,347. Lincoln was up 49.72 percent, Buick was up 41.69 percent and Oldsmobile was up 20.34 percent.

Sales decreases by make were as follows: Plymouth, down

Continued on Page 51, Col. 1

U. S. delays printing of fuel-economy guide

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Department of Energy, ignoring the mandates of a 1975 law aimed at giving car buyers comparative information on vehicle fuel economy, has put a hold on publication of the 1983 Fuel Economy Guide. It may print so few as to leave automobile dealers responsible for distributing them in legal jeopardy.

Under the Energy Policy and Conservation Act, the guides are required to be available to all car buyers.

They provide information to buyers and potential buyers of various classes of cars, light trucks and four-wheel-drive and utility vehicles pertaining to city driving fuel economy, estimated fuel costs for the year, interior volume, engine size, transmission type, fuel delivery system and emission control system.

Congress mandated them so consumers could shop intelligently for the most fuel-efficient vehicle to suit their purpose. Auto dealers must have them available for distribution under penalty of law.

Normally, the guides would have been printed and would be on their way to auto dealers by now, but this year the people responsible for printing them are still waiting to get permission to even begin work.

Sources within the various departments and agencies that are involved in the creation of the guide say they have received hundreds of requests for them but have had to tell those asking to sit tight until "we get the OK to print."

The man apparently responsible for the delay is Robert C. Odle Jr., DOE assistant secretary for congressional, intergovernmental and public affairs. Odle was out of town last week and unavailable for comment.

• DOE usually prints 7 million to 10 million guides each year at a cost of about $1 million, or 15 cents apiece. One printing is done in October, another early the following year.

After being printed, they are shipped to government publication distribution centers from which car dealers order them. Dealers must have them available for potential car buyers or face a $1,000 fine per instance.

Most years, all the guides are used up, indeed in 1978 the government ran out of them, but last year it ended up with an extra million, due in large part to the drastic decline in car sales.

In fact, last year the government did not even print the second edition of the guide which contains many of the imports and late-introduction models.

That situation, along with DOE's long-running questions about the efficiency of its distribution system and the fact that all new cars and light trucks carry fuel economy labels any way, apparently caused Odle to call a halt to things while alternate ways to put the information before the public were analyzed.

One option considered was printing only enough Fuel Economy Guides for each auto dealer in the country. Dealers would then be expected to display it prominently for car buy-

Continued on Page 51, Col. 1

NHTSA sides with makers in court

Passive-belt deadline is called unmeetable

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In response to a directive from the appellate court in the District of Columbia, NHTSA says no auto company can meet a September, 1983 — or 1984 model-year — deadline for installing passive restraints across the board.

Obviously, the Toyota Cressida and the Volkswagen Rabbit and Jetta — which already have complying automatic belt systems — can, but these are far from the total lineups of those makers.

The estimates of when passive restraints could be installed on cars — from 19 auto makers accounting for some 98 percent of all vehicles sold in the U. S. — are interesting for the differences.

The time estimates are contained in letters and affidavits sent by the companies to NHTSA, which filed them with the Circuit Court of Appeals for the District of Columbia.

None was enthusiastic. Chrysler Corp. and Ford Motor Co. were notable for their outright opposition. General Motors indicated it may be ahead of the others. The "missing" company was Mercedes-Benz — not party to the litigation, since it is not a member of either the import group (Automobile Importers of America) or the domestic organization (MVMA). Neither has acted on its own.

Unanswered at this time is whether the U. S. Supreme Court will review the D. C. Circuit Court's rejection of NHTSA's rescission of the passive-restraint standard. In effect, that upheld the controversial Standard 208, which called for passive belts or air bags in 1984-model cars.

Remaining also is the uncertainty of what will be the effective date — if the standard survives its final appeal — and whether NHTSA will set an effective date after rulemaking or if a court will do so.

Leadtime requirements given by auto makers range from 21 months to 24 months for limited models. According to NHTSA, "Almost all manufacturers also state, however, that for many of their models, compliance will not be possible until September, 1985, and in a few instances, even later.

"Only the largest domestic and Japanese manufacturers, General Motors and Nissan, and two European manufacturers, Volvo and BMW, have said that a compliance date of September, 1984, could enable them to continue marketing many of their models," NHTSA reported.

NHTSA labeled as "credible" the numerous reasons given by the makers for not being able to achieve the 1984-model-year effective date.

One reason cited was that cars with a wheelbase shorter than 100 inches (about 41 percent of current production) were originally given extra time to comply because of greater difficulty in managing energy forces.

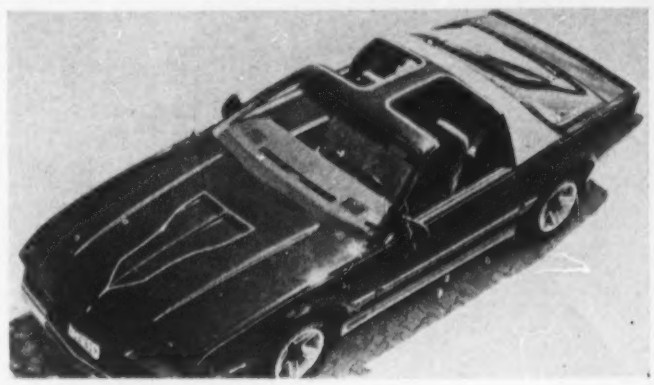
Another reason makers say they can't comply across the board by 1984 models is that they originally had differing time frames for various models. When the standard was rescinded, the makers diverted—"properly," according to NHTSA — their resources to other matters.

• Even after reassembling their specialists, the makers say, design problems are still substantial.

"An early, simultaneous compliance date for all models could exacerbate the renegotiation of contracts between the manufacturers and the limited number of passive-restraint parts suppliers, as well as adversely affect those suppliers' delivery schedules," NHTSA said.

Finally, if the 1984-model ef-

Continued on Page 38, Col. 1



A T-top that tilts

Continental T-Top, Ltd., Dallas, has introduced a new T-roof for the Camaro/Firebird models with tinted glass panels that can be either removed or tilted upward. A similar treatment is also offered for the Toyota Celica GT. The roofs are covered by a 12-month warranty.

Petersen emphatic on avoiding 'advocacy'

Ford policy: No union seat on board

By Al Fleming
Industry Editor

WHITE SULPHUR SPRINGS, W. Va. — There is no labor union representation in the future of Ford Motor Co.'s board of directors.

That was made emphatically clear by Ford President Donald E. Petersen following a speech at The Greenbrier resort here, where he addressed a meeting of the Society of Automotive Engineers.

Following his talk, which focussed on Ford's new style of "participative-cooperative" management and employe involvement in the company's decision-making, Petersen was asked by AUTOMOTIVE NEWS about the chance of the UAW being offered a seat on the company's board of directors.

He replied, "The chances are not very great."

He then explained that the company does not believe it is "fundamentally sound" to have "advocates" on the board.

"We believe each member of the board of directors should be representing all the shareholders," Petersen said, "because if you start the process of advocacy, then you'd have each seat on the board representing some faction.

• "Therefore, we don't think it's sound (to have labor represented on the Ford board), we're against it and Don Petersen is against it," he said.

"We think the twice-a-year invitation of Don Ephlin (UAW vice president in charge of the Ford Department) is a good avenue for communication without going all the way to a board membership."

Under the new Ford-UAW contract, Ephlin has an invitation to speak to the auto firm's board of directors twice a year. A similar rule exists in the General Motors-UAW pact relative to the GM board and Owen Bieber, union vice president in charge of the GM Department.

Ephlin informed AUTOMOTIVE NEWS that he will address the Ford directors, "after Nov. 12."

Told of Petersen's rigid position against union participation on the company board, Ephlin said, "One thing you learn in labor negotiations is never say never."

He indicated the UAW would not give up on its drive to sit on the boards of the major auto companies.

Chrysler Corp., with UAW President Douglas Fraser on its board, is the only U. S. auto company with labor represented among its directors.

• Petersen's talk at the automotive engineers' annual fall meeting, Oct. 8, came a day after Ford Chairman Philip Caldwell and Ephlin were interviewed on NBC-TV's Today show on the new spirit of cooperation between company management and labor.

In his prepared remarks, Petersen talked about Ford's new management style and its goal in turning from a "hierarchical-dictating approach" to a "participative-cooperative approach."

He pointed out that Ford is working to foster "people orientation" while "compressing the layers of supervision and broadening the spans of control."

He said that along with changes in management style, the company recognizes the benefits of employe involvement and giving workers a greater opportunity to participate in day-to-day decisions affecting their jobs, worklife and plant operations.

Petersen said that virtually every Ford facility has an employe involvement program and, through some 900 "problem-solving groups," nearly 10,000 workers are helping to shape decisions about their operations and environment.

"Employe involvement is having a significant impact in changing attitudes and producing tangible results from the factory floor to the executive suite," Petersen said.

But that involvement, he stressed, does not include the voice of labor on the Ford board.

Must have more money, workers warn

It's back to start for Chrysler, UAW

By Marjorie Sorge
Labor Editor

The new UAW-Chrysler Corp. contract died last week, but even before the body was cold the two sides were back at the bargaining table.

Officials of the UAW and Chrysler met in a main-table session last Friday (Oct. 15) to begin work on an alternate agreement. Voting on the contract ended Thursday.

According to UAW President Douglas A. Fraser, any new contract must have upfront money for wage increases and cost-of-living allowance payments. He said the workers will not settle for the same contract in a different form.

"It is impossible to rearrange that package to the satisfaction of the Chrysler workers," he said. "We could have arranged upfront money (in the defeated contract), but we would have had to give up COLA for it."

A strike is possible if a new agreement cannot be worked out soon or if the workers, who currently have no contract, decide to walk out until a new one is ratified.

Fraser said he hopes there will be no wildcat strikes, but he is not dismissing the possibility.

The defunct pact called for three quarterly lump-sum COLA payments and tied wage increases to Chrysler's profitability. It was a one-year agreement on economics and two-years on working issues. Fraser said he would like to keep the economic package at one year.

"The contract does not meet the expectations of the workers," Fraser said. "The Chrysler workers are extremely unhappy with the contract they voted on."

Workers voted down the agreement by a 2 to 1 margin, which Fraser said was "overwhelming."

He said he was never confident the agreement would be ratified and even at the bargaining table thought the contract could be defeated. But, he said, when strikes broke out at Chrysler plants when the Sept. 15 midnight deadline passed and Chrysler didn't come forward with any sweeteners for the agreement, he was satisfied the company had reached its monetary limit.

Thomas W. Miner, Chrysler industrial relations vice president, has said the company has no more money to give, but Fraser said Chrysler now will have to shift funds from other sources — marketing, for example — to increase the economic package.

While Fraser said he has an idea how much money will satisfy the workers, he declined to reveal the figure.

Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, Inc., said an increase of $1 to $1.50 an hour could make the difference. But, she said, the impact of the defeated agreement is far-reaching, touching the other auto makers.

According to Keller, the Chrysler vote shows that workers have not changed their aspirations, even after they have made concessions. She said their expectations have been fueled by management's optimism and historic wealth.

"The Chrysler vote shows that the industry has not been able to convince the work force it is experiencing a secular decline in its ability to compete," she said. "They cannot convince the workers that they are not yet able to compete with the Japanese."

This attitude will still be around when the Ford Motor Co. and General Motors contracts expire in 1984, Keller said. Workers at those companies made concessions earlier this

Continued on Page 50, Col. 3

Chrysler revises floorplan aid on '83 models

General Motors' and Ford Motor's floorplan assistance programs remain unchanged for '83, and Chrysler Corp. has modified its program a bit.

Chrysler reduced the charge on domestic vehicles by $5 and dropped imports from the coverage.

Essentially, Chrysler cut the charge for supplementary floorplan coverage on domestic vehicles to $95 for cars, $100 for trucks.

This charge against the base wholesale price of vehicles covers Chrysler paying the first 10 percentage points of interest on the total factory invoice price of each vehicle from the 15th day after delivery of domestic cars up to the 90th day.

Dodge D-250, W-250, D-350 and W-350 trucks get coverage from the 15th day (when free floorplanning runs out) to the 130th day on the first 10 percent. That's 15 days' more coverage than last year. All other trucks have a maximum 100 days' extended protection.

Chrysler dropped the $100 charge on import vehicles for '83 because it is no longer giving extended floorplan coverage on them.

This relates to its lowering the price of the Colt last summer to compete with low-priced leaders like Toyota Tercel.

index

Advertising news	46
Auction reports	38
Classified advertising	40
Editorial page	18
Obituaries	50
Personnel	50
Production by makes	54
Registrations, car, truck	22
Truck highlights	14

58th year — No. 4937

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

They take only 4.59 pct. of depressed market

Diesel sales plunge during 1982

Continued from Page 1

age points during the period — from 63.55 percent in '81 to 53.13 percent in '82.

• GM's lead diesel division, Oldsmobile, suffered a 45.87 percent drop in sales. Oldsmobile sold 87,015 diesel cars during the '82 model year, down from 160,738 during '81. Olds debuted a new 4.3-liter diesel V-6 for the '82 model year in its Cutlass Supreme (rear-drive) and added that option to the new Cutlass Ciera (front-drive) in March.

The other GM divisions also reported diesel-sales losses, with Pontiac reporting the largest decrease during the period. Pontiac discontinued its B-body standard-size car for '82, its most popular diesel-optioned model.

Only 5.54 percent of total GM car sales during the '82 model year were diesel-powered, compared with a 8.45-percent diesel-installation rate during the '81 model year.

Volkswagen, which has just completed a disastrous '82 model year, recorded a 41.90 percent drop in diesel sales during the period. VW sold 67,153 cars during 1982, down from 115,587 during '81. Audi diesel sales remained constant during the '82 season, buoyed by the company's new-for-'82 4000 diesel and 5000 turbo-diesel models.

Combined, VW and Audi accounted for 20.90 percent of the '82 model year diesel market, down 1.91 percentage points from 22.81 percent of the '81 market.

Diesel models accounted for 38.92 percent of all Volkswagen sales during the '82 model year, compared with 46.15 percent of all sales during the 1981 model year. VW's slump can be attributed to slow Rabbit sales. During the '82 model year, the diesel installation rate in the Rabbit was 51.8 percent, compared with 57.5 percent in '81.

More telling, however, is a calendar-year comparison. To-date, the Rabbit installation rate has been running at 43.5 percent. During calendar '81, it was 59.1 percent.

While heavyweights GM and VW/Audi were losing, most of the smaller import manufacturers were gaining. Only Peugeot recorded a drop in diesel sales during the '82 model year, but it still increased its market share.

Mercedes-Benz sold 50,484 diesel-powered cars during the '82 model year, up 10.60 percent from 45,643 sold during the '81 model year period. More than 78 percent of all Mercedes-Benz sales during the '82 model year were diesel cars, up from 76.64 percent in '81. During September of this year, the Mercedes diesel rate was 80.4 percent.

Year-to-date sales comparisons for Volvo, Datsun and Isuzu are less indicative of the overall trend because Volvo did not have a 1981-certified diesel (it sold 1980 models), and Datsun and Isuzu introduced their diesels partway through the '81 model year.

Isuzu began selling diesel-powered I-Mark models in April of 1981. During its first full model year, 1982, Isuzu sold 12,075 diesel cars and captured 3.42 percent of the market.

Datsun, which introduced its diesel Maxima sedan in early May of 1981, sold 11,600 of that model during the '82 model year, good for 3.28 percent of the market.

Volvo sold 6,618 diesel cars during 1982 and grabbed 1.87 percent of the market.

Diesel percentages of makers' sales

	M. Y. 1982	M. Y. 1981
Cadillac	10.11	18.24
Buick	5.01	6.55
Pontiac	2.23	6.58
Chevrolet	2.55	3.18
Oldsmobile	11.46	18.21
GM Total	5.54	8.45
VW	38.92	46.15
Audi	14.38	13.88
VW/Audi Total	33.68	40.89
Mercedes-Benz	78.81	76.64
Peugeot	73.87	82.52
Volvo	9.26	4.62
Datsun	2.57	0.99
Isuzu	79.61	49.50
Grand Total	4.59	5.98

Sales of diesel-powered new cars in the U. S.

	Model Year 1982	Percent Share of Market	Model Year 1981	Percent Share of Market
Cadillac	23,973	6.78	41,309	7.70
Buick	35,062	9.92	49,500	9.23
Pontiac	10,316	2.92	39,578	7.38
Chevrolet	31,457*	8.90*	49,791*	9.28*
Oldsmobile	87,015	24.61	160,738	29.96
General Motors Total	187,823	53.13	340,916	63.55
Volkswagen	67,153	19.00	115,587	21.55
Audi	6,735	1.90	6,772	1.26
VW-Audi Total	73,888	20.90	122,359	22.81
Mercedes-Benz	50,484	14.28	45,643	8.51
Peugeot	11,019	3.12	13,189	2.46
Volvo	6,618	1.87	3,012	0.56
Datsun	11,600	3.28	4,683	0.87
Isuzu	12,075	3.42	6,638	1.24
TOTAL	353,507	.....	536,440	.....

*Estimated
Model year is Oct. 1 to Sept. 30.

GM notifies UAW officials of jobs it plans to eliminate

By Marjorie Sorge
Labor Editor

General Motors has sent letters to several UAW locals indicating that jobs in their plants will be eliminated because of outsourcing.

The GM announcement angered UAW Vice President Owen Bieber, director of the GM Department, who said outsourcing has been a "constant irritant" to the union.

Outsourcing is the farming out of work to companies, often non-union, in the U.S. or abroad.

Bieber said some of the situations have been resolved without outsourcing taking place, but others have not. He would not name the plants but said some are in Michigan.

The UAW wants the outsourcing stopped, and company and union officials addressed the problem at a meeting of the 11-member GM bargaining team last Thursday (Oct. 14). Alfred S. Warren Jr., GM labor relations vice president, spoke at the meeting which was held at the GM Tech Center.

Both GM and union officials said it is not uncommon for the union to meet with company officials. A GM spokesman said the meeting was arranged about a month ago so Warren could meet new members of the UAW's GM Council. He said Warren discussed outsourcing and the state of the industry.

• Under the GM-UAW contract, there is a 24-month moratorium on plant closings related to outsourcing. Plants can still be closed for volume-related reasons. The pact also required GM to give a 60-day written notice if outsourcing from a plant will result in the layoff of 10 percent or more of the workforce or 100 employes, whichever is more.

Bieber also confirmed that GM has said it may close its Fisher Body Plants 20, 40 and 41 in Detroit. Plant 20 builds Cadillac limousine bodies and Cadillac parts; Plant 40 makes tooling aids, and Plant 41 is a storage area. About 900 active workers could be affected.

Meanwhile, Bieber also said an announcement will be made before Oct. 27 naming the four GM facilities which would be pilot plants for "lifetime job security." The program was negotiated under the recent UAW-GM agreement and provides that reductions in the workforce be handled by attrition or alternative work assignments either within GM or in external operations.

breaking news

Continued from Page 1

mond E. Majerus, secretary-treasurer. Stephen P. Yokich, vice president and director of the skilled trades and farm implement departments, has not officially declared his candidacy.

Graham heads Ford auto components group

DEARBORN.—Robert C. Graham, 57, has been appointed vice president—automotive components for Ford Motor Co.'s Diversified Products Operations. He will direct the Climate Control Division, Electrical and Electronics Division, Casting Division, Glass Division, Plastics, Paint and Vinyl Division and Philco-Brazil. Graham has been on medical leave since June. Before that, he was general manager of Ford Latin America. He has been a Ford vice president since 1979.

Chrysler mum, but BBD&O seems to be Dodge agency

By Joseph Bohn
Marketing Editor

Chrysler Corp. declined to confirm BBD&O as its new advertising agency on the Dodge account last week, although it appears to be a foregone conclusion.

With N. Y. Ayer and Ogilvy & Mather having taken themselves out of the running, there appear to be no other contestants.

A rumor that Gray Advertising was in the contest, sparked by Gray's Bruce McRitchie hiring two top Kenyon & Echkardt Dodge truck account people, was flatly denied by McRitchie.

McRitchie, senior vice president and general manager of Grey's Detroit office, said his agency had had no conversation with Chrysler and was happy with its American Motors account. He hired John Miley and David Meyer away from K&E on the basis of having worked with them before.

If BBD&O has been officially selected, its top executives denied any knowledge of it.

Ogilvy & Mather bowed out from vieing for the $100 million Dodge account by saying it wanted to develop "the current car accounts that we already serve in various countries around the world."

Ogilvy's $10 million Peugeot account in the U. S. wouldn't have posed any conflict. But its $30 million overseas Ford account did.

So BBD&O, which had the Dodge business for 38 years before losing it to K&E in 1979, appears to have been all but officially selected as the new agency.

There were reports that one of its top officials had begun tentative recruiting of talent in Detroit.

BBD&O had 120 employes in Detroit on Dodge and would "definitely" staff a full-service office here again, were it to land the account, said officials.

There has been talk of bringing "the old crew" back together again. It's doubtful that Jim Berline, who now has his own agency (Yaffe Berline), would come back. But Tom Clark, former regional manager of the Detroit office and current executive vice president at BBD&O, would probably return to Detroit.

BBD&O has carefully maintained its contacts in Detroit, waiting for just the present sort of opportunity.

Earlier this year, it rehired Dick Johnson, former executive director on Dodge, who reportedly pitched one Chrysler official as early as several months ago.

But situation remains grim

Harvester reports some progress

Continued from Page 2

into equity and to reduce interest payments.

To achieve that maximum debt to equity conversion, the company also must secure $50 million in concessions from its suppliers, $20 million in concessions from its dealers and an additional concession of nearly $50 million from IH debenture holders who will be asked to swap old debt for a lesser amount of new debt with attached warrants for the purchase of IH stock.

There also is no assurance that IH will not find it necessary to again approach its lender group for another revision at some point in the 1983 fiscal year, which begins Nov. 1, if it finds itself unable to live up to the new, reduced loan covenants which stipulate minimum levels for net worth, cash flow and other financial indicators.

That task would be difficult if not impossible.

"We wanted to get out a year ago," said a vice president of one of the IH lenders. "It is a losing situation. At some point the banks will have to say 'No.'

"It is essential the lender group remain together because if one small bank balks, it would force Harvester into bankruptcy. Either we all hang together or we all hang separately."

Jouppi, who was a court-appointed consultant in the White Motor Corp. Chapter 11 proceedings, said that balance sheet analysis reveals IH is "on the brink of disaster," but that if it can reach an accommodation with its lenders it has certain "supra" balance sheet items, like goodwill, which allow the company to work itself out of the situation.

He said he does not like Chapter 11 as a means of solving problems, but conceded Chapter 11, "or even Chapter 13 bankruptcy" could result as a worst case scenario.

"At some point," he said, "you have to ask if it's 'go' or 'no-go.' I say 'go.'"

Lustgarten, who has been consistently lecry of IH's long-term survival chances, agreed that at some point it must be decided "if the company is worth salvaging."

He said that if the company can't get the necessary supplier concessions or if the shareholders do not approve the plan on Oct. 28, IH "will have no alternative" but to file for reorganization under Chapter 11. That doesn't necessarily mean the end, he said, noting that Penn Central "operated under Chapter 11 for 10 years" and that other companies have survived it.

"We've known for six months that Harvester has a bankruptcy attorney on retainer," Lustgarten said. "The new management would have been foolish not to have put together a bankruptcy scenario."

Symposium scheduled

WASHINGTON. — Experts from the U. S., Sweden, France, Australia and Great Britain will weigh solutions to the problem of drunk driving Nov. 17-18.

They will be attending the International Symposium on Alcohol and Driving at the Shoreham Hotel.

Mack's 'finest achievement'

Years of research and development work and millions in engineering dollars make the new Ultra-Liner Class 8 heavy truck the company's "finest achievement to date," according to Mack Trucks, Inc.

New Mack COE 'bred for the '80s and beyond'

By Jack Walsh
Truck Editor

ALLENTOWN, Pa. — An all-new, high-cabover series, to be marketed as "The Truck Bred for the Eighties and Beyond," has been introduced by Mack Trucks, Inc.

The new Ultra-Liner, which carries the MH model designation, will be available in limited volume starting in January, according to Garner L. Davis, Mack executive vice president of marketing. Production is set to begin next month.

He said the MH series will replace the F-model cabover, phased out of production in 1981 after a 19-year run of more than 70,000 units. Mack will continue to offer its Cruise-Liner high cabover until a phaseout scheduled for completion in 1984.

The Ultra-Liner's cab design is its most notable feature, according to Robert F. Zalokar, senior vice president of product and engineering.

For occupant protection, he said, an inner structural cage of galvanized steel, aluminum and high-strength fiberglass reinforces the Maxi-Glas outer cab shell.

• Zalokar described Maxi-Glas as a combination of specially formulated glass-reinforced composites specifically tailored for heavy-duty truck-cab applications.

"Not only does Maxi-Glas defy rust and corrosion," he said, "but it also provides excellent thermal and acoustic insulation, is easily repaired if damaged and has enabled Mack engineers to keep overall weight to a minimum."

The cab has a definite upward slope of its roofline for improved aerodynamics. The cab is four or five inches higher than the Cruise-Liner's and is somewhat heavier due to added features to improve occupant safety.

Zalokar said a simplified and fully illuminated entry/exit system combines extra-large traction-grip steps and ladder-type grab rails, with an additional grab rail at the rear of the cab.

Other highlights are a floodlight mounted on the rear cab wall for nighttime trailer connections, large glass areas for greater visibility, and exterior

Continued on Page 16, Col. 1

Jacobson elected RVIA chairman; 8 directors named

CHANTILLY, Va. — Norm Jacobson, vice president, Contempo Enterprises, North Hollywood, Calif., has been elected chairman of the Recreation Vehicle Industry Assn. He succeeds Elden Smith, RV Group vice president, Fleetwood Enterprises, Inc., Riverside, Calif.

Gene Stout, Coachmen Industries, Inc., Middlebury, Ind., was elected first vice chairman, and John Casey, president, Shurflo, Anaheim, Calif., was elected second vice chairman.

Charles Willibrand, president, Play-Mor Trailers, Inc., Westphalia, Mo., was re-elected secretary, and Warren Jones, president, Hehr International, Inc., Los Angeles, was renamed treasurer.

These officers, along with David J. Humphreys, RVIA president, and Smith, ex-officio chairman, form the Executive Committee for 1983.

Eight industry officials were either elected or re-elected to the national board, including Jacobson to fill an at-large seat,

Continued on Page 16, Col. 5

Comfortable by design

Mack Trucks, Inc., says the all-new cab of the Ultra-Liner Class 8 heavy diesel is "quiet, spacious and comfortable by design." This is the top-of-the-line interior decor.

truck industry news

Domestic compacts spark increase of 4.6 percent

'82 model-year sales up

After a slow start in the first three months, retail sales of new trucks of all types in the U. S. gained momentum in the second quarter with wide acceptance of the new domestic compact pickups and ended the 1982 model year with a slight advance over the previous year.

According to preliminary reports, the nation's franchised dealers and factory outlets retailed 2,422,506 trucks during the model year, an increase of 4.6 percent over the year-earlier 2,315,571.

It was the first time since 1978 that model-year truck sales have exceeded the year-earlier total. In the 1978 model year, retail deliveries hit an all-time high of 4,028,294 units.

Unlike a year ago, when sales were down in all three market segments, there were impressive gains in one of the three—light trucks — and a relatively small drop in the heavies.

In the period starting Oct. 1, 1981, and ending Sept. 30, 1982, light-truck sales totaled 2,228,815 units, a gain of 7.2 percent over the previous year's 2,315,571. Compact pickups set the pace throughout the year.

• During the model year, dealers retailed 684,353 compact pickups — both domestic and Japanese imports — an increase of 43.1 percent over the 478,241 units sold in the 1981 model year.

Although the imports had a greater share of this market for the 12-month span, their dominance has ceased since the introduction of the domestic compacts.

During the model year, 386,224 imported compacts — Toyota, Datsun, Mazda, Isuzu, Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow — were sold in the U. S., a decline of 12.5 percent from the previous year's 441,454.

On the other hand, sales of the domestic small pickups —

Continued on Page 16, Col. 1

Champion MHs for '83 redone 'from ground up'

DRYDEN, Mich.—Champion Home Builders Co. says its line of Champion Class A motor homes for 1983 has been "re-engineered from the ground up," featuring an all-new sloped, fiberglass front end for improved aerodynamics.

Other exterior highlights include an automotive-style grille and a new, large curved windshield. Sides and rear end are made of aluminum with a baked-on enamel finish that color-matches the front end.

David C. Struck, recreation-vehicle sales vice president, called the new exterior design "a real departure from our previous models" and said dealer reaction "has been extremely positive."

The 1983 Champion is "a mid-priced full-size motor home with the exterior look of more expensive models," he added.

The interior has a number of modifications, Struck said, including a redesigned instrument panel, engine cover and overhead console. The console features a built-in optional weather station, generator hour meter and AM/FM stereo with tape deck.

Use of interior paneling with a wood-grain look has been minimized. Instead, vinyl-covered wall areas in the front lounge are pastel-colored to give a brighter, roomier look to the living area, Struck said.

Cabinet-door fronts also are pastel-colored to match interior walls, and floor plans in all Champion models feature larger baths with full showers, he added.

Champion motor homes are built on Chevrolet chassis with a 454-cubic-inch V-8 engine with bodies in lengths of 25, 27, 30 and 33 feet. An 8.2-liter or 6.2-liter diesel engine is optional.

Shipments of RVs rise in August, eight months

August shipments of recreational vehicles from manufacturers to retail outlets dropped slightly from the July level, but were higher than the total for the same month in 1981.

During the month, according to Recreation Vehicle Industry Assn. statistics, manufacturer members delivered approximately 22,100 units of all types, an increase of 3.8 percent over the year-ago 21,300, but 3.1 percent below July's 22,800.

For the first eight months, shipments totaled approximately 180,700 units, an increase of 8 percent over the year-earlier 167,300. Towable units were the only market segment to show a decline from 1981 for the January-August period.

The Index of Consumer Sentiment in September, the RVIA reported, was 69.3, an increase of 3.9 points over the readings for both August and July. In September, 1981, the Index was 73.1.

In August, the number of all towable recreational vehicles shipped to dealers dropped 9.2 percent to about 7,600 units, compared with 8,300 in the same month a year ago.

The eight-month total was 75,700 units, off less than one-half a percent from last year's 76,000.

• Deliveries of travel trailers and truck campers were up for both the month and the January-August period, while folding camping trailers were down for August and the first eight months.

In August, manufacturers shipped 5,100 conventional and fifth-wheel trailers, an increase of .02 percent over the previous year's 5,000 units. The count through August was 1.5 percent higher, 46,800 versus 46,100.

Dealers received 500 truck campers during the month, up 25 percent from last year's 400 units. Through August, there were 4,300 truck-camper ship-

Continued on Page 46, Col. 1

Chevrolet tops Ford in model-year sales

WARREN, Mich.—Chevrolet simultaneously broke Ford's grip on the top spot in total truck sales and the foreign dominance of the small-truck market during the 1982 model year.

With the new S-10 compact pickup making the difference, Chevrolet dealers sold 758,387 trucks during the 1982 model year, up 8.6 percent over the 1981 total of 698,100, and 3,846 more than Ford reported selling.

S-10 sales totaled 152,965, making Chevrolet the No. 1 nameplate in the small-truck market. Ford had been No. 1 in total model-year truck sales since 1979.

Champion gets all-new front end

Champion Home Builders Co., Dryden, Mich., says its new line of Champion Class A motor homes for 1983 has been re-engineered from the ground up, with an all-new sloped, fiberglass front end for improved aerodynamics.

Domestic compacts spark increase of 4.6 percent

'82 model-year truck sales climb

Continued from Page 14

Chevrolet S-10, Ford Ranger, GMC S-15, Dodge Rampage, Jeep Scrambler and Volkswagen — soared to 298,129 units, compared with only 36,787 the previous year. In the 1981 model year, however, only the Scrambler and Volkswagen were available.

The imported pickups accounted for 56.4 percent of the compact total in the 1982 model year, compared with 92.3 percent the year earlier. Through the first nine months of 1982, the imports' share was 52 percent. In the like period a year ago, it was 92 percent.

Sales of heavy trucks declined 8.3 percent during the model year, from 156,270 units a year earlier to 143,268. The mediums were down 37 percent to 50,423 units, compared with 80,003 the previous year.

After a small decline in August, retail sales rebounded in September with a sharp rise in light-truck deliveries. Dealers sold 219,338 trucks during the month, up 23.8 percent over last year's 177,125.

September deliveries of light trucks soared to 204,722 units, an increase of almost 29 percent over last year's 158,906 units. Heavies were off 17.1 percent, from 12,668 units in 1981 to 10,506. Mediums totaled only 4,110 units, down 26 percent from last year's 5,551.

Nine-month sales of all types of new trucks rose to 1,940,352 units, a gain of 9.3 percent over last year's 1,775,456. Light trucks were the only market segment to show an increase over 1981.

Through September, 1,794,972 light trucks had been retailed, an increase of 12.4 percent over the year-ago 1,597,017 units. Heavy trucks were down 7.4 percent to 109,400 units, compared with 118,086 last year, while the mediums were off 40.4 percent, from 60,353 units in 1981 to 35,980.

• In September, dealers sold 68,174 compact pickups, up 60.1 percent over the year-ago 42,590. The nine-month total was 567,296, a gain of 47.8 percent over the 383,765 units retailed in the like period in 1981.

Ford dealers sold 78,224 new trucks during the month, an increase of 29.1 percent over the year-earlier 60,574. The nine-month count was 610,245 units, up 6.6 percent over last year's 572,553.

September sales by Chevrolet dealers were 35.3 percent higher than a year ago, 65,344 versus 48,293. The January-September total climbed to 615,339 units, a gain of 15.5 percent over the year-earlier 532,580.

Dodge and Plymouth dealers retailed 19,766 units during the month, up 83.8 percent over the year-earlier 10,757. For the nine-month period, sales were up 32.3 percent to 190,588 units, compared with 144,024 last year.

GMC reported 14,962 retail sales in September, an increase of 23.5 percent over last year's 12,114. Through September, the total was 174,046, up 29.8 percent from the year-ago 134,065 units.

During the month, Big Three dealers retailed 178,296 trucks, a gain of 35.3 percent over last year's 131,738. The nine-month total was up 15 percent, from 1,383,222 last year to 1,590,218 units.

• Sales of four-wheel-drive Jeep vehicles during the month dropped 13.4 percent, from 5,796 units in 1981 to 5,021. Through September, the count was 47,130, a decline of 3 percent from the year-ago 48,590.

Volkswagen compact pickup sales were down sharply for both the month and January-September period. During the month, 1,210 units were retailed, a decrease of 54.4 percent from last year's 2,654 units. The nine-month total was 10,051, off 60.8 percent from the year-ago 25,628.

Datsun was the only non-captive import to show a decline in volume in September, while both Datsun and Toyota had fewer sales through September than a year ago.

Toyota dealers sold 12,809 small pickups in September, up 16.8 percent over last year's 10,969. The nine-month total of 106,711 was down almost one percent from the year-ago 107,723.

There were 9,928 Datsun sales during the month, off 23.6 percent from the year-earlier 12,987. Through September, the count was 71,412, a drop of 23.7 percent from last year's 93,589 units.

In September, Mazda dealers retailed 2,908 pickups, up 52.7 percent from last year's 1,905. The nine-month total of 29,714 units was 130.9 percent higher than the 12,869 sold in the like period in 1981.

Isuzu dealers sold 1,555 pickups during the month, an increase of 49.7 percent over last year's 1,039. Through September, the count was 13,111, up 106 percent from the year-earlier 6,365.

New Mack COE is 'bred for the '80s and beyond'

Continued from Page 14

access to wiper motors, coolant, oil and washer-fluid check and fill.

Inside the cab, a large overhead console provides open and lockable storage space, plus space and power leads for radio, CB and dual speakers. Triple cam-pivoting sun visors are multi-adjustable and there is a right-door peep window.

• The driver-engineered instrument console incorporates extensive use of plug-in gauges and switches for improved serviceability. The two-spoke, soft-feel steering wheel is mounted on a tilting and telescoping column.

The environment-control system, Zalokar noted, is also a new design which combines heating, defrosting, fresh-air circulation and optional air conditioning in a compact unit located under the passenger seat for easy access.

He said all electrical-system components are conveniently located in a central control panel for greater diagnostic capability, with the master circuit breaker chassis-mounted.

A "breakaway" shift mechanism is another major feature, according to Zalokar. The shift control is isolated from the cab in the driving position, but stays with the cab during tilt.

"It connects positively to the transmission with a single point," he explained, "and delivers smooth, crisp shift action with no shifting stress transmitted to the cab. This new design permits use of a short-throw shift lever located for optimum driver convenience."

Zalokar said the Ultra-Liner will share many common parts with new conventional models scheduled for introduction in the future.

Export considerations also have received high priority, he added, with the Ultra-Liner and upcoming models being easily adaptable to various international markets.

Big Three September, year-to-date truck sales

	September 1982	September 1981	Year to date 1982	Year to date 1981
Ford				
Vans	15,188	8,600	97,212	83,471
Club Wagon	1,842	2,056	24,799	19,042
Ranger	12,561		76,684	
Courier	1,937	5,341	24,083	49,860
Bronco	3,376	3,536	30,666	27,446
Conventional Pickups	38,651	36,536	320,472	352,428
Mediums	NA	3,649	NA	32,958
Heavies	NA	856	NA	7,348
Chevrolet				
Vans	6,959	6,045	76,609	69,223
Sportvan	814	705	11,630	10,478
S-10	14,636	2	137,411	4
LUV	1,684	5,113	18,772	54,137
El Camino	2,334	2,762	16,923	26,991
S-Blazer	85	.....	85	.....
Blazer	1,130	1,516	19,332	16,818
Suburban	1,639	1,122	21,195	15,967
Conventional Pickups	34,996	29,730	301,038	321,232
Mediums	1,067	1,298	12,344	17,730
Heavies	.....	.....	.....	.....
Chrysler				
Vans	4,490	2,610	46,491	37,154
Voyager	337	272	3,794	3,595
Sportsman	1,831	781	22,300	14,739
Arrow	457	512	4,663	7,204
D-50	4,028	1,328	26,566	20,828
Trail Duster	.....	242	244	1,442
Ramcharger	358	373	7,760	3,937
Conventional Pickups	6,972	4,639	65,471	55,125
Rampage	1,293	.....	13,299	.....
GMC				
Vans	1,634	1,494	20,689	17,686
Caballero	139	267	1,964	3,304
Jimmy	323	377	5,228	3,704
Suburban	529	226	7,159	3,587
Conventional Pickups	8,096	6,884	82,309	77,078
P models	292	282	2,973	2,757
Mediums	824	1,437	17,533	16,568
Heavies	444	1,147	7,278	9,381
S-15	2,681	.....	28,913	.....

Ranger is sweepstakes prize

Margaret Mitchell, center, accepts keys to her 1983 Ford Ranger pickup truck as winner of the Ford Ranger/Famous-Barr Department Customer Roundup Sweepstakes. Presenting the prize is Earl L. Campbell, left, Ford Division St. Louis assistant district sales manager, and Jack Anderson, light-truck merchandising manager. Mitchell beat out 600,000 entrants to win the St. Louis-area contest.

Equipment additions modify AMC price boost for 1983

American Motors announced that prices of its 1983 AMC cars are up an average of $137, or 1.4 percent, over comparably equipped 1982 models. The figure consists of $78 on the cars and $59 on optional equipment.

The Spirit DL two-door hatchback is unchanged at $5,959 and eight other models rose $234 to $330, but AMC said additional standard equipment held the boost to $137 on a comparably equipped basis.

The company said an average of $198 in standard equipment has been added to its cars for 1983.

In the Concord line, the DL four-door sedan is $6,995, compared with $6,761 for '82, but AMC said $264 worth of standard equipment has been added for '83, including a six-cylinder engine and wire wheels. Spirit models also have six-cylinder engines for '83.

Base models of the Spirit and Concord have been dropped, which increases the spread between the lowest-priced '83s and '82s. For '83, the Spirit DL hatchback at $5,959 is well above the '82 base hatchback at $5,576.

The Concord DL four-door for '83 is $6,995. For '82, there was a base Concord four-door at $6,254.

The Eagle SX-4 hatchback is $7,697, up $246, and the Eagle DL four-door sedan is $9,162, up $293. Those increases are before allowing for additional standard equipment.

AMC reduced the dealer discount on the Spirit DL and Jeep Scrambler for '83. The margin dropped to 14 percent from 15 percent on each. Destination charges on AMC, Renault and Jeep vehicles are unchanged from the final '82 figures.

• Equipment price increases include $23 on Spirit air conditioning (now $670) and $6 on Concord air (now $725). Power brakes rose $12 to $112, cruise control jumped $6 to $170, and power door locks went up $10 to $120.

The company said prices of '83 Renaults are up an average of $20 over comparably equipped '82s.

The price break on the Renault Le Car, in effect since May 20, has been made official. It amounts to $200 on the base three-door hatchback and $300 on the Deluxe three-door and five-door.

Previously, there were refunds to dealers upon sale of the cars. Now, the stickers reflect the lower prices with Le Car models starting at $4,795.

Renault 18i DL models are up $498, and five-speed transmission, power steering, bigger tires and tinted glass have been made standard. The 18i DL four-door sedan is $8,395. For '82, there was a base 18i sedan at $7,398. It has been dropped.

The Renault Fuego carries an '83 sticker of $8,695, up $200, and the Fuego Turbo is $11,095, up $391.

AMC said Jeep prices are an average of $184 lower than comparably equipped '82 models and that its full line of AMC, Renault and Jeep vehicles is an average of $6 lower than comparably equipped '82s.

Jacobson elected RVIA chairman; 8 directors named

Continued from Page 14

Stout as a motor-home manufacturer representative and Willibrand as a travel-trailer manufacturer representative.

Other officials re-elected to the board are: John Zimmerman, president, Sunline Coach Co., Denver, Pa., as a truck-camper manufacturer representative, and Gerald Boman, senior vice president, Winnebago Industries, Inc., Forest City, Ia., to fill an at-large seat.

Newly elected officials to fill seats on the board are Dave Henry, president, Overland Industries, Inc., Orange, Calif., and a former RVIA chairman, as a motor-home representative, and Don Cuzzocrea, president, Starcraft R.V., Topeka, Ind., and Bud Coons, president, Coons Mfg., Inc., Oswego, Kan., as at-large representative.

Chevrolet dealers elect Hamm in Jacksonville

JACKSONVILLE, Fla.—Jerry T. Hamm, of Jerry Hamm Chevrolet, has been elected president of the Jacksonville Chevrolet Dealers Assn.

Other officers are Conrad Hawkins, Conrad Hawkins Chevrolet, and Bill Nimnicht Jr., Nimnicht Chevrolet, secretary-treasurer.

32.41 pct. of July registrations despite slight volume dip

Import share hits any-month peak

By Jenny L. King
Staff Writer

Registrations of new imported cars in July scooped up their greatest penetration of the U. S. market for any month in history and advanced to 32.41 percent from 29.95 percent a year earlier.

Figures compiled by R. L. Polk & Co. revealed new import registrations of 203,002 for the month, compared with 206,653 in 1981, a dip of 1.77 percent. The total market was down 9.23 percent in July, to 626,321 from 690,025, with the domestics skidding 12.42 percent. Thus the import loss became its gain in terms of market share.

Year-to-date import registrations totaled 1,283,032 through the end of July, down 13.36 percent from 1,480,824 last year. Market penetration for the 1982 period was down just 0.02 percentage points, to 29.13 percent from 29.15 percent.

Of the top 10 imports, five increased their share of the market in July and five were off. Nissan climbed 2.75 percentage points, to 21.49 percent from 18.74 percent, for the greatest individual gain. Honda was up 0.22 percentage points; Volvo was up 0.82 percentage points, Mercedes-Benz was up 0.02 percentage points and BMW was up 0.25 percentage points.

Volkswagen lost the most ground in terms of market penetration in July as well as slipping into fifth place from fourth. VW dropped 2.78 percentage points, to 6.26 percent from 9.04 percent. Mazda was down 0.16 percentage points, to 6.69 percent from 6.85 percent.

Subaru was down 0.06 percentage points, Audi was down 0.39 percentage points and first-place Toyota was off 0.17 percentage points.

For the first seven months of 1982, Volkswagen again suffered the greatest defeat, its penetration down 2.63 percentage points, to 6.64 percent from 9.27 percent. BMW joined the top 10, replacing Ford Fiesta. Nissan enjoyed the single largest gain, up 1.86 percentage points, to 20.05 percent from 18.19 percent. Other risings and fallings were less conspicuous.

Japanese nameplates accounted for 78.45 percent of July import registrations, up from 75.29 percent a year earlier and up from 73.83 percent in July of 1980. They captured 77.87 percent of the year-to-date market, up from 75.26 percent in 1981.

Registrations by country of origin in July were:

	July, 1982	July, 1981
Japan	159,248	155,599
West Germany	27,027	34,761
Sweden	9,489	7,161
France	4,826	3,275
Italy	1,278	3,901
United Kingdom	848	1,861
Ireland	286	95

	7 mos., 1982	7 mos., 1981
Japan	999,143	1,114,513
West Germany	183,115	257,928
Sweden	54,876	46,077
France	28,572	26,315
Italy	10,013	23,552
United Kingdom	5,307	12,338
Ireland	2,006	101

Registrations of imported trucks in July totaled 34,305, down 13.80 percent from 39,795 in 1981. Registrations were as follows:

	July, 1982	July, 1981
Toyota	11,327	11,724
Nissan	7,298	9,266
Mazda	3,477	.....
Ford Courier	3,297	4,385
Chevrolet LUV	.....	4,335
Others	8,906	10,085
TOTAL	34,305	39,795

The truck import total for the first seven months of 1982 was 237,360, down 16.24 percent from 283,370 a year earlier. Registrations by company were as follows:

	7 mos., 1982	7 mos., 1981
Toyota	77,118	71,169
Nissan	52,015	64,285
Mazda	19,848	.....
Ford Courier	18,941	38,241
Chevrolet LUV	.....	41,904
Others	69,438	67,771
TOTAL	237,360	283,370

IMPORT REGISTRATION SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1982	Percent Share of Market	Regis., July, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 7 Mos., 1982	Percent Share of Market	Regis., 7 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	48,921	24.10	50,155	24.27	− 0.17	305,201	23.79	359,582	24.28	− 0.49
Nissan	43,631	21.49	38,733	18.74	+ 2.75	257,314	20.05	269,392	18.19	+ 1.86
Honda	31,865	15.70	31,992	15.48	+ 0.22	212,654	16.57	226,062	15.27	+ 1.30
Mazda	13,571	6.69	14,150	6.85	− 0.16	86,824	6.77	107,961	7.29	− 0.52
Volkswagen	12,705	6.26	18,676	9.04	− 2.78	85,181	6.64	137,316	9.27	− 2.63
Subaru	11,095	5.47	11,431	5.53	− 0.06	77,770	6.06	81,205	5.49	+ 0.57
Volvo	7,760	3.82	6,196	3.00	+ 0.82	44,704	3.48	38,113	2.57	+ 0.91
Mercedes	5,166	2.54	5,206	2.52	+ 0.02	37,089	2.89	35,117	2.37	+ 0.52
BMW	4,190	2.06	3,740	1.81	+ 0.25	27,572	2.15	.....	.....	.....
Audi	3,724	1.83	4,580	2.22	− 0.39	25,470	1.99	27,043	1.83	+ 0.16
Fiesta	.....	.....	.....	.....	.....	.....	.....	30,047	2.03	.....
Others	20,374	10.04	21,794	10.54	− 0.50	123,253	9.61	168,986	11.41	− 1.80
TOTAL	203,002		206,653			1,283,032		1,480,824		
Share of U. S. Total		32.41		29.95	+ 2.46		29.13		29.15	− 0.02

Registrations for Oklahoma not available.

Two decades

Duke Hale, center, Volvo Washington district manager, presents a 20-year dealer award to Richard G. West, left, West Motor Sales, Roanoke, Va. With them is Rick West, dealership general manager.

K&E appoints top executives to new posts

NEW YORK.—A group of senior Kenyon & Eckhardt executives have been appointed to new positions.

Ronald DeLuca, executive vice president, was named vice chairman and executive committee chairman of Kenyon & Eckhardt, Inc., the parent company.

John B. Balson, executive vice president, was promoted to president and chief operating officer of Kenyon & Eckhardt Advertising, the company's main operating unit, and John J. Morrissey, chairman of Kenyon & Eckhardt Advertising, was appointed chairman of the agency's management committee.

Ronald J. Moss, chairman and general counsel, Kenyon & Eckhardt, Inc., continues in those capacities. Stephen O. Frankfurt, president of Frankfurt Communications, a K&E division, continues as chief creative officer of Kenyon & Eckhardt, Inc.

As the new president of K&E Advertising, Balson succeeds Leo-Arthur Kelmenson, who continues as president and chief executive officer of the parent company.

Kelmenson said that because of K&E's growth and expansion, "I have decided that the responsibility for running this company should be shared by more of our senior executives."

Dealer in Slidell

A Chevrolet sales and service agreement is signed by Robert J. Levis, who heads Robert Levis Chevrolet, Inc., Slidell, La. Witnessing the signature is J. W. Croft, New Orleans zone manager.

Winning The Game Of Life

★ Losers expect other people to *give* them happiness. Winners know that contentment and satisfaction comes only from *being* a whole, independent person. Live your own life, do your own thing, don't be someone else's appendage.

★ Losers expect an employer or the government to *support* them. Winners know that only by *delivering* a useful product or service at a reasonable cost can one make an honest living.

★ Losers *drift* through life. Winners have *plans* and *goals*.

★ Losers are quick to *give up* and make excuses for failure. Winners have *alternate plans*.

★ Losers say "No, it's *impossible*." Winners say, "I'll *find a way*."

★ Losers would rather *stay in bed*. Winners *look forward* to every new day.

★ Losers *complain* to other people about the unfairness and injustice of life. Winners don't expect perfection but *keep going anyway*.

★ Losers have lots of *problems*. Winners face new *challenges*.

★ Losers hang out with losers, *timewasters*, talkers & complainers. Winners associate with winners who are *productive*, energetic & disciplined.

★ Losers *talk* about it. Winners *do* it.

★ Losers are always part of the *problem*. Winners are always part of the *solution*.

★ Losers leave you *feeling low* and drained. Winners *inspire* and lift you.

CALL US TODAY AND SEE HOW THE NEW TAX BILL CAN HELP YOU AND HOW YOU CAN CUT YOUR TERM LIFE INSURANCE RATES BY ONE-HALF (INCLUDING YOUR DEALER GROUP INSURANCE)!!

SPECIALIZING IN ESTATE PLANNING & TAX SHELTERS
Serving over 7,000 automobile dealers for the past 23 years, coast to coast

Joe Gandolfo C.L.U. & Associates
2018 South Florida Avenue • Lakeland, Florida 33803 • **813/683-6441, Collect**
10 to 1 Multiple Tax Write-Offs Available.

TOYOTA "COROLLA" CONVERTIBLE
"ALL NEW FOR '83"

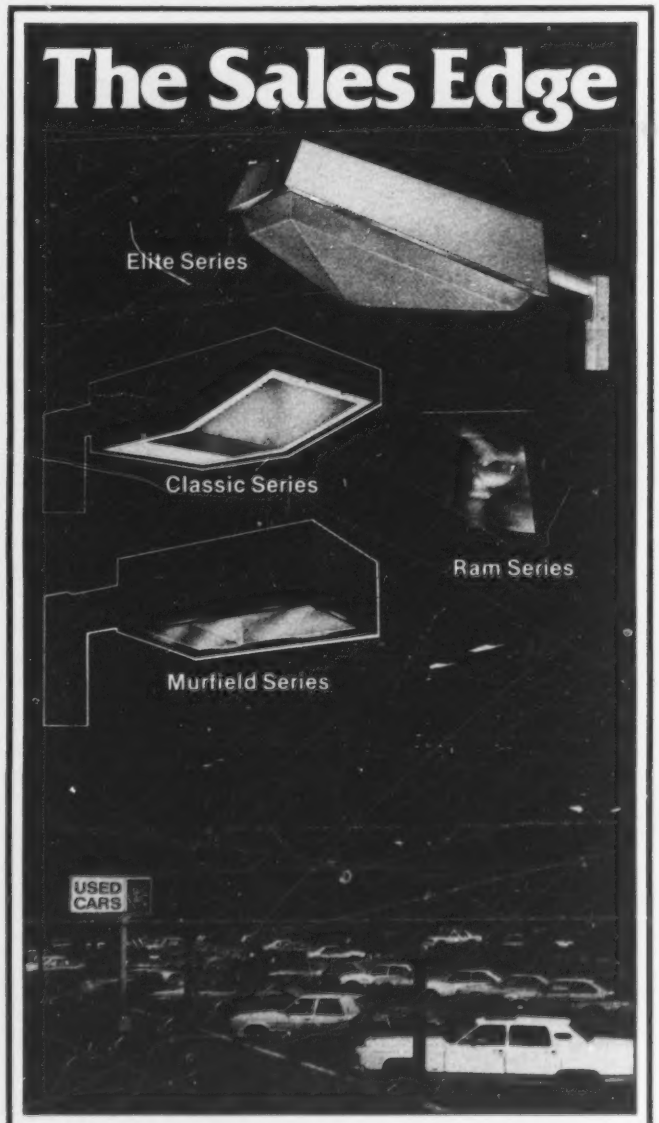
"AMERICAN CUSTOM COACHWORKS, LTD."

proudly announces it has superbly engineered and styled this "great" answer to a "new" breed of luxury and economy convertibles with . . . "a fully automatic convertible top." Base units can be drop shipped to American Custom Coachworks, Ltd. plants or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

*QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-21

The Sales Edge



LSI specializes in automotive outdoor lighting systems that combine function with elegant design . . . giving you the 'sales edge'. Whether you're installing new lights or retrofitting an outdated system, LSI's lighting experts will evaluate and recommend a lighting system that's right for you. You'll get straight answers about our wide selection of designs, featuring the latest technology in energy efficient and low maintenance. It's the kind of service our customers have learned to appreciate . . . and to rely on.

The Lighting Innovators

For more information, call (513) 793-3200 or write for a full-color brochure describing our energy-saving systems.

LSI lighting systems inc.
4201 Malsbary • P.O. Box 42419 • Cincinnati, Ohio 45242
(513) 793-3200

Chevrolet chief predicts a competitive 1983

Stempel sees critical period ahead

By John A. Russell
New York Staff Writer

NEW YORK.—With the consumer in the driver's seat, the U. S. auto industry is facing critical marketing quandaries, centering on federal regulation and the economy, while attempting to increase productivity to keep prices in line.

According to Robert C. Stempel, Chevrolet general manager, January and February will be critical months for auto makers. That is when they will come to grips with federal regulations on passive restraints and particulate emissions for diesels.

Stempel said decisions will be made at that time on the future of certain diesel cars and trucks.

Speaking at a meeting of the International Motor Press Assn. here, Stempel said decisions must be made on these issues. Passive retraints—currently in the courts although slated to be required for the 1984 model year — mean added cost for the industry, he said. Unless diesel particulate standards are lowered, some cars will be dropped, Stempel said.

While not revealing which cars and trucks are in jeopardy, he did say they would be those using larger diesel engines.

Reducing costs is another problem, Stempel said. He noted that Chevrolet had a 5-percent productivity gain this year, but said he hoped for more from the new recent UAW contract talks.

Part of the division's and GM's problem will be solved by marketing small Isuzu cars which can be produced more economically in Japan, as well as by jointly manufacturing a small car with Toyota.

By the end of the '80s, Stempel said, it will be necessary to reduce the time it takes to build a car and to outdo the Japanese in this area.

With the market being what it is, he said U. S. manufacturers really do not have the time now to accomplish this goal. This makes it a "time for partnership," he said.

When asked after the meeting whether this proposed joint manufacturing plan with Toyota will be subject to renegotiation in the future, Stempel would say only that "I didn't come here to sell some other car."

He said the reason for such an arrangement would be to furnish the dealer body with products while GM closes the productivity gap with the Japanese.

Stempel said Chevrolet will be competing in a buyers' market in 1983. The division has no plans to discontinue its popular Chevette, he said. A diesel version reaching 60 MPG will be announced within a few weeks, he said.

Camaro is going strong, although production is still below capacity. Stempel noted that 40 percent of Camaro sales are Z-28s—the performance version—and he expects more interest in performance in the future.

As for Chevy's J-car, the Cavalier, Stempel said he is convinced the division could double its sales, saying this is the fastest-growing car class in the world.

A hot market for Chevrolet has been small trucks, where its S-10 garnered the No. One spot in terms of market share, with 25 percent of this market, Stempel said. He noted this was the market that Toyota and Datsun used to lead.

He stressed that this market is "heating up" for '83.

When asked whether Chevrolet will abandon its mass-market appeal to concentrate on luxury and performance models, Stempel said flatly that for his division, "the mass market is the backbone."

He also said that because of the market, and the fact that the industry has 30 percent more capacity than sales volume, it is clear the buyer is in the driver's seat. Chevrolet's advertising is therefore shifting to invite the customer to compare its product.

Service Index jumps sharply to 113.8 percent in 1982

By Francis J. Gawronski
Service Editor

After dipping to its smallest gain of the year in July, service and parts business in new-car dealerships in August recorded its second best showing in 1982.

According to the Automotive News Service Index, August shop business amounted to 113.8 percent of the volume for the same month in 1981.

In July, service and parts business dropped to 100.3 percent of the year-earlier volume after recording an increase of 7.2 percent in June. March posted the biggest increase of the year, up 14.6 percent.

August also marked the 18th consecutive month that the Service Index has shown a gain over the same month a year earlier.

All indicators, including repair orders written which have been on the negative side of the ledger for eight consecutive months, registered healthy gains in August.

The leader was gross profit on all labor, parts and accessories sales — the most important indicator from the dealers' viewpoint — with an increase of 18.4 percent over the year-earlier figure. In July, gross profit was down 0.2 percent, the first decline in 21 months.

Shop parts sales, those used on customer-paid and warranty work, were up 17.8 percent, while sales of all parts and accessories increased 17.3 percent. Total labor sales—both customer-paid and warranty—increased 11.7 percent over the 1981 figure.

Repair orders written, which dipped 6.4 percent in July, rebounded for a 4.1 percent increase over the year-ago figure in August.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the first eight months of 1982, dealers' shop volume amounted to 107.9 percent of the business for the same period in 1981.

The leading indicator for the period was shop parts sales, up 13.0 percent, followed by parts and accessories sales, up 11.8 percent, and gross profit, up 10.8 percent.

SERVICE INDEX
113.8*

	Aug., '82 vs. Aug., '81	8 mos., '82 vs. 8 mos., '81
Gross Profit on All Labor and P&A Sales	+18.4%	+10.8%
Repair Orders Written	+ 4.1%	— 6.1%
Total Labor Sales (Customer & Warranty)	+11.7%	+ 6.0%
Shop Parts Sales (Customer & Warranty	+17.8%	+13.0%
Sales of All Parts and P&A	+17.3%	+11.8%

*—Survey by Automotive News shows that dealers' service and parts business in August, 1982, was 113.8 percent of business in August, 1981. Service business in the eight months of 1982 was 107.9 percent of business in the corresponding period in 1981.

'83 Saab prices up $50 to $750; equipment added

ORANGE, Conn.—Saab prices for 1983 have been increased $50 to $750. Saab-Scania of America, the importer, said much of the boost is the result of added content.

The Saab 900 models rose $100 and now carry stickers of $10,750 for the three-door hatchback and $11,050 for the four-door sedan. Protective exterior moldings and extra body sound insulation have been added.

The 900 Turbo three-door hatchback went up $310 to $16,510, reflecting the addition of power windows, protective side moldings and a central locking system for doors and trunk. Moldings were added to the 900 Turbo four-door sedan, and the price is now $16,910, up $50.

The biggest hikes were applied to the 900-S models, which have the same new standard features as the Turbo units. The 900-S three-door hatchback is $13,550, up $750, and the four-door sedan is $13,950, up $450.

Automatic transmission went up $20 and is $370 for all models.

Hogue signs with Chevy

Kenneth H. Hogue, right, signs with Chevrolet to become dealer/operator of Hogue - Blackwell Chevrolet-Oldsmobile, Inc., Wetumpka, Ala. Terry A. Williamson, Chevrolet's Birmingham (Ala.) zone manager, witnesses.

NHTSA sides with makers in court

Passive-belt deadline is called unmeetable

Continued from Page 3

fective date were to stay, those unable to meet it would have to stop production. Chrysler, for example, said it could not survive such an event.

NHTSA said the makers have shown "convincingly" that the '84-model deadline is impossible. It said that without further court action and rulemaking, it cannot be exact, but it feels "practicable" compliance could not be achieved before 1986 models. There is "considerable doubt" whether uniform compliance could be reached even then, NHTSA said.

• Court documents list the earliest dates makers say they can install passive restraints:

Volkswagen of America — Quantum, Audi 4000, Audi Coupe, Audi Quattro and Scirocco, July 1, 1985; Audi 5000 and Rabbit Convertible, January, 1986.

Alfa Romeo—1986 models.

BMW—Wants to install air bags in three of its models and automatic belts in its most popular model. It would need 22 months of leadtime without a supplier problem. To deviate from this schedule, even for one model, would require it to change a supplier, redesign a major component and renegotiate contracts.

BMW projects it could install air bags in this one model line by the 1985 model year. It could have automatic belts in another model at the same time. By the 1986 model year, BMW could put air bags in two other models, it said.

Volvo—By '85 models, it could have passive restraints in all models, but it would be more comfortable waiting an extra model year (1986 models) in case of unforeseen events. Volvo is looking at a later-generation passive belt. The motorized belts would use a spool-out instead of buckle-type emergency release.

Volvo did not say whether it has any plans for air bags — which it once engineered into a test fleet for Allstate Insurance. It has told NHTSA separately it may have problems finding suppliers for air bags.

Toyota—Wants a phase-in over several years because of the number of models and because it has scrapped molds, attachments, and tools. Model-year 1985 might be possible for cars with wheelbases over 100 inches except for the Cressida, which already has a passive belt, Toyota said.

For the smaller Toyotas, none would have automatic belts earlier than 1985 models and "not even then for some car lines."

Subaru—Needs 36 months as an "absolute minimum" and it cannot start consideration until January, 1983. Subarus have sashless doors which complicate problems with passive belts.

Saab—Passive belts by 1987 models and air bags by 1989 models.

Renault—30 months after a court decision for passive belts.

Rolls-Royce—31 months.

Nissan—23 months for current models and 30 months for new models.

Mitsubishi—24 months for current models and 3 years for vehicles produced after September, 1983.

Mazda—31 months after introduction of a model.

Jaguar—Says the effective date should be deferred until at least January, 1984.

Isuzu—3½ years' leadtime is needed, since more than one model is involved. For one model only, three years would be enough.

Honda—36 months (1986 models) if one effective date is set for all models, or 24 months (1985 models) if a phase-in is allowed.

"Automatic restraints could be provided on 100-percent of our production for the U. S. by the 1986 model year under Honda's phase-in program," it said.

General Motors—21 months for detachable passive belts for current models. GM stressed these must be detachable, and it assumed outside engineering and tooling capabilities would be available and that there would be no significant work stoppages.

Ford—After inveighing against passive restraints in general, Ford said theoretically it might be able to make it for current small cars with a minimum of 84 weeks plus another 4 to 6 weeks, but as a practical matter, it could not do it by the start of 1985 models. Moreover, because of substantial uncertainty, Ford said it might have to abandon its current thinking and start all over again.

A 1986-model-year date is better, it said. But certain models—such as convertibles and bench-seat cars that would require air bags—would be prohibitively expensive.

"We estimate, for example, that at volumes of about 50,000 vehicle sales per year, the cost to Ford of a two-occupant air bag system would exceed $1,450 per vehicle at 1985 economics," it said.

Chrysler—1985 for detachable automatic seat belts—and then only for its E-body and a portion of one other line of vehicles.

For the rest, the earliest installation date is the '86 model year, Chrysler said. Chrysler said it could not survive with either a 1984-model-year or 1985-model year effective date.

"Requiring compliance on vehicles with a wheelbase over 100 inches would force Chrysler to delay the scheduled introduction of a new line of vehicles for one model year," it said.

American Motors—24 to 36 months.

American Seat Belt Council—Nine months to start supplying the vehicle makers once they are committed to a firm design.

Alliance of fraternity brothers

American Motors markets the new Renault Alliance as a passenger car with room for up to five persons. But the brothers of Duquesne University's Zeta Beta Tau fraternity proved that in a pinch the subcompact can accommodate as many as 17, during the recent Fraternity Stuff contest on campus in Pittsburgh. Alliance, unstuffed, features front-wheel drive, fuel injection and a base price of $5,595.

factories list auction dates

American Motors

Oct. 19 — D-A Auto Auction, New Stanton, Pa.

Oct. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Sand Mountain Auto Auction, Boaz, Ala., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 21 — Todd Auto Auction, Telford, Pa., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Oct. 22 — Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 26—Aptco Auto Auction, Taylor, Mich.

Oct. 27—Southern Auto Auction, Warehouse Point, Conn.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Oct. 28 — Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Fredericksburg Auto Auction, Fredericksburg, Va.

AMC sales are open to all dealers.

Chrysler Corp.

Oct. 19—Hatfield Auto Auction, Hatfield, Pa.; D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago, Ill.

Oct. 20—Columbus Fair Auto Auction, Obetz, O.

Oct. 21—Northway Exchange, Clifton Park, N. Y.

Oct. 22—Denver Auto Auction, Englewood, Colo., and Concord Auto Auction, Acton, Mass.

Oct. 26—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Used car sales
Auction Averages

October to date	$4,528
Month ago	$4,848
Year ago	$4,403

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1982	$7,783	$8,253	$8,749
1981	5,334	5,554	6,501
1980	5,009	5,204	5,348
1979	4,563	4,907	4,830
1978	3,527	3,822	3,867
1977	2,720	3,010	3,038
1976	1,988	1,976	2,046
1975	1,420	1,271	1,357
OVERALL AVERAGE	$4,528	$4,807	$4,910

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

MINNESOTA

TUESDAY AUCTION
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
Minneapolis Auto Auction
THE TUESDAY SALE
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal outlet thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

GM Black Dealer Advisory Committee meets

The first meeting of the General Motors Black Dealer Advisory Committee was attended by (from left, front row) Felton Dean, Felton Dean Pontiac-GMC, Lawton, Okla.; Albert W. Johnson, Al Johnson Cadillac, Tinley Park, Ill.; James W. Woodruff, Woodruff Oldsmobile, Detroit; James L. Dowdy, Jim Dowdy Oldsmobile-Cadillac, Ambridge, Pa., and Darrell R. Gordon, Gordon Buick, Philadelphia. Back row, from left, are Gregory M. Williams, Sentry Buick, Omaha; Robert Johnson, Bob Johnson Chevrolet, Buffalo; William W. Nelson, Bill Nelson Chevrolet, Richmond, Calif.; Cecil B. Willis, Peninsula Pontiac, Torrance, Calif., and Roosevelt V. Robinson, Robinson Cadillac, Atlanta.

DOE delays publication of '83 fuel-economy guide

Continued from Page 2

ers entering the showroom or copy it and give it to consumers.

Another was to publish the 1983 and 1984 guides together in a similar limited quantity, but in any case to use no more money than that made available when DOE did not print the second edition of the 1982 Guide, and cheapened the first version, or approximately $498,000. DOE does not have a budget for printing the guide this year.

Barbara Fleming, a spokesperson for DOE, defended the department's action saying, "The public never asks for them. We'd got a million of these things filling the shelves at our distribution center."

Apparently consumers are getting the information elsewhere and at a time when budgets must be looked at. DOE feels justified in taking the action, she said. "Sending one copy to each dealer meets the law," she added.

Limited printing of the guide was shot down by attorneys at the EPA and the Department of Transportation, however, so the guide now is effectively in limbo.

"What we've got here is policy people pushing for printing and the political types saying no," a DOE source said.

Meanwhile, consumers have no information with which to do comparative shopping and little prospect for help this year.

Said one EPA source in the fuel-economy program, "If they hold this thing up much longer, it won't be worth much to anybody when we finally do get it out."

Meanwhile, Clarence Ditlow, director of the Center for Auto Safety, has written to Odle questioning Odle's right to hold up publication of the guide. Ditlow threatened to sue Odle if he does not publish it.

Early October sales plunge to 24-year low

Continued from Page 2

44.08 percent; Imperial down 50.00 percent; Dodge down 27.35 percent; Ford down 41.57 percent; Mercury down 30.70 percent; Cadillac down 5.39 percent; Chevrolet down 27.29 percent; Pontiac down 25.55 percent; VWoA down 53.89 percent, and AMC down 2.94 percent.

Annualized 12-month sales based on the Oct. 1-10 total figured to 4,991,000. Year-to-date sales totaled 4,394,921, down 13.37 percent from 5,073,243 last year.

New Volvo outlet

CHICAGO HEIGHTS, Ill. — Olympic Imports, Inc., has been awarded a Volvo franchise. Jack B. Winters is president of the dealership.

All corporate makers trim stocks during September

Domestic inventory dips to 69 days

Continued from Page 1

2.50 percent, and VWoA, 2.04 percent.

By size class, all segments were in leaner supply Oct. 1 than a month earlier, with subcompacts recording the biggest cut.

The industry had a 65½-day supply of subcompacts, compared with a 95½-day stockpile a month earlier. The compact segment changed the least, opening October with an 83½-day supply compared with 86 days a month earlier.

Stocks of intermediates also thinned out, as the industry had a 69-day supply Oct. 1, down from 89 days a month earlier. The industry had a 58½-day supply of standards, down from 70 days, and a 55-day stock of luxury cars, down from 71 days.

The Oct. 1 inventory was divided this way by market segment: Subcompact, 25.21 percent; compact, 25.62 percent; intermediate, 30.04 percent; standard, 12.69 percent, and luxury, 6.44 percent.

A month earlier, the inventory was divided as follows: Subcompact, 26.77 percent; compact, 24.98 percent; intermediate, 29.97 percent; standard, 12.23 percent and luxury, 6.05 percent.

The Oct. 1 days-supply figures by market class were:

Subcompact — Alliance, 65½; Rabbit, 53; Cavalier, 54; Chevette, 57; Skyhawk, 63½; Turismo/TC3, 65½; Firenza, 66½; J-2000, 67; Lynx, 67½; Escort, 70; Horizon, 71; Charger/024, 71½; Omni, 77; Pontiac 1000, 87; Eagle SX/4, 95; EXP, 113½; LN7, 129, and Spirit, 161.

Compact — Zephyr, 30; Fairmont, 58½; Reliant, 66; Skylark, 73; Omega, 74; Aries, 82; Camaro, 82; Mustang, 93; Concord, 98; Eagle, 98; Citation, 101; Capri, 121; Phoenix, 130, and Firebird, 131.

Intermediate — Cougar/XR-7, 29; Thunderbird, 38; Marquis/Cougar, 48; Cutlass four-door, 55; Cordoba, 57; Gran Fury, 58; Regal two-door, 58; Regal four-door, 59; Bonneville, 62½; New Yorker, 63; Cutlass two-door, 65; LeBaron, 68; Malibu, 69; Century, 69½; Grand Prix, 70; Mirada, 72; Diplomat, 75; Cutlass Ciera, 77; Monte Carlo, 81½; Celebrity, 87; LTD/Granada, 88; Dodge 400, 105, and Pontiac 6000, 107.

Standard — Olds 88, 38; Grand Marquis/Mercury, 48; LeSabre, 50; Olds 98, 61; Electra, 63; Crown Victoria/LTD, 67, and Chevrolet, 76.

Luxury — Lincoln, 39; Continental, 41½; Seville, 42; Cadillac, 43; Eldorado, 55; Toronado, 65; Mark VI, 70; Riviera, 76; Cimarron, 83; Imperial, 103, and Corvette, 151.

Imported-car stockpile slides to 48½-day supply

Continued from Page 1

rate declined during September, mainly because of inventory shortages.

Nissan, for example, which had an adequate stock of 49½ days, outsold Toyota during September to take the number one spot among imports. Toyota sales were undoubtedly held back by its anemic 26-day supply.

The Toyota stockpile was lowest among the imports Oct. 1, but a number of lines were in that same ballpark, including Honda with a 27-day supply and Mercedes-Benz with a 28-day stock.

The inventory of new imported pickup trucks was also down Oct. 1 to 138,417, a 98-day supply, from 153,032 a month earlier, a 107-day stockpile.

The combined imported car and truck inventory Oct. 1 totaled 492,917, a 56½-day supply, compared with 540,812 a month earlier, a 59½-day supply.

The combined domestic and imported new-car inventory Oct. 1 was a 60-day supply, down sharply from 75½ days a month earlier.

• The inventory of Japanese-built cars dipped to 234,331 Oct. 1, a 39-day supply, compared with 257,522 a month earlier, a 41-day supply.

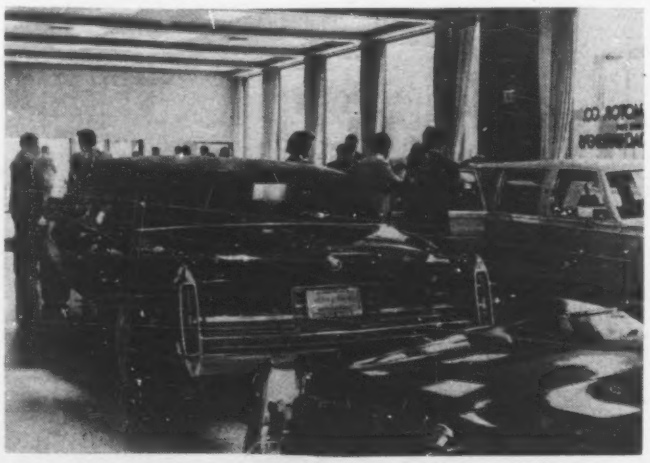
Japanese nameplates and their October days-supply figures were: Toyota, 26; Honda, 27; Subaru, 37; Nissan, 49½; Mazda, 57, and Isuzu, 116. In addition, Chrysler Corp. had a 43-day supply of Mitsubishi-built cars, including Plymouth Colt, 44 days; Dodge Colt, 36 days; Sapporo, 38 days, and Challenger, 71 days.

The stockpile of West German-built new cars totaled 74,569, an 88-day supply, down from 83,262, a 104-day stockpile, a month earlier.

German nameplates and their Oct. 1 days-supply figures were: Mercedes-Benz, 28; Porsche, 38; BMW, 43½; Audi, 113, and Volkswagen, 162½. VW also had a 53-day supply of U. S.-built Rabbits in stock, for a total 102-day supply, down from 136 a month earlier.

Days-supply figures for other European lines Oct. 1 included Volvo, 55; Jaguar, 56; Saab, 63; Peugeot, 114; Renault, 148; Fiat, 230, and DeLorean, 273.

Days-supply figures for new imported pickup trucks in inventory Oct. 1 were: Mazda, 47; Toyota, 61½; Chrysler Corp./Mitsubishi, 91; Nissan, 124; Ford Courier, 169; Isuzu, 176, and Chevrolet LUV, 179.



Strictly for limos

Hillcrest Cadillac, Beverly Hills, Calif., has opened a showroom devoted strictly to stretch limousines produced by Maloney Coachbuilders, Schaumburg, Ill. The showroom has 8,000 square feet of floor space and 12,000 feet of display area outside. Sixty-one-year-old Hillcrest Cadillac sells 31-, 45-, and 48-inch stretched Cadillac and Lincoln limos priced from $30,000 to $55,000.

NEW-CAR STOCKS

	Oct. 1, 1982	Sept. 1, 1982	Oct. 1, 1981
Renault Alliance	42	.....	.....
Spirit	161	163	58
Concord	98	79	48
Eagle	98	98	71
Eagle SX/4	95	173	102
AMERICAN MOTORS	71	106	60
Horizon	71	84	102
Turismo/TC3	65½	68	102½
Reliant	66	82	90
Gran Fury	58	44	.....
Plymouth	66	61	96
LeBaron	68	92	44½
Cordoba	57	87	92
New Yorker	63	68	.....
Chrysler	76	87	87
Imperial	103	202	149
Omni	77	82	115½
Charger/024	71½	77	84
Aries	82	84	88
Dodge 400	105	134	.....
Diplomat	75	77	95
Mirada	72	123	103
Dodge	87	92	95
CHRYSLER CORP.	77	85	95
Escort	70	111	104
EXP	113½	200	118
Mustang	93	120	82
Fairmont	58½	64	52
LTD/Granada	88	82	90
Thunderbird	38	93	75
Crown Victoria/LTD	67	76	61
Ford	72	95	82
Lynx	67½	58	115
LN7	129	217	111
Capri	121	141	69
Zephyr	30	61	50
Marquis/Cougar	48	74	56
Cougar/XR-7	29	90	75
Grand Marquis	48	50	58
Mercury	59	70	77
Lincoln	39	66	40
Continental	41½	127	.....
Mark VI	70	100	58
Lincoln	48	86	47
FORD MOTOR CO.	67	88	79
Skyhawk	63½	118	.....
Skylark	73	81	101
Century	69½	133	.....
Regal 4-door	59	85	32
Regal 2-door	58	95	61½
LeSabre	50	59	53
Electra	63	114	57
Riviera	76	98	50
Buick	63	94	64½
Cimarron	83	78	89
Seville	42	75	96
Cadillac	43	50	59
Eldorado	55	62	59
Cadillac	47	56	65
Chevette	57	71	46
Cavalier	54	107	61
Citation	101	109	113
Camaro	82	58	49
Malibu	69	64	70
Celebrity	87	140	.....
Monte Carlo	81½	83	71
Chevrolet	76	87	72
Corvette	151	132	55
Chevrolet	75	86	69
Firenza	66½	136	.....
Omega	74	92	66
Ciera	77	129	.....
Cutlass 4-door	55	55	32
Cutlass 2-door	65	67	41
Olds 88	38	44	42
Olds 98	61	95	39
Toronado	65	74	41
Oldsmobile	60	75	42
1000	87	135	76
2000	67	138	60
Phoenix	130	154	117
Firebird	131	82	58
Bonneville	62½	70	75
6000	107	176	.....
Grand Prix	70	61	65
Pontiac	91	107	68
GENERAL MOTORS	69	86	62
VOLKSWAGEN	53	85	61
TOTAL	69	88	69

Overtime, plant returns boost total to 98,313

Car production climbs for week

By Patricia Hoffman
Staff Writer

Overtime schedules at four plants and the return of four assembly points from inventory-control shutdowns helped boost last week's domestic car production from the previous week's total.

The auto makers slated 98,313 units last week, a 19.61 percent gain over the previous week's 82,197, but output fell 19.97 percent from 122,842 units built in the comparable 1981 period.

Year-to-date, the manufacturers have assembled 4,095,826 units, down 22.32 percent from last year's 5,272,492. The makers assembled their 4-millionth automobile on Monday (Oct. 11), eleven weeks later than the total was reached in 1981.

Only two facilities remained idle last week for model changeover. They were General Motors Van Nuys and Ford Lorain. Production at Van Nuys is slated to resume today (Oct. 18).

GM's Willow Run plant is also slated to resume today following a two-week shutdown to control overstocked inventory.

Due to a parts shortage last Monday (Oct. 11) at GM's Detroit point, assembly was halted after four hours of work on the first shift. Production resumed on the second shift Wednesday (Oct. 13).

The Chrysler Belvidere and Jefferson plants were both idle last week for inventory control.

Back last week from inventory adjustments were GM's Doraville point and Ford's Kansas City, Wayne and Metuchen facilities.

Operating six days last week were GM's Arlington, Baltimore and Linden points, plus Ford's Wixom facility.

U.S. truck production jumps 49 pct. to 36,832 for week

U. S. truck production last week jumped 49.61 percent from the previous week's total as nine assembly points returned from inventory-control shutdowns.

Last week's truck output was estimated at 36,832 units, up from the previous week's 24,619, but down slightly from 37,191 units produced in the comparable 1981 period.

Year-to-date there have been 1,560,993 trucks produced, a 16.33 percent gain from 1,341,892 units completed in the same period last year.

The General Motors Pontiac (heavy-duty and medium-duty) truck lines were closed for inventory control last week. Production of heavy-duty trucks is slated to resume at the plant today (Oct. 18), and medium-duty assembly is scheduled to resume next week (Oct. 25).

Also idle for inventory adjustment last week was Ford Motor's Louisville facility. The point has been operating on alternating-week schedules since Sept. 27.

Chrysler Corp.'s Belvidere point was down last week due to heavy inventories in the field.

Back last week following inventory adjustments were GM's Janesville, St. Louis and Flint (pickup) facilities. Beginning Oct. 25, second-shift operations on the Flint light-truck line will be dropped indefinitely.

Ford's Kansas City, Kentucky, Norfolk, Michigan and Twin Cities truck facilities plus Chrysler's Warren truck point all resumed operations last week after downtime to control overstocked inventory.

Volkswagen of America's Westmoreland plant, idle since June 28, remains closed for model changeover. Production is slated to resume in December.

Dealer's petition to quash subpena denied by FTC

WASHINGTON. — A New Jersey Toyota dealership will have to answer its amended subpena from the Federal Trade Commission in the investigation of whether it and other new-car dealers sell credit life, health or accident insurance as a prerequisite for extending credit.

The New Jersey dealer, Toyota Town of Point Pleasant, Inc., moved more than a year ago to quash the subpena. But the office of the Secretary of the FTC and the commissioners never received the letter sent in November, 1981. Now FTC is denying the petition for reconsideration of the move to quash.

While the FTC has simplified some subpenas, it has continued the nationwide investigation. Motions to quash have been filed by various dealers and finance companies on grounds the McCarran Act prevents the FTC from inquiring into the "business of insurance."

FTC responded that an "investigation of misrepresentations by lending institutions and automobile dealerships which deprive potential borrowers of the ability to assess the terms and costs of obtaining credit falls outside the judicially defined parameters of that business."

It referred to a 1975 case successfully brought against Peacock Buick, a Virginia dealer. That case was upheld by the Fourth Circuit Court.

Recyclers elect

GRAND RAPIDS, Mich. — Larry G. Smith, an owner of Calhoun Auto Parts in Battle Creek, has been elected president of the Automotive Recyclers of Michigan.

2 plants return, auto production doubles in Canada

Last week's Canadian auto production more than doubled the previous week's total as operations resumed at General Motors' Oshawa (No. One) car facility and Chrysler Corp.'s Windsor car point following downtime to control overstocked inventories.

The auto makers targeted output last week at 10,961 units, compared with 5,128 the previous week, and up 26.63 percent from 8,656 in the comparable 1981 period.

The return of three truck facilities helped boost last week's estimated truck production to 9,325, a gain of 148.73 percent over the previous week's 3,749, and about the same as the 9,391 units built in the comparable week last year.

Operations resumed last week at GM's Oshawa (No. One) car facility following one week of downtime to control inventory. The plant will be idled again today (Oct. 18) for another week of inventory control.

Also at GM, the Oshawa truck point returned last week after being idled Sept. 27 for inventory control. Starting Oct. 25, production at the facility will be cut from 720 units a day on two shifts to 360 units a day on one shift. About 1,250 workers will be placed on indefinite layoff.

Ford Motor's Oakville truck point and Chrysler's Windsor car and truck facilities resumed production last week following downtime to control overstocked inventory. Still down at Ford are the Oakville and St. Thomas car points. Oakville is slated to resume today, and St. Thomas is expected to return Oct. 25.

Year-to-date, the car manufacturers have assembled 680,318 units, a 4.60 percent gain over last year's 650,879.

So far this year truck production has totaled 395,966 units, down 2.52 percent from 406,215 finished in the comparable 1981 period.

U. S. CAR PRODUCTION

	Week Ended Oct. 16, 1982	Week Ended Oct. 17, 1981	Week Ended Oct. 9, 1982	Oct. to Date	Jan. 1 to Oct. 17, 1981	Jan. 1 to Oct. 16, 1982
AMERICAN MOTORS	3,770*	.....	3,760*	8,282*	101,572*	70,469*
AMC Total	770*	.....	760*	1,682*	.....	43,769*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	3,000*	6,600*	.....	26,700*
Alliance	3,000*	.....	3,000*	6,600*	.....	26,700*
CHRYSLER CORP.	6,240	17,619	15,221	24,463	637,687	468,651
Plymouth Total	3,140	6,194	6,470	10,698	322,657	189,557
Horizon	.....	2,433	2,297	2,740	124,143	61,038
Reliant	3,100	3,761	4,116	7,850	188,927	127,639
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	40	.....	57	108	.....	880
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	600	3,650	2,427	3,524	34,555	91,920
LeBaron	600	3,650	1,396	2,319	29,693	82,841
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	.....	.....	1,031	1,205	.....	9,079
Dodge Total	2,500	7,775	6,324	10,241	280,475	187,174
Omni	.....	3,447	2,218	2,639	110,471	57,018
Aries	2,200	3,310	3,153	6,077	148,990	98,183
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	300	1,018	447	849	4,688	25,905
Dodge 600	.....	.....	506	676	.....	6,068
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	26,357	27,377	13,047	43,394	1,124,444	865,303
Ford Division	17,205	18,120	7,014	26,824	766,399	544,832
Escort	8,294	9,246	1,051	10,231	304,836	218,671
Fairmont	2,878	3,510	.....	3,513	152,394	97,622
Must./Must. II	1,802	.....	1,758	3,942	128,925	103,196
LTD/Granada	4,068	3,853	4,044	8,814	83,416	90,366
Thunderbird	.....	1,233	.....	.....	55,942	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	163	278	161	324	905	5,651
L-M Division	9,152	9,257	6,033	16,570	358,045	320,471
Mercury Total	7,090	7,185	3,957	12,019	308,449	244,332
Lynx	1,960	2,471	380	2,510	103,704	67,703
Capri	447	.....	488	1,012	42,378	28,630
Zephyr	856	1,103	.....	997	44,662	31,289
Marquis/Cougar	1,716	1,408	1,570	3,573	37,778	42,136
XR-7	.....	397	.....	.....	26,542	10,580
Mercury	2,039	1,645	1,481	3,817	51,973	62,522
LN7	72	161	38	110	507	1,472
Lincoln Total	2,062	2,072	2,076	4,551	49,596	76,139
Continental ('82)	412	1,036	415	910	5,081	15,754
Lincoln	1,186	646	1,209	2,610	22,034	35,594
Mark VI	464	390	452	1,031	22,481	24,791
GENERAL MOTORS	58,866	73,684	48,687	117,995	3,269,622	2,624,446
Buick Division	13,651	17,942	12,401	28,285	726,995	610,195
Skylark	540	5,806	475	1,131	224,350	114,116
Skyhawk J	1,330	.....	1,532	2,862	.....	55,121
Century	1,780	805	687	2,695	88,648	94,953
Regal	4,100	5,752	3,984	8,893	218,217	167,765
Buick	4,285	4,069	4,230	9,338	139,698	145,208
Riviera	1,616	1,510	1,493	3,366	56,082	33,032
Cadillac Division	4,270	7,006	6,016	11,369	218,860	186,490
Cimarron	395	1,125	523	918	19,656	6,168
Seville	582	861	605	1,305	20,740	17,622
Eldorado	1,313	1,112	1,357	2,908	48,697	45,278
Cadillac	1,980	3,908	3,531	6,238	129,767	117,422
Chevrolet Division	19,070	23,915	13,946	36,831	1,199,699	847,580
Chevette	4,225	7,549	.....	5,192	281,450	174,769
Cavalier	3,910	5,911	3,567	7,477	94,411	74,402
Celebrity	1,300	1	1,425	3,240	841	57,189
Camaro	1,346	.....	205	2,127	87,964	180,414
Citation	2,440	3,567	2,537	5,484	261,938	140,195
Malibu	2,622	3,701	2,880	6,041	192,032	99,726
Monte Carlo	2,438	2,518	2,230	5,022	114,066	62,291
Chevrolet	500	11	489	1,231	142,828	35,791
Corvette	289	657	606	1,017	24,439	22,803
Oldsmobile Division	16,409	15,105	12,580	30,991	699,136	614,721
Omega	.....	2,456	.....	.....	117,850	64,047
Firenza	840	.....	602	1,442	.....	37,130
Cutlass	4,800	4,833	4,792	10,505	317,500	164,316
Cutlass/Ciera	3,520	1,094	.....	3,520	2,033	99,588
Oldsmobile	6,215	5,823	6,115	13,264	225,634	222,955
Toronado	1,034	899	1,071	2,260	36,119	26,685
Pontiac Division	5,466	9,716	3,744	10,519	424,932	365,460
Acadian†	.....	18	.....	37	16,738	9,123
2000	785	2,283	947	1,732	61,187	33,621
1000	1,375	1,824	.....	1,546	72,627	31,166
Firebird	926	.....	144	1,451	43,475	108,162
Phoenix	620	1,346	588	1,281	83,232	39,889
G. Prix/B'ville ('83)	1,760	3,289	1,926	4,166	94,620	113,157
A6000	.....	956	139	306	962	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	3,080	4,137	1,482	4,583	137,523	64,794
CHECKER	.....	25*	.....	.....	1,644	2,163*
Total Cars, U. S.	98,313	122,842	82,197	198,717	5,272,492	4,095,826

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 16, 1982	Week Ended Oct. 17, 1981	Week Ended Oct. 9, 1982	Oct. to Date	Jan. 1 to Oct. 17, 1981	Jan. 1 to Oct. 16, 1982
CHEVROLET	13,895	9,401	9,437	25,859	381,223	542,065
DODGE	2,200	2,006	265	2,985	75,035	102,359
FORD	13,315	16,466	8,452	24,092	519,388	562,824
GMC	3,592	3,963	2,630	6,941	137,444	189,785
INTERNATIONAL	1,030	1,317	1,035	2,286	59,365	38,836
VOLKSWAGEN	.....	588	.....	.....	33,793	8,103
JEEP	1,750*	2,000*	1,750*	3,850*	78,188*	70,089*
AM GENERAL	50*	50*	50*	110*	3,136*	1,930*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,200*	54,320*	45,000*
Total Trucks, U. S.	36,832	37,191	24,619	68,323	1,341,892	1,560,993

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 16, 1982	Week Ended Oct. 17, 1981	Week Ended Oct. 9, 1982	Oct. to Date	Jan. 1 to Oct. 17, 1981	Jan. 1 to Oct. 16, 1982
CHRYSLER CORP.	2,124	1,543	1,331	3,895	66,433	82,807
FORD MOTOR	2,513	2,489	231	3,325	113,664	109,351
GENERAL MOTORS	4,480	5,151	1,925	6,767	216,924	195,172
INTERNATIONAL	208	208	562	770	9,194	8,936
Total Trucks, Canada	9,325	9,391	3,749	14,457	406,215	395,966
N. American Trucks	46,157	46,582	28,368	82,780	1,748,107	1,956,959

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

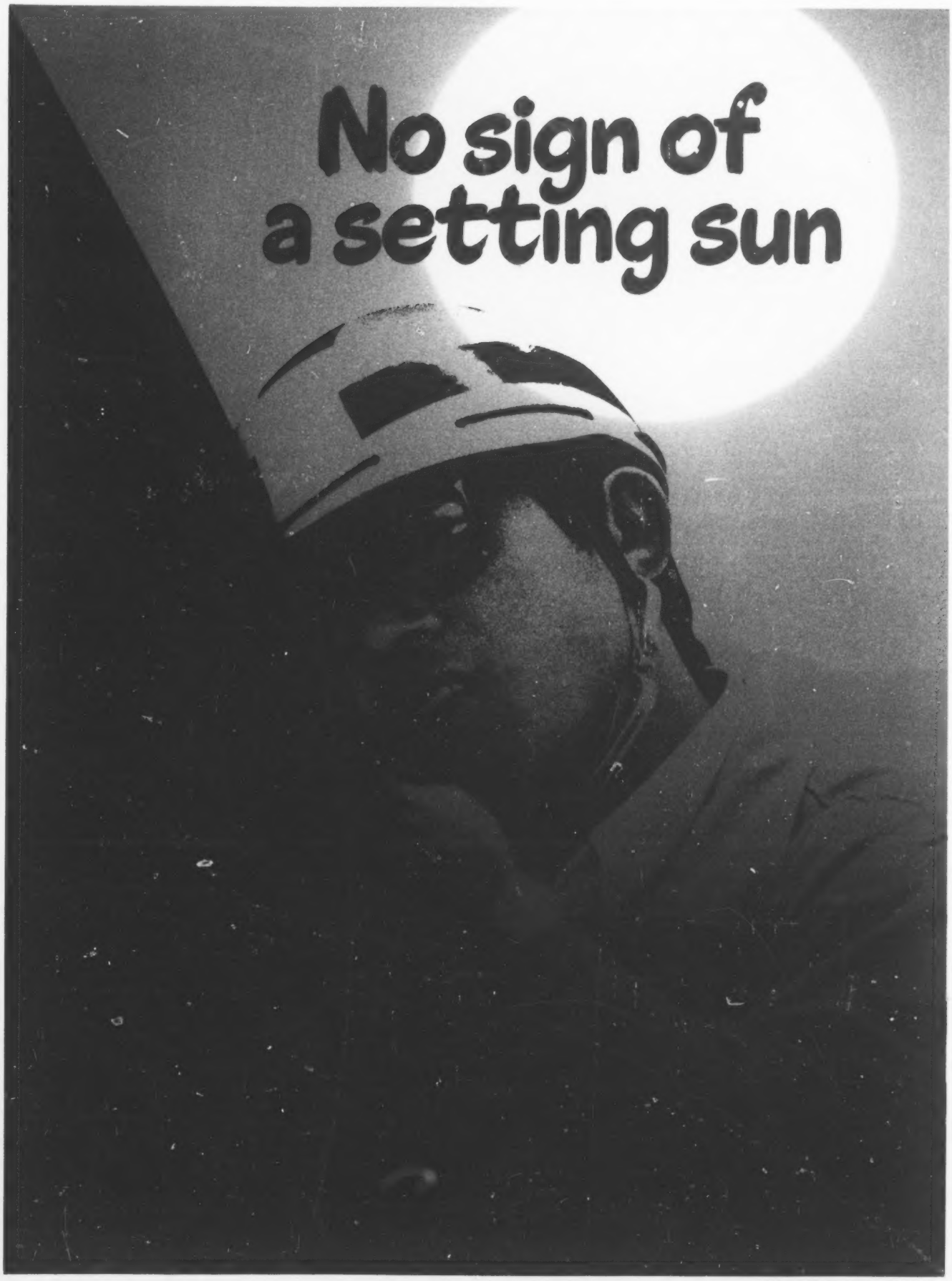
CANADIAN CAR PRODUCTION

	Week Ended Oct. 16, 1982	Week Ended Oct. 17, 1981	Week Ended Oct. 9, 1982	Oct. to Date	Jan. 1 to Oct. 17, 1981	Jan. 1 to Oct. 16, 1982
AMERICAN MOTORS	954	577	844	1,973	27,301	25,846
CHRYSLER CORP.	2,752	990	.....	3,454	48,407	129,102
FORD MOTOR	355	3,031	568	2,125	171,972	231,437
GENERAL MOTORS	6,720	3,878	3,536	11,555	394,944	286,326
VOLVO	180	180	180	405	8,255	8,107
Total Cars, Canada	10,961	8,656	5,128	19,512	650,879	680,818
N. American Cars	109,274	131,498	87,325	218,229	5,923,371	4,776,644
N. American Trucks	46,157	46,582	28,368	82,780	1,748,107	1,956,959
North American Cars and Trucks	155,431	178,080	115,693	301,009	7,671,478	6,733,603

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Automotive News EXTRA
OCTOBER 18, 1982

THE JAPANESE



By Al Fleming
InJustry Editor

The island nation of Japan is but a speck in the land mass of the world. Yet the Land of the Rising Sun casts a shadow that stretches from its shores in the coastal waters of northeastern Asia to the streets of Europe, the highways of North America and the back roads of Third World countries.

It is a harsh shadow that falls upon the U. S., whose vehicle manufacturers produced three out of every four of the world's cars and trucks in the 1950s but now account for one of five.

The role of the Japanese in America's wavering automotive fortunes cannot be understated. Japan, which turned out only 20,000 cars in 1955, zipped by the U. S. as the world's largest auto producing nation in 1980, built 31 percent of the world's cars in 1981 (the U. S. share was 27 percent) and sends more than half its vehicle output abroad for marketing.

Although General Motors and Ford Motor Co. remain first and second, respectively, among the world's biggest auto producers, Japan's Toyota Motor Co. Ltd. and Nissan Motor Co. are third and fourth, respectively, ahead of No. 5 Volkswagen of West Germany.

With more than 40 percent of Japan's car exports shipped to the U. S. (some 1.7 million last year), Japanese nameplates account for about one in every four new cars sold here, resulting in a U. S. trade deficit with Tokyo last year of $13 billion in autos alone.

How the Japanese auto industry achieved this phenomenal growth has captured the attention of people the world over, involving as it does a complex web of international social, economic and political factors.

Indeed, analyzing the reasons for Japan's success has become an industry in itself, although Ford Motor Co. president Donald Petersen declares matter-of-factly, "It's no secret or mystery. Japanese producers brought to the U. S. market products that delivered on quality, fuel economy and price. They also had a sizeable labor cost advantage and a full complement of cars designed for their own fuel-stingy home market, at a time when U. S. producers were caught short by the energy crunch."

Petersen believes it will take the rest of the 1980s for the American auto industry to become fully competitive again.

Less charitable in his appraisal of Japan's good fortune, Chrysler Corp. board chairman Lee Iacocca, among others, charges the Japanese government with subsidizing companies by giving them low-interest financing for products they export to the U. S. and rebating commodity taxes paid in other countries, while manipulating

Continued on Page E-20

Decline in foreign demand poses serious problems for Japanese steel industry

The extraordinary growth experienced by the Japanese steel industry in the 1950s and 1960s slowed considerably in the 1970s, with annual raw steel output growth under one percent since 1970-'74 versus double digit rates of the preceding two decades.

The reason is declining demand from both domestic and foreign customers. Growth in Japanese consumption of steel mill products has slackened due to slower growth in gross fixed capital formation, and a shift in investment capital away from the more steel-intensive industries to the high technology and services sectors, according to Predicasts, Inc.

More damaging to the Japanese steel industry, however, has been the decline in foreign demand. Although still the world's leader, Japan's steel exports have fallen 17 percent since 1976 due to a combination of recession-induced declines in demand from industrialized nations, the development of formidable domestic steel industries by many of Japan's traditional trading partners and emergence of South Korea as a major competitor for the large Chinese market.

Unlike most industrialized nations, however, the Japanese steel industry has remained profitable in the face of world recession as new, efficient production facilities and high labor productivity keep production costs low and permit Japanese steel products to remain competitively priced.

In addition, Japanese producers are able to maintain tight profit margins due to easy access to external bank financing on favorable terms, and close cooperation with the central government.

Accompanying tables indicate that four Japanese companies—Nippon, Nippon Kokan, Sumitomo and Kawasaki—rank among the world's top eight steel producers, with another, Kobe, in 18th place, and that Japanese steel production is expected to climb from 111.4 million metric tons in 1980 to 117.5 million in 1985 and 139 million in 1995.

Another table shows use of metal in Japanese cars dropped from 86.1 percent of the typical car's total weight in 1975 to 83.6 percent in 1980, with nonferrous metals climbing slightly.

High-strength sheet metal, known in Japan as High-Ten, has been the greatest beneficiary of automotive weight reduction in the country. Reportedly it comprises nine to 10 percent of new Toyota Celica and Nissan Sentra models, while Honda's new 1,440-pound City mini-car contains nearly 70 pounds. The Japanese credit their innovative steel companies with developing the product.

JAPAN STEEL PRODUCTION FORECAST

(million metric tons)

	1980	1985	1990	1995
Raw Steel Production	111.4	117.5	129.0	139.0
Electric	27.3	29.5	35.0	40.0
Oxygen	84.1	88.0	94.0	98.5
Other-Advanced	.....	.....	.....	.5

Source: Predicasts Inc.

METALS IN JAPANESE CARS

(in percentages)

MATERIALS	1975	1980
Cast iron	3.2	2.7
Sheet steel (hot-rolled)	14.9	13.6
Sheet steel (cold-rolled)	39.0	35.4
Coated sheet	1.6	7.1
Bar steel (plain carbon)	9.3	7.1
Bar steel (alloy)	6.7	4.7
Spring steel	2.2	1.5
Stainless steel	0.3	0.9
Pipe	2.3	2.4
Others	1.5	2.6
Ferrous Total	**81.0**	**78.0**
Aluminum	2.9	3.3
Copper	1.0	0.8
Lead	0.6	0.8
Others	0.6	0.7
Nonferrous Total	**5.1**	**5.6**
Metal Total	**86.1**	**83.6**

Source: Japan Automobile Manufacturers Association

WORLD'S LARGEST STEELMAKERS

	Company	Country	Million metric tons
1.	Nippon Steel	Japan	32.9
2.	U. S. Steel	U. S.	21.1
3.	Nippon Kokan (NKK)	Japan	16.2
4.	Finsider	Italy	14.3
5.	Bethlehem Steel	U. S.	13.6
6.	Thyssen AG	W. Germany	13.2
7.	Sumitomo Metal Industries	Japan	12.7
8.	Kawasaki Steel	Japan	12.7
9.	ARBED	Luxembourg	12.0
10.	UNISOR	France	10.8
11.	Estel Hoesch	W. Germany	10.1
12.	Siderbras	Brazil	9.4
13.	Jones & Laughlin	U. S.	8.8
14.	British Steel Corp.	U.K.	8.4
15.	Republic Steel	U. S.	7.7
16.	Sacilor	France	7.6
17.	Broken Hill Proprietary	Australia	7.5
18.	Kobe Steel	Japan	7.4
19.	Iscor	S. Africa	7.0
20.	National Steel	U. S.	6.9
21.	Armco Steel	U. S.	6.6
22.	Inland Steel	U. S.	6.4
23.	Pohang (POSCO)	S. Korea	6.2
24.	Stelco	Canada	5.7
25.	Krupp	W. Germany	5.6

Source: Predicasts Inc. data for year 1980.

Toyo Kogyo's new assembly plant is one of world's most advanced

HUFO CITY, Japan.—One of the world's newest technologically advanced car assembly facilities started producing Mazda automobiles here September 20.

The plant, located 56 miles west of Toyo Kogyo Co.'s primary manufacturing facilities in Hiroshima, incorporates "a physical representation of the company's primary philosophy in building the plant — creating harmony between human and material elements," according to Toyo Kogyo officials.

Located on a site of 198 acres, the 1.5 million square-feet plant is devoted to stamping, body assembly, painting and final assembly. Construction of the plant was completed just 18 months after ground breaking, at an approximate cost of $150 million.

Opening of the facility marks the end of Mazda's 51-year history of single location vehicle production in Hiroshima.

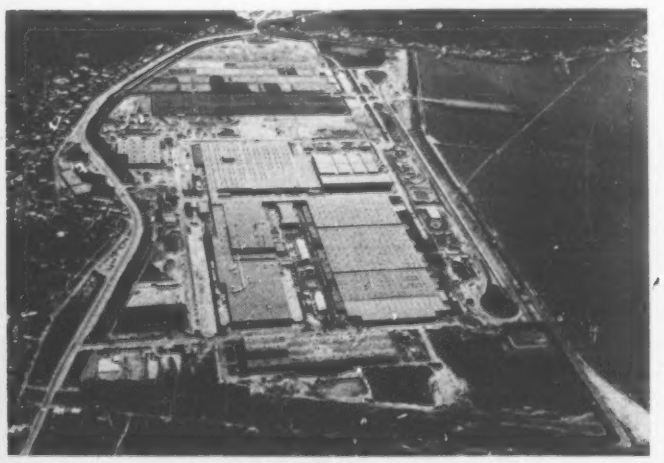
Among work environment improvements are automated and robotized handling of heavy welding, body paint spraying, and other heavy or uncomfortable jobs; well-lighted and brightly painted work areas; a tilt-hanger conveyor belt on the final assembly line that eliminates the need for under-the-line pit; and a wide slat-type conveyor belt elsewhere on the final assembly line that allows workers to stand on it while working on a car, rather than having to walk down the line as they work.

Dust prevention measures in the paint shop include a two-door entrance with an air shower in between, higher atmospheric pressure in the shop to keep air flowing out to other parts of the plant, and a steel net floor with water underneath to trap falling dust.

Any worker along the three-section 4,600-foot final assembly line can stop a section of the line to correct defects or get extra help simply by pulling the string which runs along the line.

The plant can run nine body types in a total of three entirely different model lines simultaneously on one assembly line. This permits quick change of the production model mix according to shifts in market tastes, and reduces the downtime of the plant required for new model start-up.

The Hofu plant's 1,800 workers and 155 robots will build 20,000 completely assembled and 7,000 complete knocked-down passenger cars per month.



The Hofu plant is 56 miles from Hiroshima.

Yokohama seeks niche in U.S. high-performance tire market with two new radial entries

By Matt DeLorenzo
Los Angeles Reporter

RIVERSIDE, Calif — Yokohama Tire Corp. has two major goals in the U. S., says president Toshikiko Hiyama: To make a name for itself in this country ... to become prominent in the high-performance tire market.

To that end, the company, here in late summer, introduced two new performance tires designated Y352 and AX320. Soon after the first of the year an even higher-performance tire, called the Advan, is scheduled for unveiling.

According to B. H. "Andy" Anderson, director of sales for Yokohama in the U. S., the first pair of products are positioned in the performance market "with different categories in mind." The Y352 is aimed at "serious enthusiasts" and will compete against such products as Goodyear NCT, Pirelli P6 and Bridgestone Potenza. The AX-320 is intended for "those looking for good ride characteristics."

For now the Y352 is the company's top-line performance tire, a 60 series available in seven sizes. The steel-belted radial uses bead apex filler technology to increase sidewall stiffness.

While the Y352 uses a single steel belt, the AX320, offered in five sizes, has two belts, one steel the other Kevlar. Called duo-dynamic construction, the steel belt provides rigidity for high performance, while Kevlar provides flexibility for a softer ride. The Kevlar belt, laid on top of the steel belt, is folded at both edges to increase the strength of the belt edge. As a result, tread deformation is kept at a minimum, reducing rolling resistance and uneven wear.

The Y352 is offered as original equipment on some vehicles coming from Japan, but to date there is no OE application of the AX320.

Anderson says the tires will be marketed through independent tire dealers and the company isn't contemplating a network of company-owned stores. "Sixty-five percent of the tires sold in the U. S. are sold through independent dealers," Anderson says. "We have 300 dealers nationwide, and our goal is to increase sales by 30 to 40 percent over the next year and in three years double its market penetration."

According to Hiyama, the company accounts for 24 percent of OEM tire applications in Japan, and a similar share of OE tires on Japanese models imported into the U. S. Toyota, Nissan, Isuzu, Mitsubishi and Honda use Yokohama tires on some models.

The Y352 is used on Mitsubishi's new Starion sports coupe, but carries the Goodrich name due to a license agreement between the companies.

Hiyama says the company is moving away from that arrangement and eventually the tires will bear the Yokohama name.

"We did it (used the Goodrich name) initially because the brand acceptance was much better," Hiyama says. Now, however, Yokohama is out to make a name for itself in the U. S. "First we must build up the image of Yokohama tire," he says, adding that the company wants to become a leader in high-performance tires.

The two new tires were introduced earlier in Japan and have helped Yokohama take 35 to 40 percent of the high-performance segment of its home market. Yokohama hopes to transfer that success to the U. S., and its forthcoming 50 series Advan tire will be an important part of that push.

Seven Japanese importers in U.S.

By Matt De Lorenzo
Los Angeles Reporter
John A. Russell
New York Staff Writer

Sales of imported makes take more than one out of four new-car sales in the U. S. market, and Japanese brands account for eight out of 10 import sales — well over a million units a year.

The seven importers of those Japanese nameplates are profiled in this article.

•

American Honda Motor Co. Inc.

Although American Honda has been selling cars in the U. S. for only a dozen years, it ranks third in volume among import nameplates. Last year the company sold more than 300,000 vehicles with only three basic models—Civic, Accord and Prelude—in its lineup.

The company had a headstart in brand recognition by playing a dominant role in the rapidly expanding U. S. motorcycle market during the 1960s.

Honda's car fortunes still are tied closely to the motorcycle business. Although the company maintains separate sales and service staffs for cars and cycles, its general administration and parts distribution network are shared by the automobile and motorcycle divisions.

Just as motorcycles preceded cars for Honda in the U.S., the company's Marysville, O., motorcycle assembly plant was a precursor of the automobile factory that is to follow.

The motorcycle plant alone represents an investment of $35 million and employs 400 workers. Situated on 864 acres, the facility not only builds motorcycles for sale in the U. S., but units that are exported to Europe as well. Adjacent to the Marysville site, Honda next month begins to assemble Honda Accords in a $200 million plant that has taken two years to construct. When fully operational, it will employ about 2,000 persons and by May 1984 is scheduled to be producing Accords at the rate of 150,000 a year.

The two plants administered by Honda of America Manufacturing Inc., represent a $36 million annual payroll for the combined workforce of 2,400.

American Honda, headquartered in Gardena, Calif., was established in 1959 to handle sales and distribution of all Honda products in America. The first products were motorcycles and power products. It wasn't until 1970 that Honda began selling cars here. Today American Honda has more than 800 car dealers, 1,780 motorcycle dealers and 3,000 power product dealers in the U. S.

As Honda's success in the U.S. car market grew, the company began branching out into other areas. One subsidiary, Honda International Trading Corp., was established in 1972 to utilize car-carrying ships returning to Japan. HIT, as it's called, exports American-made items such as golf clubs, coffee makers, towels and toys to be sold to company employes in Honda company stores.

California Honda Air Conditioning Inc. (CALHAC) was formed in 1978 to assemble and install air conditioning units at the port, and exports partially assembled units for installation on cars sold in the home market.

Toyota Motor Sales U.S.A. Inc.

Toyota Motor Sales U.S.A. marks its silver anniversary in the U. S. this fall, holding the preeminent position as the nation's leading auto import nameplate. In 1981 the company sold more than 700,000 vehicles, a far cry from the 300 cars retailed in 1957, its first full year of operation here.

The present leadership position also contrasts sharply with 1961 when Toyota actually withdrew from the U. S. car market, maintaining its only presence here for three years with its Land Cruiser utility vehicle. The first Toyota, called Toyopet and later renamed Toyota Crown, fell short of the mark in performance, styling and equipment in the eyes of U. S. buyers.

Toyota literally returned to the drawing board to come up with the successful Corona, and the rest is history.

With headquarters in Torrance, Calif., Toyota Motor Sales, its subsidiaries and distributors, employ 2,887 persons. The dealer body consists of 1,098 franchises employing an additional 31,145 workers. On annual company sales of more than 700,000 vehicles, an average Toyota dealership retails 528 units per year, more than three times the industry norm.

In expanding its sales network in the U. S., Toyota relied heavily on independent distributors located in various regions around the country. Although Toyota Motor Sales has a regional sales and service organization of its own, three independent distributors still exist: Mid-Atlantic Toyota, Southeast Toyota and Gulf States Toyota. The rest of the country is served by Toyota's 10 regional offices.

Facilities and land owned or leased by Toyota are valued at over $148 million and cover 603 acres. Toyota's independent distributors have an additional 178 acres and facilities valued at $32 million. Dealers have property and land in excess of $1 billion. A new $50 million Toyota national headquarters building, nearing completion in Torrance, is expected to open this fall.

Toyota Motor Manufacturing, Long Beach, Calif., produces truck beds for Toyota's line of pickups. More than 600,000 truck beds have been produced at the plant since its start 10 years ago. In 1980 the plant was expanded at a cost of $50 million and output was boosted to 150,000 units per year. About 400 workers are employed there.

American Isuzu Motors Inc.

Japan's oldest car manufacturer, Ishikawajima Shipbuilding Co., which became Isuzu Motors Ltd. in 1949, is one of the newer auto import companies in the U. S.

Its subsidiary, American Isuzu Motors Inc., was established in the U. S. in June 1980 with headquarters in Whittier, Calif. The company is owned 80 percent by Isuzu Motors Ltd. and 20 percent by C. Itoh & Co. Ltd., one of Japan's largest trading companies.

With authorized capital of $20 million, the American company has been able to establish 205 full-line dealers in 28 states and 120 truck-only dealers in 21 additional states, for market representation in the entire continental U. S.

American Isuzu employs 190 persons and has a 233,000-square foot building on 12 acres in Whittier that acts as national headquarters, Western regional office and master parts depot. Outside Atlanta in Norcross, Ga., the company's Southeastern regional office is located in a 57,000-square-foot building on seven acres. Isuzu's Central regional office is in the Chicago suburb of Elk Grove Village. The company plans offices in the New York/New Jersey and Dallas areas.

American Isuzu is headed by Yukio Itagaki, who joined the parent company in 1952. Itagaki spent four years in the U.S. during the early '60s in Isuzu Motors' Los Angeles liaison office, and upon returning to Japan was named general manager of the Export Division of Isuzu Motors Ltd. When the U. S. company was formed, Itagaki was tapped to become its first president.

American Isuzu's senior vice president and general manager, John E. "Jack" Reilly, is a 25-year auto industry veteran who worked for GM, Volkswagen of America and its Porsche-Audi Division, and later for two Toyota distributors.

Also at the senior vice president level are Masafumi Yamagiwa and Sadao Matsumura. Yamagiwa is senior vice president - manufacturer relations, while Matsumura holds the post of senior vice president and chief financial officer. Robert McClure is American Isuzu's vice president-parts & service.

Senior managers include: Paul Barnum, national service manager; William Bucher, national parts manager; Thomas Conley, national sales manager, and E. Fritz Kern, national marketing manager.

Department managers include: Taizo Azabu, data processing; Michael Brescini, dealer development; Rolf Meyer, administration; Gerard Murphy, product quality / development; Gregor Sedoff, vehicle supply; Ken Tremayne, advertising; Thomas Weaver, personnel; Hisao Yasuda, finance; Leon Rosen, merchandising; and Glenn Howell, public relations.

Nissan Motor Corp. in U.S.A.

After more than two decades of selling cars in the U.S., Nissan soon moves into a new phase, that of manufacturer through its Nissan Motor Manufacturing Corp. U.S.A. (NMM) subsidiary.

However, it is Nissan Motor Corp. in U.S.A. (NMC), distributor of Nissan and Datsun cars and trucks, that made the company's mark in this country, now ranking second in volume among import nameplates.

Founded in 1960, NMC began in earnest what two independent distributors had tried two years earlier: Introducing the Datsun nameplate to an untapped U.S. market. The company's first president, Takashi Ishihara, is now chairman of the parent company in Japan, Nissan Motor Co. Ltd., and president of the Japanese Automobile Manufacturer's Assn.

Along with selling the small Datsun 1000 Bluebird car, NMC helped pioneer a new U.S. market segment, the mini-pickup truck. Two decades later, the company is preparing to open its first U.S. manufacturing plant in 1983 to produce—ironically—mini-pickups.

Located on 825 acres in Smyrna, Tenn., the plant, with 3.2 million square-feet of floor space, represents a capital investment of $500 million. An additional $160 million will be spent making the plant operational.

The factory is expected to employ 2,600 workers and produce 156,000 trucks a year. Annual payroll will amount to $90 million. The facility, now 75 percent completed, is scheduled to begin production next August.

It represents the largest investment Nissan has made outside of Japan, and with 220 robots will be Nissan's most automated plant. The complex includes a stamping plant, body and frame assembly area, and paint, trim and chassis line.

While the plant is under the auspices of NMM, Nissan's 1,093-member U.S. dealer body remains the responsibility of NMC. The distributor employs 1,874 persons operating out of the company's headquarters in Gardena, Calif., and 12 regional offices throughout the country. NMC has 10 other facilities for parts and service, and eight ports of entry.

Mitsubishi Motor Sales of America Inc.

The latest import entry in the U. S. market from Japan is Mitsubishi Motor Sales of America Inc. (MMSA). Although Mitsu-

Continued on Page E-9

Where Japan's exports went

	6 mos., 1982	6 mos., 1981
South-East Asia	261,501	321,892
Middle East	362,508	226,159
Europe	551,000	687,632
North America	1,200,905	1,305,665
Central America	63,101	74,781
South America	57,065	144,725
Africa	160,345	244,494
Oceania	228,165	185,801
Others	7,111	4,674
Total	2,891,701	3,195,823

Japan's top export markets

(First-half 1982 and 1981)

1982		1981	
1. U. S.	1,090,168	U. S.	1,174,346
2. Saudi Arabia	188,874	West Germany	172,341
3. Australia	155,277	UK	131,973
4. Canada	110,737	Canada	131,319
5. UK	107,958	Australia	127,306
6. West Germany	103,035	Saudi Arabia	114,903
7. Indonesia	78,373	Indonesia	95,159
8. New Zealand	62,166	Chile	79,534
9. Iraq	51,137	Nigeria	70,013
10. South Africa	49,561	Belgium	64,174

Source: JAMA

Isuzu will sponsor San Diego golf tourney

SAN DIEGO. — Next year's San Diego Open golf tournament will be a mouthful — the Isuzu-AWSDO. Translation: The Isuzu-Andy Williams San Diego Open.

Mayor Pete Wilson and executives of the automobile importer announced that Isuzu will be the 1983 tourney's major financial angel, with a year's expenditure of an estimated television coverage Feb. 19-20.

Datsun deal celebrates with champagne, orchids

PORTLAND, Conn.—Marking its 14th anniversary, Route 66 Datsun served champagne and other refreshments on a Friday and Saturday.

There were orchids for the ladies, and the dealership offered free car washes "by experts, on the house, while you party."

Cars most free of troubles in Germany is made in Japan

Mazda 626 is the most trouble-free car among all 78 models sold in West Germany, according to the West German Technical Inspection Assn. (*Technischen Uberwachungs Vereine*) on the basis of that nation's mandatory auto inspection program which requires owners to have their vehicles inspected inspected every other year.

The 3,450 Mazda 626 units tested had a "trouble ratio" of 2.9 percent. That measures the number of vehicles inspected that have to be rechecked due to serious repair problems.

Following Mazda 626 in order among top 10 finishers are Audi 100, 3.4 percent; Toyota Starlet, 3.7 percent; Peugeot 305 and Toyota Corolla, 3.9 percent; Audi 80 and Toyota Celica, 4 percent; Mercedes-Benz 200-280E, 4.2 percent; Volkswagen Passat and Opel Commodore, 4.5 percent.

Average odometer reading of the Mazda 626s inspected during the period covered by the report was 30,000 kilometers.

Mazda 626 is a winner in Germany.

With limits on U.S. imports, Japanese makers shift effort to higher-priced luxury lines

By Matt DeLorenzo
Los Angeles Reporter

As U. S. import restrictions enter their third year, Japanese auto manufacturers will continue to concentrate their efforts in larger, more expensive cars, while carving out new niches in the North American market.

Virtually all entries except Toyota's new Tercel will be positioned outside the traditional import stomping ground of high-volume, low-priced models.

Many of the 1983 model introductions will begin next month and continue through the spring with most of the action centered around Nissan Motor Corp.

• Nissan will begin replacing the Datsun 310 with the Nissan Pulsar series beginning in November. Pulsar NX, a sporty two-door notchback, will bow first, opening a new market segment for Nissan.

Equipping Pulsar NX with retracting headlights, standard sunroof and numerous other amenities, the company hopes to attract a slightly upscale, predominantly female market.

Pulsar NX will be positioned against Ford EXP, Mercury LN7 and the current Honda Prelude. The new model is being counted on to retain sales levels that may be lost due to soft demand for the 200SX.

The Pulsar debut will extend into spring when two- and four-door hatchback versions are offered. More conventional in appearance, they will carry a high level of equipment compared to the Sentra series and will be priced accordingly.

The two-stage intro of Pulsar will allow dealers time to clear out stocks of 310s.

Also scheduled for mid-year introduction is a turbocharged NX model to be positioned against sport coupes of the Volkswagen Scirocco genre.

Midyear will be especially busy for Nissan since a new truck also is scheduled to debut. The truck, initially brought in from Japan, eventually will be built at Nissan's new Smyrna, Tenn., assembly plant. Another midyear entry will be a notchback version of the Stanza.

In the area of new market segments, Nissan had planned to import the Ambivan, a van-like vehicle built off the Stanza platform, at midyear. However, those plans for the vehicle, called the Prairie in Japan's home market, recently were shelved due to uncertainty over import restrictions. Both import and domestic competitors were anxiously waiting for Ambivan to bow in the U. S., to see if mini-vans can live up to the potential shown in consumer clinics.

• The only truly low-priced high-volume entry in the small car market offered by Japanese makers this year is Toyota Tercel. Even this economy car is offered with a market-niche twist, however, with introduction of the four-wheel-drive Tercel wagon.

Although the regular Tercel line will carry the banner for Toyota in the volume segment, interest in the wagon as an innovative product will add to Toyota's image as an industry leader.

Corona, a mainstay in the middle of Toyota's lineup, was dropped this year. However, the company is preparing a replacement, the front-wheel-drive Camry, slated for mid-'83 intro. This model will appeal to upscale customers, a segment that is still buying cars. These more profitable products are an important factor in the face of import restrictions.

• A Mazda revamped 626 line follows the trend towards bigger, more luxurious cars among Japanese manufacturers. The new Mazda model, featuring front-drive, will be targeted at Honda Accord-type buyers.

In addition to two- and four-door notchbacks, the 626 also will be offered in hatchback, giving it a one-up on Honda. Nissan's addition of the notchback Stanza will further increase the competition.

In keeping with the philosophy of maximizing profits under import ceilings, talk has surfaced that Mazda is considering U. S. import of the high-line Cosmo/Luce series, giving Mazda a car that could go head-to-head with Nissan Maxima and Toyota Cressida.

• A new Prelude equipped with a V-6 engine is being readied by Honda with introduction scheduled possibly as early as the start of the calendar year. The bigger engine indicates Honda is setting its sights on the Datsun 280ZX/Supra market segment. Prelude, with boxy styling, front-drive and four-cylinder engine, was unable to crack that market, but the infusion of more horsepower and new sheetmetal may give Honda an image-building performance car.

As Honda unveils the image car, the company also will build Accord production capacity at its Marysville, O., plant. A major challenge facing the company is convincing U. S. buyers that the American-built Accord is as good or better in quality than its Japan-made counterpart.

U. S. production of Accord will take some pressure off the company imposed by import restrictions. With added capacity to play with, Honda could conceivably pioneer the minicar market in the U. S. by importing its City model. If so, there would be an element of irony in the move, since the N600 minicar introduced by Honda in 1970 initiated the company's involvement in the U. S. car market.

• American Isuzu has been in a holding pattern since import restrictions were imposed, offering I-Mark two- and four-door sedans in 22 states and trucks throughout the country. Next spring the company will introduce its long-awaited Impulse sport coupe. Impulse was introduced early this year under the Piazza nameplate in the Japanese market.

• With Nissan's Ambivan on hold, speculation is Mitsubishi may be one of the first Japanese companies to enter that market with its Super Space Wagon (SSW) in 1984. This cross between a station wagon and van would complement the wagonless lineup of Starion, Tredia and Cordia.

Introduced in Japan as Piazza, this sporty two-door will bow in the U.S. next spring as the Impulse.

Toyota's Tercel 4WD Wagon has full-time front-wheel-drive that converts to four-wheel-drive with the shift of a lever.

New Car Sales in Major Markets

(Thousands of Units)

	1982		1983		1984	
	Units	% Share	Units	% Share	Units	% Share
U. S.	8,433	29.6	9,678	31.7	10,521	32.8
Japan	3,133	11.0	3,230	10.6	3,314	10.3
W. Germany	2,399	8.4	2,570	8.4	2,635	8.2
France	1,985	7.0	2,092	6.9	1,962	6.1
Italy	1,689	5.9	1,601	5.2	1,650	5.1
U.K.	1,530	5.4	1,640	5.4	1,611	5.0
Canada	963	3.0	995	3.3	967	3.0
Others	8,423	29.6	8,713	28.5	9,415	29.4
Total	28,455	—	30,519	—	32,075	—

Growth Prospects for Auto Sales in Major Markets

Average Annual Percent Growth Rate
1979 to 1983-1985 Moving Average

Real Disposable Income	+2.3%	+ 1.2%	+3.7%	+1.9%
Unemployment Level, 1979 (Millions)	6.1	5.2	1.2	0.8
Unemployment Level 1983-1985 Moving Avg. (Millions)	9.1	9.1	1.4	1.2*
GNP Price Deflator	+7.5%	+11.7%	+3.3%	+9.4%
Stock of Cars on Road	+0.7%	+ 1.3%	+3.0%	+2.2%*
New Car Sales	(−0.4%)	+ 0.4%	+1.4%	(−0.1%*)
Sales Level for 1984	10.1	7.9	3.3	1.0*

* Based on 1984 levels, not 1983-1985 moving average.

Car Production in Major Producing Countries

	1981		1984	
	Units	% Share	Units	% Share
U. S.	6,251,000	27.9	8,219,000	32.1
Japan	6,974,000	31.1	7,632,000	29.8
W. Germany	3,578,000	15.9	3,621,000	14.2
France	2,612,000	11.6	2,632,000	10.3
Italy	1,258,000	5.6	1,420,000	5.6
U.K.	955,000	4.3	1,095,000	4.3
Canada	807,000	3.6	960,000	3.8
Total	22,435,000	—	25,579,000	—

Source: DRI.

28.4 million '82 sales worldwide are forecast

Worldwide auto sales are forecast at 28.4 million for 1982, according to Otto Eckstein, chairman, Data Resources Inc. This is well below the all-time peak of 30.5 million in 1979, but up 2.6 percent from 1981.

Figures for the seven major markets (accompanying table) show the U. S. will account for 29.6 percent of all new cars sold in the world this year, followed by Japan (11 percent).

Eckstein predicts that while new car sales in the U. S. climb from a 32.8 percent share of the world total by 1984, Japan's share will fall to 10.3 percent.

Another table, however, showing growth prospects for auto sales in major markets worldwide (1979 to 1983-'85 moving average) shows that growth in Japan of unit new-car sales and stock of cars on the road will lead other major markets.

A table on car production in major producing countries shows output in the U. S. climbing to 8.2 million units in 1984 (32.1 percent of the world total) and Japan reaching 7.6 million (29.8 percent).

High prices, not laws, block entry to Japan

Claims by European and U. S. auto makers that they cannot sell in Japan on account of discriminatory legislation and complex type approval procedures are unfounded, says an investigation by the Economist Intelligence Unit.

The main reason that volume imports do not sell well in Japan is that foreigners can rarely compete with Japanese models on price, since the latter's productivity is significantly higher.

The report brings together the areas of safety and consumer protection law and regulations under one cover for the first time.

The tariff wall which protected the industry in its infancy has long since been removed.

"Japanese safety standards are less demanding than those of the U.S.A. and there is very little danger of product liability litigation and the award of excessive damages," says the report.

"There are stringent emission control regulations, but these are necessary for a small but heavily industrialized and densely populated archipelago."

It does not foresee much change in this area. And while the Japanese are less inclined to go to law over shoddy goods than Europeans or Americans, there are signs that the attitude is changing, particularly where the offending article is a food or a drug.

The report makes the point that the only foreign volume manufacturer to have made any progress in Japan is Volkswagen. But luxury car makers who do not compete on price have less difficulty in Japan.

Japan's Ministry of Transport has now authorized four centers in Europe—in France, West Germany, Italy and the UK — to carry out type approval tests on its behalf.

Japanese auto industry a post-war phenomenon —It's short on tradition, but long on vigor

Updated reprint from Automotive News, *Sept. 1, 1980.*

By Richard A. Wright
Assistant Managing Editor

"Made in Japan."

In earlier days — before the Korean War—"made in Japan" connoted a "cheap imitation" and second rate quality. But during the Korean War, American photographers who needed replacements for their expensive German cameras and lenses found that the less-costly Japanese products were as good or better.

Old concepts die hard and when Americans began getting interested in little foreign cars during the '50s, they thought in terms of German, British, Italian or French, not Japanese.

The first Japanese cars were sold in the U. S. in 1958, when Toyota sold 274 Toyopets and 52 Datsuns were registered. Almost all of these cars (264 Toyopets and 37 Datsuns) were sold in California.

In those days, Americans knew the Japanese made good cameras and electronic equipment, but there was still enough of the old "made-in-Japan" doubts to keep most from seriously considering purchase of something as important as a car that was made in Japan.

Now, with Japanese nameplates taking about one out of every five sales in the U. S., the major reasons advanced for the success of the Japanese cars are fuel economy and, most importantly, higher quality.

• A Japanese nameplate, Mazda, is the only car in the world to be successfully marketed with a Wankel rotary-piston engine. The Germans, famed for their engineering, tried it and failed. General Motors, also no slouch at engineering, gave up on it before ever getting close to the marketplace.

Another Japanese car, Honda, is the only car in the world being marketed with a stratified charge engine. Ford Motor Co. has been working on its PROCO engine for years, but is still far from marketing it.

Japanese cars have sold well in Europe against European cars, so it is not just a weakness of American cars that accounts for Japan's amazing success in the U. S. They obviously have an attractive product to sell.

Even American automotive people admit that the quality of finish on Japanese cars is very high. They are less expensive than many European cars. Their technology is advanced. "Made in Japan" is now a stamp of quality.

The Japanese auto industry has now surpassed the U. S. industry in auto production. This is impressive progress for an industry which really did not take shape much until after World War II.

And Japanese imports in the U. S. have come a long way since the Toyopets of the late '50s and early '60s, which were built for Japanese roads and driving habits and did not hold up under the high-speed, long-distance driving characteristics of the U. S.

In fact, Japanese firms were building cars in the early part of this century, but its industry could not be compared with that of the U. S. or Europe.

The first car built in Japan was put together in 1902 by two engineers named Uchiyama and Yoshida. Yoshida later became president of Tokyo Jidosha Seisakusho, which was the first auto maker in Japan. It produced the conventional four-seat Takuri from 1907 to 1909.

There were a few other early car builders, but most of the major Japanese makers of today began producing cars in the '50s and '60s.

The exceptions are the two biggest makers, Toyota and Nissan. Nissan builds the Datsun car, but the car name is much older than Nissan. In 1912, Kwaishinsha Motor Car Works began work on an experimental car, which was put into production in 1914. It was called the Dat, derived from the initials of the partners, Den, Aoyama and Takeuchi.

In 1926, Kwaishinsha merged with Jitsuyo Jidosha Seizo to form Dat Automobile Mfg. Co., at which time the company quit making the Dat. JIS had also been producing a car called the Lila, but that production ceased also. Dat produced trucks exclusively until 1930.

Dat returned to car assembly in 1931 with the son-of-Dat, or Datson. Datson was changed to Datsun in 1932 in order to make use of the Rising Sun emblem.

The company underwent a couple more name changes, then became Nissan Motor Co., in 1933. The Datsuns of the '30s were built in a full range of body styles and were based closely on the British Austin Seven.

• Many Japanese cars of this era were copies of U. S. or European models. After the war, the 1948 Datsun looked like an American Crosley and a British-looking sports car was added in 1952. In the '50s, Japanese makers began to develop a more Japanese look.

Toyota Automatic Loom Works began experimenting with cars in 1935. Its first six-cylinder cars looked remarkably like the Chrysler Airflow. During World War II, Toyota built a car that was a dead ringer for the last pre-war Plymouth.

The Toyota company was owned by the Toyoda family. The slight change in name was made because the family thought Toyoda was more difficult to pronounce than Toyota. Americans, of course, pronounce both the same.

After World War II, Toyota began building a quite unusual-looking four-cylinder car which was the first to bear the name Toyopet.

Both Toyota and Nissan began exporting cars to the U. S. in 1958. In 1958, sales of Datsun totaled 1,003 and Toyopet 919. Both nameplates drifted along without making much of a dent in the U. S. market.

In fact, the cars were not right for the U. S. market and the Japanese pulled back to study the situation and retrench. They studied U. S. marketing techniques, built up sales and service networks, designed cars to appeal to U. S. buyers and began to move up the sales charts in the late '60s.

The Japanese were not the only makers to come into the U. S. market only to get booted back out. The most popular imports in the early pre-war days were Volkswagen, Renault and MG. VW had a product that captured the U. S. imagination. It had a Model A-type personality and it prospered beyond anyone's wildest dreams. And the MG appealed to a hardy band of sports-car nuts who would put up with pretty much anything.

But the Renault Dauphine had not been designed with the U. S. in mind and people who drove them at high speeds for long distances found that they couldn't take it.

A wide range of foreign cars, from English Fords to German Borgwards to Czech Skodas met similar fates. For many years, the only imports that built up a following in the U. S. were the VW Beetle, sports cars and high-priced luxury cars.

The Japanese changed that in the '60s and '70s, when they made the small, economy sedan a big seller against the Beetle and, later, the VW Rabbit.

The Japanese clearly learned their lessons in the U. S. market well and other nameplates followed Toyota and Datsun across the Pacific.

In 1960, there were registered in the U. S. 73 Princes. The Prince was introduced in 1952 and named in honor of Crown Prince Akihito. It was built in the former Tachikawa Aircraft works, which started producing an electric car called the Tama after World War II, then switched to the gasoline Prince. Prince Motors became a division of Nissan in 1966.

Prince sales never amounted to much in the U. S. Prince sold for example, 42 cars in 1963 and 13 in 1964, hardly a growth pattern. That was its last year in the U. S.

In 1966, Daihatsu and Isuzu made their first appearances in the U. S. market. The Daihatsu company was formed in 1907 to produce internal combustion engines, but did not build its own cars until 1954, when it introduced the three-wheeled Bee. In 1963, the Compagno line of four-wheel cars appeared, powered by 797-cc engines.

Daihatsu had a short run in the U. S. market, with not quite 100 cars registered from its introduction in 1966 to 1968, when it faded from the scene.

The Isuzu didn't fare much better in its first venture into the U. S. It, too, faded in 1968, with registrations of 148 in 1966, five in 1967 and seven in 1968.

But Isuzu returned to the U. S. market in 1976 in the guise of General Motors' Opel. GM had halted import of its German-built Opel and in 1976 began marketing a smaller Isuzu under the Opel name through its Buick dealers until 1979.

Isuzu motors is the result of the 1937 merger of Jidosha Kogyo with Toyko Gas and Electric to form Tokyo Jidosha Kogyo. T.G.E. had earlier, 1932-35, produced a car called the Chiyoda, mainly for the military.

The name Isuzu predated that

Continued on Page E-18

Mazda GLC sedan gets sporty
Mazda has added this Sport Sedan to its front-drive GLC lineup for 1983. The Sport package includes a five-speed manual transmission, 175/70SRX13 radial tires, tachometer, suspension modifications and special interior.

Mazda's popular RX-7 sports car returns for 1983 in three models — the S, GS and high-line GSL version. The GSL (shown) has standard four-wheel disk brakes, cruise control, power windows, rear window wiper/washer and six-speaker stereo radio and cassette deck with graphic equalizer.

Mazda upgrades GLC, adds '83 Sport Sedan

Mazda has honed its front-drive GLC models with several improvements for 1983, as well as adding a new Sport Sedan model to that line.

Other refinements have been made to the company's RX-7 sports car and its truck line. An all-new 626 series will bow later in the year.

The GLC Sport Sedan has many of the features of the Sport hatchback model, including front and rear anti-roll bars (no front bar on automatic transmission model) and tuned shock absorbers. Standard tires are 175/70SR13 steel-belted radials.

Other Sport Sedan features are special upholstery with accent stripes, "lounge-type" rear seats, tinted glass, halogen headlights, black trim, tachometer, sporty steering wheel and multiple-adjustment bucket seats.

Sport Sedan options include air conditioning, electric sliding moonroof, styled aluminum wheels and power door locks. Power steering is a new option for all '83 GLC models.

New grilles and rear lamps have been incorporated on all '83 GLC models. Hatchbacks have a two-fin design while sedans have a three-fin grille. Hatchback models now have black trim on the rear panel.

Under the hood, the '83 GLCs have a carburetor with a new feedback design for precise metering of the air/fuel mixture, and a radiator subtank that lengthens the coolant service interval.

Mazda said improved ride comfort in the GLC is a result of using softer rear trailing link bushings and fine-tuning the tension/compression ratio of the rear shock absorbers.

Improvements have also been made to reduce interior noise levels.

Refinements made to the RX-7 line for 1983 include a standard maintenance-free battery, improved seats, a redesigned temperature/ventilation control panel and standard pop-out sunroof and better sound systems for GS and GSL models.

Mazda's B-2000 Sundowner and B-2200 (diesel) pickup trucks benefit from a number of changes for 1983, including more sound insulation, a stronger air-conditioning unit, improved ride, a new heavy-duty alternator and standard P205/75R14 steel-belted radial tires.

Other detail improvements that are standard for '83 are remote fuel-filler door, standard maintenance-free battery, full wheel covers, black trim, dual side mirrors and tie-down bars that run the full length of the cargo bed.

Japanese auto industry post-war phenomenon —It's short on tradition, but long on vigor

Continued from Page E-16

merger, however. Both companies had built trucks to government standards with the Isuzu name since 1934. After the merger, the Isuzu name was retained and used in place of Chiyoda and Sumida, a car built from 1933-37 by Jidosha Kogyo.

Isuzu is related by merger to Datsun, as Jidosha Kogyo was formed in 1933 by the merger of Ishikawajima and Dat Automobile Mfg. Co. Dat became a division of Tobata Imono Co., which sold Dat's Osaka plant to Ishikawajima in 1933. Jidosha Seizo Co. was formed from the remainder of Dat and its name was changed to Nissan in 1934, as noted earlier.

In 1942, Hino Motors was spun off from Jidosha Kogyo as an independent truck maker and the remainder of the company was revamped as Isuzu Motors in 1949.

Trucks had been Isuzu's major business, but in 1953 Isuzu acquired a license to build the Hillman Minx. In 1961, it replaced the Minx with cars of its own design.

In the '70s, General Motors acquired an interest in Isuzu (now 34 percent) and after it quit importing its German-built Opel it began importing Isuzus into the U. S. and marketing them under the Opel name. The first Japanese Opels went on sale in the U. S. in 1976.

In 1981, Isuzu began marketing cars and trucks in the U. S. under its own name.

In late 1969, a new (to the U. S.) Japanese nameplate appeared, the Subaru. It was a front-wheel-drive car with aluminum engine and was not an overnight success. Subaru branched out into four-wheel-drive cars and station wagons and its sales have grown gradually through the '70s and it is now the fifth largest selling import in the U. S.

Subaru is built by Fuji Heavy Industries, which was formed after World War II out of Naka-Jima Aircraft Co. Fuji has been building Subaru cars since 1958.

In late 1970, two more nameplates joined the Japanese ranks in the U. S., Honda and Mazda. These two makes were particularly interesting because of the technology they brought to the U. S. market. Honda is the only car on the market powered by a stratified charge engine, and Mazda is the only car nameplate to successfully market a Wankel-powered car.

The Honda is built by Honda Motor Co., a relative latecomer to the automotive scene. Honda, of course, was better known for its motorcycles when in 1962 it began building cars.

The first Honda brought into the U. S. was the small 600 model, which carried a list price of $1,395.

Late in 1972, Honda grabbed the attention of Washington — and gained numerous champions in Congress and in the bureaucracy — by announcing that it could meet the tough 1975 exhaust emission standards without catalyst or afterburner with its new CVCC (Compound Vortex Controlled Combustion) engine.

The CVCC engine, which powered the Honda Civic, is a type of stratified charge engine. Its basic structure is the same as that of a conventional four-stroke engine, except that a small auxiliary combustion chamber around the spark plug and connected to the larger combustion chamber, is fitted to each cylinder. This auxiliary chamber has a small intake valve, in addition to the larger valve which feeds into the main chamber.

A small amount of rich mixture is supplied to the auxiliary chamber, while a large amount of very lean mixture is being fed into the main chamber. The overall mixture is very lean.

At the end of the compression stroke, there is a rich mixture around the spark plug, a moderate mixture at the connection of the auxiliary and main chambers and a lean mixture in the main chamber. Thus, the charge is stratified into three different conditions.

The rich charge around the spark plug is easily ignited and the burning of the moderate air-fuel mixture around the outlet of the auxiliary chamber insures combustion of the lean mixture in the main combustion chamber. The larger, lean mixture burns more slowly and keeps the temperature of the burnt gas relatively high for a longer duration, burning hydrocarbons and carbon monoxide, but the temperatures do not peak at levels which cause formation of nitrogen oxides.

The Honda Civic had a Beetle-like look to it — rather unpretentuous and even silly — and it was "good" environmentally. It also had a high level of quality — when Pontiac ran a quality study of the imports in the mid-'70s, it rated Honda first.

The result was that Honda climbed in the sales charts, particularly after introduction of the larger Accord, displacing Volkswagen in 1978 in the Number Three spot behind Toyota and Datsun.

• With the Mazda, Toyo Kogyo did what NSU-Prinz, Mercedes-Benz and mighty General Motors were unable to do—it developed a workable car powered by a Wankel-type rotory-piston engine.

Toyo Kogyo seems an unlikely company to beat the automotive giants in development of the Wankel. The company was originally involved with cork products, then started manufacturing three-wheel trucks in 1931. It did not produce cars until 1960.

Most of the early Mazdas were powered by four-cylinder engines. In 1967, it introduced a sports car powered by a twin-rotary Wankel engine capable of 120 MPH. The following year, a Wankel-powered sedan and coupe were added.

Mazda sales in the U. S. soared rapidly in the early '70s, but then collapsed after the Wankel engine was branded a gas-guzzler by EPA. Defenders of the Wankel say the label is unfair, because it compared Mazda rotary mileage with four-cylinder units of similar size. It should be compared with bigger engines, perhaps V-6s, they say, because its performance is comparable to larger powerplants. Indeed, performancewise, the Wankel is to a four as a V-8 is to a six.

After its disastrous U. S. sales slide in the mid-'70s, Mazda turned to more conventional engines. Introduction of its four-cylinder GLC started sales on a steep upward slope again and the line was spiced by introduction of the RX-7, a rotary-powered sports car which won high acclaim from the motor press.

Mazda is now firmly in fourth place behind Honda. Ford Motor Co. now owns 25 pct. of Toyo Kogyo, but Ford is not involved in the Mazda import operation.

• One of the first commercially manufactured Japanese cars was the Mitsubishi Model A, built from 1917 to 1921 and modeled after a Fiat of that period. After 1921 the company's plants were devoted to production of trucks, buses and, later, tanks.

In 1959, the company was reorganized as Mitsubishi Heavy Industries and began producing a small car powered by a two-cylinder engine. Mitsubishi later expanded its automotive offerings, including Jeeps, which it manufactured under license.

Mitsubishi entered the U. S. market in 1971—not as Mitsubishi, but as Chrysler Corp. Chrysler had purchased an interest (15 percent) in Mitsubishi and there was even talk of a merger of the firms. It began importing the Mitsubishi Colt in 1971 and marketed it under the Dodge name.

The Colt sold well for Chrysler and in later years it introduced other Mitsubishi cars and marketed them under Chrysler names—the Plymouth Arrow in 1976, the Plymouth Sapporo and Dodge Challenger in 1977 and the Plymouth Champ and Dodge Colt Hatchback in late 1978.

Mitsubishi is now setting up its own organization in the U. S. and will soon commence marketing cars under its own name. But they are different than the cars Chrysler Corp. is still selling.

So Mitsubishi will become the first importer to market its cars under its own name and another competing corporation's.

Currently, the top four imports in registrations are Japanese and five of the top six are.

In the first seven months of 1982, Japanese makers accounted for 78 percent of import sales in the U. S. (and imports accounted for 29 percent of all U. S. sales).

The Japanese assault on the U. S. import market which began in the late '60s was basically an assault on VW, which totally dominated that market. And it is true that total VW sales, domestic and import, do not come close now to Toyota, Datsun or Honda sales.

VW peaked in 1970, when it sold 582,569, still the highest total ever for an import in the U. S.

Toyota came within a hair in 1981, when it sold 582,204. If it were not for the restrictions on imports since then, Toyota probably would have beaten the record.

Nissan Motor Corp., U.S.A., has named Dixie Auto Transport Co., Jacksonville, Fla., its Carrier of the Year for 1981. At the award presentation, from left, are Dave F. Cowan, Dixie board chairman; Frank Jacobs, Nissan national transportation manager; Norman W. Collins, Dixie president, and Eugene Quinn, Nissan distributor director.

Mitsubishi appoints

WASHINGTON. — Mitsubishi Research Institute, Inc., has named Yoshio Osada chief representative, Washington liaison office. He succeeds Yukinori Okamoto, who is returning to Japan.

IMPORTED NEW-CAR SALES IN U. S. SINCE 1974

	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	—	—	—	4,079	22,458	29,904	54,586	75,260
Challenger	12,690	12,924	14,166	17,649	1,832	—	—	—
Champ	42,126	55,474	48,860	28,296	47,345	30,430	—	—
Colt	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
Datsun	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
DeLorean	3,009	—	—	—	—	—	—	—
Ferrari	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	32,856	68,595	78,109	76,145	40,549	—	—	—
Honda	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	17,805	—	—	—	—	—	—	—
Jaguar	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	1,068	2,100	1,602	2,811	5,500	—	—	—
Mazda	166,105	161,623	156,533	75,309	50,609	35,383	65,351	61,190
Mercedes-Benz	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Opel	—	—	13,815	19,222	29,067	10,483	39,730	59,279
Peugeot	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	781	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	—	481	—	—	—	—	—	—
Saab	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo	13,326	10,263	12,322	12,777	1,406	—	—	—
Subaru	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Volkswagen	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,325,235	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

No sign of a setting sun

Japanese auto industry —good competitors or?

Continued from Page E-1

the yen to give Japanese companies an export advantage.

"Some people see Japan's comeback from World War II as an awesome achievement," says Iacocca. "But look how the Japanese government has manipulated markets and what it costs the Japanese worker to be that productive — he's not allowed to have a real union, he's paid far less than his American counterpart and he's forced to subjugate his lifestyle to his company."

Warns the Chrysler chairman: "What we face from Japan is a twofold threat to our industrial base. By manipulating the market and regimenting their workers, they're subverting our free enterprise system.

"We can stand by and let them take our markets away or we can tell them to knock off their unfair practices, or we'll be forced to retaliate to protect our industrial base," he says.

GM president F. James McDonald differs with Iacocca, saying, "I salute the Japanese as good allies and competitors. Wide cultural differences separate our two countries, but our commonalities far outweigh our differences. Japan and the U. S. share a commitment to political democracy and individual freedom, our two economies are based on private ownership and highly competitive market systems, and we share the most important bilateral trade relationship in the world."

Ford's Petersen: It's no mystery.

McDonald adds: "But I'm tired of hearing people say American industry should take a back seat to the Japanese. Japanese auto producers didn't discover creativity and innovation."

The Japanese themselves never claimed to be innovators, but do acknowledge that two shocking political events — the Korean War and the OPEC oil embargo — ignited their automotive rocket.

An economic boom, spurred by a surge in demand created by the Korean War and accelerated by a timely, economic expansion program by the Japanese government, created for the first time a consumer market for cars in Japan.

That in turn encouraged Japanese auto companies to introduce small, inexpensive cars to meet demand.

In 15 years from 1955 to 1970, car production jumped 150 times to more than 3 million units, and in 1968 car output topped truck and bus production in Japan for the first time in history.

During the 1960s, Japan's traditional car makers, Toyota, Nissan and Isuzu, were joined by Toyo Kogyo, Honda, Suzuki, Fuji, Mitsubishi and others who entered the auto market, building new mass-production facilities.

In the late 1960s and early 1970s, the Japanese auto industry decided to consolidate into larger, fewer firms and to promote cooperative ties with U. S. auto giants including ventures between Mitsubishi and Chrysler Corp., Toyo Kogyo and Ford, and Isuzu (and more recently Suzuki) and GM.

The West initially was disappointed with its first encounter with Japanese cars which were not oriented to highway performance. The 1973 OPEC oil embargo, however, created a demand for fuel-efficient small cars, and in 1974 Japan became the top exporter of cars in the world.

While most major markets became sluggish due to economic recessions, Japanese auto exports kept soaring into the 1980s, eventually provoking trade issues and conflicts. Whereas Japan's car makers over the years had been able to expand their overseas sales almost at will, they now faced a rising wave of protectionism.

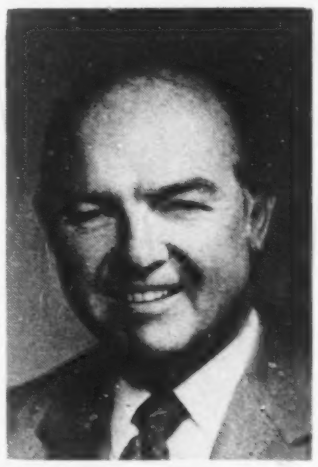
Last year Japan still was able to produce 11.1 million vehicles including 6.9 million cars, 4.1 million trucks and 100,000 buses. But today the Japanese economy is hit, like many elsewhere, with slack personal consumption, a decline in housing starts and a drop in capital expenditures by business and industry. This is hindering Japan's economic recovery, and is further aggravated by a weakening in exports, on which the U. S., Europe and even some Asian countries have put at least temporary ceilings.

Japanese government attempts to reduce a large budget deficit by raising taxes and cutting spending have resulted in an economy that is stagnated and without prospect of an early turnaround since none of the causes of the downturn is likely to change in the near term.

Noted economist Otto Eckstein, chairman of Data Resources Inc., nonetheless, forecasts that new-car registrations in Japan will climb 1.7 percent this year to 3.1 million and rise another 1.7 percent in 1983 to 3.2 million.

Japan's exports, according to Eckstein, will not collapse. Although car exports are running below a 3.9 million rate this year, down by 2.8 percent from 1981, Eckstein says that next year, with the world economy projected to show at least a moderate improvement, auto exports should rise 5.9 percent to 4.1 million units, although less than one-third of the 1983 rise is projected to enter the U. S.

There's the twist, notes Eckstein: "The enormous cost advantage which Japan enjoys over all other countries at current exchange rates would lead to a continuing rapidly rising share of world production, but other governments will not allow it to occur. Japan's gains will be confined to third markets; but they are small, many of them will continue to be very weak and Japan already is totally dominant there."



GM's McDonald: Good competitors.

Eckstein assumes that protectionism against Japanese products will worsen, dropping the nation's share of world car production from 31 percent in 1981 to below 30 percent in 1984. "The share of the Japanese industry in world production won't increase," he predicts. "Yet Japan's cost performance is so superior, particularly at current ridiculous exchange rates, that its share of world markets would rise very substantially if market forces were allowed to sway.

Chrysler's Iacocca: Forced to retaliate.

"While we don't project passage of import content legislation (in the U. S.) or even reciprocal treatment proposals, we do project, at the very least, an extension of voluntary agreements which limit Japanese exports to the U. S. and Western Europe."

The Japanese are still edgy about the possibility of content legislation in the U. S., which has been bandied about in Congress. Nissan Motor Mfg. Corp. U.S.A., subsidiary of the Japanese company, which expects to produce light trucks for the American market starting next August in Tennessee, says it may not be able to do so if domestic content legislation were passed.

According to Marvin T. Runyon, president of the Nissan subsidiary, domestic content of trucks made in Tennessee initially will be 38 percent and will rise gradually, and he contends that no domestic content legislation yet proposed is economically feasible.

Japan's view is that local content and export ceilings and other such measures are temporary blips that will fade away as health of the world economy is restored. Meanwhile, its auto makers are moving ahead with overseas projects — new business tie-ups and production facilities around the world — that will strengthen their positions in increasingly competitive international markets.

There is the proposed joint venture between GM and Toyota that would result in production of small cars in California. There is the deal by Toyota affiliate Daihatsu to produce cars jointly with Chrysler in Peru. There is the pact between Fuji and a Lisbon manufacturer to assemble Subarus in Portugal. There is Honda's launch of car assembly in Ohio next month.

None of these and similar ventures in themselves will light up the automotive world. But they indicate that Japan's sun is not yet ready to set.

JAPAN MOTOR VEHICLE EXPORTS

	CARS	TRUCKS	BUSES	TOTAL
1972	1,407,340	547,348	10,557	1,965,245
1973	1,450,884	606,013	10,659	2,067,556
1974	1,727,396	874,725	15,966	2,618,087
1975	1,827,286	833,672	16,654	2,677,612
1976	2,539,117	1,152,609	17,882	3,709,608
1977	2,958,879	1,369,917	24,021	4,352,817
1978	3,042,237	1,528,045	30,453	4,600,735
1979	3,101,990	1,423,930	36,861	4,562,781
1980	3,947,160	1,953,685	66,116	5,966,961
1981	3,946,542	2,017,521	84,384	6,048,447

Source: Japan Automobile Manufacturers Assn.

JAPAN MOTOR VEHICLE PRODUCTION

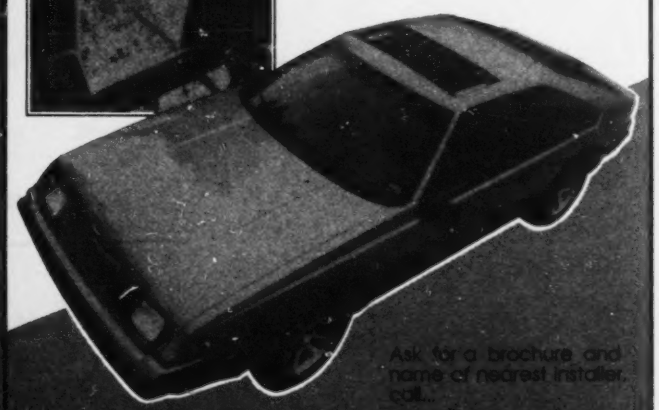
	CARS	TRUCKS	BUSES	TOTAL
1972	4,022,289	2,238,340	33,809	6,294,438
1973	4,470,550	2,570,916	41,291	7,082,757
1974	3,931,842	2,574,179	45,819	6,551,840
1975	4,567,854	2,337,632	36,105	6,941,591
1976	5,027,792	2,771,516	42,139	7,841,447
1977	5,431,045	3,034,981	48,496	8,514,522
1978	5,975,968	3,237,066	56,119	9,269,153
1979	6,175,771	3,397,214	62,561	9,635,546
1980	7,038,108	3,913,188	91,588	11,042,884
1981	6,974,131	4,102,996	102,835	11,179,962

Source: Japan Automobile Manufacturers Assn.

O-P-E-N W-I-D-E

With a SKY-TOP Power Moonroof On Your Toyota Celica

Enjoy your Yearound Moonroof with a wider view and less headroom loss. Two power-drive systems, two glass colors, but only one thin profile, *one high quality*. And SKY-TOP's wind deflector protects in all weather. Two sizes fit most cars, large or small. Add to your dealer profit with SKY-TOP!



Ask for a brochure and name of nearest installer. call...

ST Sky-Top

power moonroof

C2700-1 10/25/82

Automotive News®

October 25, 1982

© Entire contents copyright, 1982, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, $1.00 per copy

DeLorean dream in ruins; UK receivers pull plug

By Edward Lapham
Financial Editor

The DeLorean sports car enterprise lay in ruins last week.

The London-based receivers of the bankrupt Northern Ireland car-building unit decided to close the plant doors permanently.

John Z. DeLorean, progenitor of the enterprise, was languishing in a federal penal institution in California following his arrest on charges he tried to finance a $24 million cocaine and heroin deal.

Paul Shewell, one of the receivers of bankrupt DeLorean Motor Cars, Ltd. (1982) told AUTOMOTIVE NEWS the decision to end the DeLorean enterprise was not a hasty one.

"It was the culmination of several weeks of attempts to get assurances that what we regarded as the necessary working capital for the new venture was available, and not being able to get them," Shewell said.

John DeLorean had been trying for several months to raise $10 million in working capitul from new investors in the U. S. and to secure $25 million in export financing, in order to reacquire the plant.

Shewell said the receivers had been approached by three investor groups which expressed an interest in acquiring the works as a "going concern," but that by press time they had yet to determine if any of the expressions of interest were genuine. One such offer was known to have come from a New York auto parts concern.

He also said the receivers are preparing for liquidation, or sale by "break-up," of the plant, equipment and inventory.

DMCL (1982) owes the British government $34.0 million in secured loans and $17 million in unsecured debt. In addition, Shewell said, there are claims in excess of $51 million from other unsecured creditors, primarily suppliers.

"In the event of a sale by break-up, it is highly unlikely there will be any material assets for the unsecured creditors

Continued on Page 49, Col. 1

End of car line

In happier times

A triumphant John Z. DeLorean peers from underneath the gullwing door of the car he designed, parked in his Northern Ireland plant. Last Tuesday, the British government announced it was pulling the plug on the shuttered plant. Hours later, DeLorean was arrested in Los Angeles for allegedly conspiring in a $24 million cocaine deal—apparently in an attempt to save the car company. Photo history on Page 8.

Arrest overshadowed plant shutdown in UK

By Richard Feast
European Editor

BIRMINGHAM, England.—The shocking news of John DeLorean's arrest in Los Angeles eclipsed the announcement a few hours earlier that the DeLorean sports car factory in Belfast is to be closed.

The latter move was fully expected after the search by the official receivers dragged on for eight months without any tangible evidence of a qualified buyer for the assets coming forward.

The most likely source was John DeLorean himself, who as late as 6 p.m. last Monday—only four hours before the deadline set by Sir Kenneth Cork and Paul Shewell, the receivers—assured the BBC that the necessary financing would be in place in time.

On Tuesday, the Northern Ireland Office announced its decision to close the car plant. It was seen as the unfortunate, inevitable end to a very unsatisfactory episode.

The closing leaves about $50 million in debts to suppliers and a total deficit of around $110 million.

Ben Wilson, who represents creditors of the failed company, estimated that secured and preferential creditors will receive no more than 75 pence in the pound. He believed that around 20 companies, half in Northern Ireland and half in the UK, will go out of business as a result. Among them, they employ more than 2,000 people.

The Belfast company owes money to nearly 350 suppliers, some of which wrote off the debts when the receivers went in.

One company took the precaution of insuring itself against

Continued on Page 49, Col. 3

UAW polls Chrysler rank and file on whether to strike or negotiate

By Marjorie Sorge
Labor Editor

DETROIT. — The UAW will poll the rank and file to see if a strike against Chrysler Corp. is the will of the majority.

The referendum will be held tomorrow (Oct. 26) and the workers will decide whether to strike Nov. 1. The workers will decide whether to walk out Nov. 1 or to stay on the job and recess negotiations until after the first of the year.

Returning to the table will be a complicated situation since Chrysler has already told the union it simply has no more money to give its workers and would stick with the contract negotiated on Sept. 16.

That agreement gives workers three lump sum cost-of-living-adjustments (COLA) worth a total of 50 cents (if inflation runs at 6 percent) during its one year length. Also, wage increases are tied to Chrysler's profitability.

Thomas A. Miner, Chrysler vice president, industrial relations, said the company has no intention of making a settlement which raises the labor cost above the Sept. 16 agreement.

But, UAW President Douglas A. Fraser has said the union will not simply rearrange the rejected contract. He said the workers rejected that agreement soundly and any new pact must have upfront wage increases and COLA payments.

Miner said the company told the union in the last round of bargaining that cuts in health care costs could provide up front money, but the UAW rejected any methods of co-pays or deductibles in those programs.

"I don't think the UAW knowingly wants to damage Chrysler," he said. "But the reasonable thing to do would have been to take the agreement. The rank and file have proven they're unreasonable."

A strike in the U. S. against Chrysler would cost the company between $40 million and $45 million a week, Eisenberg said.

Some analysts have said Chrysler could withstand a short strike without permanent damage, because of high inventories

Continued on Page 54, Col. 1

breaking news

Air suspension to return on '84 Lincolns

DETROIT.—Air suspension will show up on 1984 Lincoln, Mark VII and Continental cars. The flexible air-filled containers, supplied by Goodyear's General Products Division, will be promoted as premium suspensions in the Ford Motor Co. luxury cars. A Goodyear spokesman predicts air springs will replace coil, leaf and torsion-bar suspensions on a "substantial number of cars" by 1990.

Riviera convertible to pace Indy 500

INDIANAPOLIS.—A Buick Riviera convertible has been selected as the pace car for the 1983 Indianapolis 500-mile race, which will be held May 29. The car will be powered by a twin-turbocharged 4.1-liter (251-CID) V-6 that will develop more than 350 HP. It will be the first convertible to pace the Indy 500 since a Cadillac Eldorado was chosen in 1973. The Riviera will be driven by Duke Nalon, former Indy 500 racer.

NEWSPAPER
AN JAN83
MD20814CNGLIAD DE INO9S 92001Z
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Did Peck suppress dissent on air bags?

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A House subcommittee may be asking NHTSA head Raymond A. Peck whether he knew about or tried to suppress a staff document that disagrees sharply with what he told an appellate court was the earliest time auto makers could meet a passive-restraint standard.

NHTSA, under court order to assess capability to meet Standard 208 by '84 models, said that date was "impossible" and concluded that the '86 model year was the first "practical" effective date and even then there is "considerable doubt" whether "uniform compliance could easily be achieved by Sept. 1, 1985."

But last week, Rep. Tim Worth, Colorado Democrat and chairman of the House subcommittee overseeing NHTSA operations, sent a memo to its members suggesting taking a look after the election and after Peck's return from Japan to see whether any hanky-panky was involved.

The staff domument estimates that by '85 models, 85.3 percent of total production sold in the U. S. could comply and by '86 models 98 percent could comply. Only two models — Saab and Isuzu — would need longer, the document said. This is based on affidavits and letters filed by auto makers producing 96.9 percent of the cars sold in the U. S. — the same data base used by NHTSA — in a filing made by Peck, approved by NHTSA chief counsel Frank Berndt and accompanied by an affidavit filed by Courtney Price, NHTSA as-

Continued on Page 52, Col. 1

Product development chief raises hackles at ASBE meeting

Ford's Ross calls body engineers laggards on quality

By Al Fleming
Industry Editor

BLOOMFIELD HILLS, Mich. — The message delivered by a Ford Motor Co. executive vice president at an engineering convention here was about as welcome as a leaky windshield on a luxury car.

"An analysis of customer problems reported on U.S.-industry new cars indicates body engineers are not performing as well as other engineering groups," Louis R. Ross, head of Ford's car product development group, told the Oct. 14 annual convention and technical seminar of the American Society of Body Engineers (ASBE). The talk raised the hackles of many of the attendees, representing auto manufacturing and supplier companies.

Referring to the customer-problem report, Ross told the body engineers they must improve the quality and reliability of body systems because it is "equally if not more important than reducing product costs."

"Body engineers are not performing as well as other engineering groups," he said, adding that while significant improvement has been noted over several years, they are lagging behind other auto systems groups.

In delivering his zinger, Ross said that on an industry-wide basis, studies show improvements for body systems and engine components have climbed 11 percent over several years, compared with improvements of 22 percent in chassis areas, 43 percent in electrical and 70 percent in transmission systems.

• "This is particularly important to American body engineers, because body-systems problems constitute 50 to 60 percent of all customer problems experienced," Ross said.

He cited major problem areas as water leaks, window regulator and door mechanisms, squeaks and rattles, wind noise and fit and finish items.

"Improving body systems will prove more difficult than other components on the car due to the high dependence on operator ability and dedication. We're more people-dependent," Ross said.

Ross said automation will be a key to improved quality and reliability in auto-making plants, to make sure that "quality that's designed into vehicles will be built in at manufacturing and assembly plants."

He said Ford has 1,100 robots operating today and expects to have 5,000 to 7,000 by 1990.

"All of our new cars are being designed so the body shop can install at least 90 percent of the welds automatically," he said.

Ross called squeaks and rattles "a key customer annoyance problem which needs action," and he said Ford's '83-model cars are being evaluated at assembly plants via a new engineering test which has significantly reduced such problems.

Ross said a portable microcomputer called Unimet — used for checking electrical and air-conditioning systems of a car through a single connector to the cigaret-lighter socket—helped cut the company's electrical warranty cost about 30 percent during its first year of operation.

A new Unimet design is being developed and installed which allows detection of defects prior to vehicle completion, he said.

Ross told the ASBE group that Japanese cars enjoy a cost advantage of $1,500 to $2,200 per car, depending on the value of the yen, and added: "Of this deficiency, about $50 to $100 per car results from higher body-engineering costs to design, engineer, test and release American cars for production."

9-million '83 predicted by Nissan's King

CARSON, Calif. — C. P. (Chuck) King, senior sales vice president for Nissan U.S.A., believes new-car sales in the U. S. during the 1983 model year will reach nine million, a 17 percent improvement over the 1982 season.

But he said it would be "1985 at least before the industry returns to pre-recession sales levels."

King spoke at a preview of the 1983 Nissan and Datsun cars. His sales prediction calls for 6.5 million domestic cars and 2.5 million imports.

AUTOMOTIVE NEWS figures for the 1982 model year were 5,543,006 domestics and 2,157,693 imports for a total of 7,700,699. Thus, King's projections amount to an increase of 17.26 percent for U. S. cars and 15.86 percent for imported autos.

"It will be a slow trip back from this year's total sales of 7.7 million to the 11-million level of 1977," King said. "The recent strengthening of the stock market and lowering of interest rates signal some improvement, but nothing dramatic.

"A sustained economic recovery is not in the cards until the middle of 1983, when the GNP is expected to show some recognizable improvement."

King said his company has projected roughly a 10 percent improvement in sales of Nissan and Datsun cars and trucks in

Continued on Page 52, Col. 5

index

Auction reports	42
Classified advertising	43
Editorial page	12
Production by makes	54
Registrations, car, truck	6, 16, 20
Service highlights	14
Truck highlights	20

58th year — No. 4938

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Avanti car works changes hands again

Arnold Altman, who with his late brother Nathan Altman and the late Leo Newman, acquired Avanti from Studebaker-Packard in 1964, and Stephen H. Blake held a press conference to announce the sale of Avanti to Blake. Altman will stay on as president. Blake becomes chief executive officer.

Blake outlines his plans; convertible due in 1984

New owner sees growth for Avanti

By Edward Lapham
Financial Editor

SOUTH BEND. — When Stephen H. Blake, new Avanti Motor Corp. owner and chief executive officer, approached New York and Chicago banks about a loan to acquire the company, he met with a lot of resistance.

"One banker even told me I had insulted his intelligence by asking for a loan to buy this place," Blake told AUTOMOTIVE NEWS. "That made me angry."

Blake, 38, was undeterred. For two years, he worked on putting together an acquisition package which culminated in the $5 million purchase of Avanti. He bought out the interest of several investors including Avanti President Arnold Altman, who with his late brother Nathan Altman and the late Leo Newman, acquired the rights, plant and tooling for Avanti in 1964 from the defunct Studebaker-Packard Corp.

Blake is not related to S. Prestley Blake, stockholder in the shuttered California specialty-car maker Clenet Coach-Coachworks.

When the big banks scoffed at Blake, he went elsewhere. South Bend's 1st Source Bank made a $2.5-million asset-based loan for the acquisition of the machinery, $1.875 million of which is guaranteed by the State of Indiana.

The bank also provided a "seven-figure" working capital line of credit and the City of South Bend has authority to issue up to $3.5 million in tax-free municipal bonds for Avanti expansion, if required.

Blake does want to expand output and sales of the Avanti II. This year, sales should reach about 200 but next year, he said, an additional 50 or 75 units are possible. "Studebaker used to build 15,000 units a year in this plant," he said.

The plant itself is more than 100 years old and once was used to produce wagons for the Civil War. The car is hand-made, with the exception of the General Motors 305-CID V-8 engine and 200 4R automatic transmission. The only real automation in the plant is the hand-operated overhead hoist used to mount drivetrains on the frame.

The Avanti II has a 1982 base price of $22,995.

Blake told AUTOMOTIVE NEWS he has some priorities. "The first place I went when I got here was to the engineering department," he said. "We are going to build an engineering department."

He said Avanti already is considering some minor product changes which will enhance performance, like four-wheel

Continued on Page 11, Col. 1

Paris III for '83

American Custom Coachworks, Beverly Hills, Calif., has introduced its 1983-model Paris III — a Cadillac stretched 4½ feet to accommodate such luxuries as hot and cold running water, electronic bar, TV with Betamax and Persian carpets. Prices start at about $65,000.

Chevy saves NFL ads for January makeups

By Joseph Bohn
Marketing Editor

WARREN, Mich. — Campbell-Ewald is saving about 25 percent of what it would have spent in NFL football—where it had six spots each Sunday for Chevrolet alone — for later in the season and games it hopes will be rescheduled.

"We have to have something to cover those games they're bringing back in," said Paul John, agency vice chairman and chief executive, referring to two games expected to be played in January if the strike ends in time to continue the season.

Chevrolet and other C-E clients have been holding their own with alternative sports programming. But, like other auto sponsors, they will begin feeling the pinch if the strike drags into November.

So far, Chevrolet's been covered by baseball playoffs and spots around the World Series. And it has college football on three networks — Turner, CBS and ABC — where the viewership has been high, the agency executive said.

But the really big games for auto sponsors are those in November, culminating around Thanksgiving Day.

"If things haven't changed by then, we've really got to do some noodling," John said. "You rely on pro football through December."

Chevrolet is scheduled for the Super Bowl for the first time this year, with Jan. 30 expected to remain as the date, because of prior reservations.

It won't back Ted Turner's all-star games.

"We backed Turner in almost all his other enterprises. We put up the seed money to make the bid to get the NCAA games," John observed. "But it's a decision on many people's part to stay out of this," because it could influence NFL strike negotiations.

• Chevrolet has been buying extra TV spots to make up some of the NFL loss. It can get the same reach with combinations of other programming, but not the same frequency, John added.

A combination of shows delivering the same number of desirable male prospects as an NFL game turns out to be cost-inefficient by comparison. And so Chevrolet is holding onto some of its money for later.

Chevrolet has a couple of unique situations on which the NFL strike could put a damper.

Short term, it is currently running a cooperative promotion with Eastern Airlines, offering free flights to car buyers.

An even greater concern is that this fall signals the start of Chevrolet's allout drive against the competition, imports in particular.

A couple of years ago, Chevrolet couldn't have gone out and convinced the public it was eyeball to eyeball with imports on technologically advanced products and quality. All the front-

Continued on Page 52, Col. 5

But August totals tops July count

New-car registrations trail 1981 by 13 pct.

By Jennie L. King
Staff Writer

U. S. new-car registrations were up some 1,000 units in August compared with the preceding month — a difference of 0.17 percent — but they plunged

Table on Page 16.

12.96 percent compared with August, 1981, and brought the year-to-date total to just over 5 million, down 13.27 percent from the first eight months of 1981.

According to figures compiled by R. L. Polk & Co., new-car registrations totaled 627,374 this August, up from 626,321 in July and down 12.96 percent from 720,804 a year earlier. Imports accounted for an any-month record share of the market: 34.16 percent, compared with 28.51 percent in August of 1981.

The August domestic total of 413,084 was down 2.42 percent from 423,319 in July, and down 19.84 percent from 515,297 the preceding August. The import total in August was 214,290, up 4.27 percent from 205,507 in 1981.

The registrations total through Aug. 31, 1982, was 5,031,804, down 13.27 percent from 5,801,537 last year. Domestic new cars registered during the first eight months numbered 3,534,482, down 14.11 percent from 4,115,206 in 1981. The import figure was 1,497,322, down 11.21 percent from 1,686,331 last year.

For the month, imported models and Ford Motor Co. passenger cars increased their shares of the market at the expense of American Motors, Chrysler Corp., miscellaneous domestics and General Motors, which lost 6.51 percentage points from its August, 1981, share. A year ago, GM had offered generous rebates on its products and had enjoyed healthy late-summer sales.

• This August, imports climbed 5.65 percentage points, to a record 34.16 percent from 28.51 percent last year, while Ford was up 2.07 percentage points, to 16.12 percent from 14.05 percent.

AMC dipped 0.35 percentage points, to 0.71 percent from 1.06 percent in 1981; Chrysler was off 0.85 percentage points, to 8.01 percent from 8.86 percent; miscellaneous domestics were off slightly, to 0.03 percent from 0.04 percent, and GM fell back to 40.97 percent from 47.48 percent.

In the domestics-only market, GM earned 62.22 percent in August, down from 66.42 percent last year; Ford had 24.49 percent compared with 19.64 percent; Chrysler had 12.16 percent compared with 12.39 percent; AMC had 1.08 percent compared with 1.49 percent, and miscellaneous domestics accounted for 0.05 percent compared with 0.06 percent a year earlier.

The market-class shares in August, 1982, were as follows: Imports were up to 34.16 percent from 28.51 percent a year ago; intermediates slipped to 20.08 percent from 20.11 percent; compacts dropped to 15.82 percent from 19.57 percent; subcompacts were down to 14.70 percent from 16.21 percent; standards dropped to 10.65 percent from 10.85 percent, and luxury models slipped to 4.59 percent from 4.75 percent.

Of the domestics alone, 30.50 percent were intermediates, 24.03 percent were compacts, 22.32 percent were subcompacts, 16.17 percent were standards and 6.98 percent were luxury models.

August new-car registrations included 214,290 imports, 125,933 intermediates, 99,254 compacts, 92,220 subcompacts, 66,811 standards and 28,806 luxury cars. A year earlier the numbers were: 205,507 imports, 144,961 intermediates, 141,026 compacts, 116,877 subcompacts, 78,220 intermediates and 334,213 luxury models.

During the first eight months of 1982, Ford Motor Co., the imports and miscellaneous domestic makes improved their standings compared with the first eight months of 1981. Ford was

Continued on Page 16, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1982	Percent Share of Market	Regis., August, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 8 months, 1982	Percent Share of Market	Regis., 8 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	94,765	15.11	130,033	18.04	− 2.93	801,915	15.94	996,719	17.18	− 1.24
Ford	71,548	11.40	71,621	9.94	+ 1.46	591,989	11.77	679,113	11.71	+ 0.06
Oldsmobile	55,481	8.84	74,773	10.38	− 0.54	493,395	9.81	568,690	9.80	+ 0.01
Buick	54,770	8.73	61,792	8.57	+ 0.16	449,948	8.94	481,597	8.30	+ 0.64
Pontiac	35,449	5.65	56,741	7.87	− 2.22	300,990	5.98	375,462	6.47	− 0.49
Mercury	23,885	3.81	25,760	3.57	+ 0.24	208,484	4.14	233,415	4.02	+ 0.12
Dodge	18,346	2.93	28,401	3.94	− 1.01	161,547	3.21	213,184	3.68	− 0.47
Plymouth	17,742	2.83	29,696	4.12	− 1.29	164,735	3.28	233,791	4.03	− 0.75
Cadillac	16,566	2.64	18,908	2.62	+ 0.02	146,702	2.92	138,883	2.40	+ 0.52
Chrysler	14,146	2.25	5,749	0.80	+ 1.45	105,827	2.10	63,937	1.10	+ 1.00
Lincoln	5,724	3.81	3,851	0.54	+ 0.37	50,907	1.01	39,668	0.68	+ 0.33
AMC	4,444	0.71	7,657	1.06	− 0.35	56,218	1.12	88,784	1.53	− 0.41
GENERAL MOTORS	257,031	40.97	342,247	47.48	− 6.51	2,192,950	43.58	2,561,351	44.15	− 0.57
FORD MOTOR CO.	101,157	16.12	101,232	14.05	+ 2.07	851,380	16.92	952,196	16.41	+ 0.51
CHRYSLER CORP.	50,234	8.01	63,846	8.86	− 0.85	432,109	8.59	510,912	8.81	− 0.22
AMERICAN MOTORS	4,444	0.71	7,657	1.06	− 0.35	56,218	1.12	88,784	1.53	− 0.41
IMPORTS	214,290	34.16	205,507	28.51	+ 5.65	1,497,322	29.75	1,686,331	29.07	+ 0.68
MISCELLANEOUS	218	0.03	315	0.04	− 0.01	1,825	0.04	1,963	0.03	+ 0.01
TOTAL	627,374		720,804			5,031,804		5,801,537		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

"In times like these, Pennzoil's Follow-Up System helps us sell Fords."

ED BARTLETT
OWNER
SUN VALLEY FORD
CONCORD, CALIFORNIA

"We've proven to ourselves we have a better chance to sell a new Ford to a man or woman who stays with our service department. Pennzoil's Follow-Up System helps keep these people coming back!"

"Pennzoil helps keep our new car department in contact with the service department, so we know which customers are in for what service; which cars and trucks have hit 50,000 miles. This helps keep new cars and trucks moving!"

"Pennzoil helped us get the service increases that gained us Ford Motor Company's Gold Medallion Award. The whole Pennzoil operation is quality—not only their products, but their sales representatives as well!"

FOR DETAILS ON PENNZOIL'S FOLLOW-UP SYSTEM, WRITE: FRANK TURNER, SR., VICE PRESIDENT, PENNZOIL PRODUCTS COMPANY, PENNZOIL PL., P.O. BOX 2967, HOUSTON, TX 77001 • (713) 236-7878.

Supreme Quality
PENNZOIL
Safe Lubrication

Gift from Shepard

LAKE FOREST, Ill.—Chevrolet dealer George Shepard has donated funds to allow this village to purchase bulletproof vests for all its police officers.

But stylists are predicting trend to lighter colors in '83

Charcoal gray tops Chrysler's chart

DETROIT. — For the first time, charcoal gray topped Chrysler Corp.'s color popularity chart for exterior paints.

The trend toward the subtle, more sophisticated gray tone was clear by mid-1982 model year as nearly 12 percent of new-car buyers chose charcoal gray cars.

White, the second most popular choice, represented 9 percent of sales. Red, blue metallic and cream rounded out the top five colors, which accounted for nearly half of all new cars sold, Chrysler reported.

Buyers of Imperial and Omni/Horizon exhibited a preference for blue. Light blue was chosen by 26 percent of all Imperial customers and blue by more than 24 percent of the Horizon four-door hatchback owners.

Top color choice for car interiors was red, followed by tan, silver and blue. These represented 89 percent of all sales.

In the 1983 model year, Chrysler expects light metallic colors to increase in popularity.

"A new beige metallic exterior with a sable, brown or a beige/sable brown interior as featured on both the Imperial and Omni is expected to be a favorite," Dudley Smart, of Chrysler's Design Office, predicted.

A close second is expected to be silver "inside and out" on the Dodge 600-ES entry. "It's a perfect color for that model," Smart said. He also sees light blue metallic and the ever-popular white remaining in demand.

• Another '83 favorite is expected to be a new crimson red, on the Chrysler LeBaron convertible (with white-and-red interior) and Plymouth Turismo, Smart projected.

Designers work with color and fabric organizations in the years leading up to each model introduction and anticipate what colors will be in fashion.

Color judgment isn't everything; different materials accept certain colors differently. Color decisions are also influenced by what looks good on a particular model. As many as 100 persons from design, marketing and other departments are involved.

"The way a car is featured in ads and dealer brochures can influence which colors sell well," Smart said. For example, the 1981 Mirada was put on the market with a dark blue exterior, white convertible-look top and a combination white and blue interior.

"The color combination ordinarily doesn't do all that well," he said, "but when it was simultaneously featured and displayed in dealerships, it did very well."

What is most important is that color combinations fit each car.

Designers are able to forecast some preferences. Small-car buyers generally select lighter colors. Larger-car owners lean toward darker colors.

Climate also plays a role. In Southern and Western states, lighter colors are popular because they reflect the sun's rays. Interiors in these areas also tend to be light.

Volvo prices up $240 to $580; 2.7 pct. average

ROCKLEIGH, N. J. — Prices of '83 Volvo models in the U. S. have been increased $240 to $580 over the final stickers on the '82 units. Volvo of America said the hike averages 2.7 percent on a sales-weighted basis.

The $240 boost is on the GL four-door sedan and station wagon. The $580 hike applies to the GLT Turbo models with automatic transmission. GLT Turbo units with overdrive are up $555.

Destination charges were raised $15 per car and now stand at $295.

Still to be priced is the new GLE-760 four-door sedan, which is scheduled to be introduced Nov. 15. It is expected to carry a sticker of about $19,000, making it the highest-priced Volvo.

In the DL series, the two-door sedan is $10,650, up $340. The four-door sedan is $11,085, and the wagon is $11,585, up $300 each.

In the GL gasoline-engine line, the four-door is $14,495, and the wagon is $14,995. As noted, the increase is $240 on each.

GLT Turbo prices start at $16,050 for the two-door sedan. The four-door is $16,360, and the wagon is $16,860. All models are up $555.

The GL diesel four-door sedan and wagon are up $350 at $14,980 for the sedan and $15,480 for the wagon.

Automatic transmission is $390 on DL, GL (gas) and GLT Turbo models, up from $365 for '82. The GL diesel offers automatic transmission at $260, up from $190 last year.

Aug. registrations trail 1981 level by 13.27 percent

Continued from Page 6

up 0.51 percentage points, to 16.92 percent from 16.41 percent; imports were up 0.68 percentage points, to 29.75 percent from 29.07 percent, and miscellaneous domestics were up 0.01 percentage points, to 0.04 percent from 0.03 percent.

For the same period, GM was down 0.57 percentage points, Chrysler was down 0.22 percentage points, and AMC was off 0.41 percentage points.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

AUGUST '82 VS. AUGUST '81

	1982 August	1982 Year	1981 August	1981 Year
AMC Spirit	905	12,954	2,284	24,814
Concord	1,161	14,219	2,239	26,978
Concord SW	435	5,777	764	9,676
Eagle 4WD	317	4,023	344	4,506
Eagle 4WD SW	1,141	11,647	922	10,429
Eagle SX4 4WD	485	7,598	1,104	12,381
TOTAL AMC	4,444	56,218	7,657	88,784
Chrysler LeBaron '81			2,947	27,408
LeBaron '81 SW			299	4,782
LeBaron FWD	6,309	52,609		
LeBaron SW FWD	1,037	4,802		
Cordoba	1,259	9,731	1,740	18,886
Newport			151	3,858
New Yorker '81			257	5,265
New Yorker	5,418	36,818		
Imperial	123	1,867	355	3,708
Total	14,146	105,827	5,749	63,937
Plymouth Horizon FWD	6,220	55,492	10,799	95,755
Reliant FWD	7,274	69,361	12,481	94,119
Reliant SW FWD	2,950	27,847	6,136	37,590
Gran Fury '81			280	6,327
Gran Fury	1,298	12,035		
Total	17,742	164,735	29,696	233,791
Dodge Omni FWD	5,844	51,259	10,160	76,246
Aries FWD	5,096	49,422	9,823	72,152
Aries SW FWD	2,410	22,456	4,540	28,613
Dodge 400 FWD	2,364	16,852		
Diplomat	2,095	16,713	2,483	18,374
Diplomat SW	5	67	120	2,394
Mirada	532	4,778	1,058	10,925
St. Regis			217	4,480
Total	18,346	161,547	28,401	213,184
Total Chrysler Corp.	50,234	432,109	63,846	510,912
Ford Escort FWD	20,926	171,381	11,218	119,446
Escort SW FWD	6,089	53,994	7,878	83,117
EXP FWD	2,558	26,985	6,194	30,099
Pinto			282	9,018
Pinto SW			56	2,672
Fairmont	8,639	81,108	9,652	96,426
Fairmont SW	32	1,997	4,100	36,614
Granada	5,034	48,450	6,920	66,870
Granada SW	3,677	26,802		
LTD	6,754	34,967	5,063	37,161
LTD Crn. Victoria	3,867	26,612	3,495	25,820
Ford SW	1,634	13,887	1,499	13,709
Mustang	8,774	75,430	9,728	109,347
Thunderbird	3,564	28,376	5,516	48,814
Total	71,548	591,989	71,621	679,113
Lincoln Town Car	2,842	21,499	1,947	19,151
Mark VI	1,768	15,725	1,994	20,517
Continental	1,114	13,683		
Total	5,724	50,907	3,851	39,668
Mercury Lynx FWD	6,198	50,538	4,087	41,930
Lynx SW FWD	1,394	13,428	2,121	24,231
LN7 FWD	744	9,386	2,260	9,974
Bobcat			49	2,056
Bobcat SW			11	474
Zephyr	2,023	25,661	2,170	30,607
Zephyr SW	11	785	885	9,092
Cougar	2,636	22,459	3,338	28,821
Cougar SW	1,195	10,954		
Marquis	799	5,860	768	5,178
Marquis Brougham	1,570	11,806	1,148	7,896
Grand Marquis	3,045	22,005	1,999	14,685
Marquis SW	867	6,407	451	4,621
XR7	1,284	10,255	2,660	19,478
Capri	2,119	18,940	3,804	34,372
Total	23,885	208,484	25,760	2,334,415
Linc. Merc. Div. Total	29,609	259,391	29,611	273,083
TOTAL FORD MOTOR CO.	101,157	851,380	101,232	952,196

	1982 August	1982 Year	1981 August	1981 Year
Buick Skylark FWD	10,737	98,340	17,402	135,729
Skyhawk FWD	4,294	23,603		
Century '82 FWD	7,503	53,704		
Regal/Century	15,306	135,246	26,878	218,359
Regal/Century SW	1,239	9,765	1,158	11,253
Le Sabre	2,703	19,164	2,086	14,450
Le Sabre Limited	5,498	38,558	4,306	29,507
Electra	3,724	34,922	4,645	34,714
Buick SW	1,191	9,701	831	7,157
Riviera FWD	2,575	26,945	4,486	30,428
Total	54,770	449,948	61,792	481,597
Cadillac de Ville	8,506	67,233	8,916	63,752
Cimarron FWD	826	8,073	2,000	3,924
Fleetwood & Chas.	2,309	23,507	2,454	22,852
Eldorado FWD	3,777	34,574	4,082	33,012
Seville FWD	1,148	13,315	1,456	15,343
Total	16,566	146,702	18,908	138,883
Chevrolet Chevette	19,905	151,425	30,375	257,074
Camaro	16,160	115,870	9,865	73,840
Monza			272	15,670
Cavalier FWD	5,550	56,574	8,112	15,549
Cavalier SW FWD	1,666	16,443	2,775	5,740
Citation FWD	12,753	127,530	24,557	211,375
Malibu	4,710	46,890	12,417	111,683
Malibu SW	3,419	27,379	5,118	40,495
Celebrity FWD	6,584	51,977		
Monte Carlo	6,870	64,669	14,537	109,231
Impala	4,077	36,245	5,958	41,874
Caprice	7,739	63,233	8,860	62,073
Chevrolet SW	3,578	28,849	4,252	30,590
Corvette	1,754	14,831	2,935	21,525
Total	94,765	801,915	130,033	996,719
Oldsmobile Omega FWD	5,159	48,580	9,990	73,882
Firenza FWD	2,322	14,220		
Cutlass Ciera FWD	6,573	50,905		
Cutlass Salon '81			11,675	111,903
Cutlass Sup/Calais '81			25,038	181,023
Cutlass Sup/Calais	18,446	170,655		
Cutlass SW	1,445	13,920	2,677	22,526
Delta 88	598	6,106	1,064	8,056
Delta Royale	12,642	94,608	13,374	85,421
98	4,855	51,028	5,977	49,711
Oldsmobile SW	1,377	12,907	1,300	11,804
Toronado FWD	2,064	20,466	3,678	24,354
Total	55,481	493,395	74,773	568,690
Pontiac T1000	3,547	32,771	8,138	29,800
Firebird	8,470	63,956	5,284	40,732
Sunbird			278	27,765
J2000 FWD	3,475	29,291	7,187	15,422
J2000 SW FWD	583	4,917	1,237	2,718
Phoenix FWD	3,108	33,327	6,331	59,105
LeMans/Bonn.	4,768	39,463	3,622	33,946
LeMans/Bonn. SW	1,139	9,723	2,316	16,220
6000 FWD	3,842	27,233		
Grand Prix	6,442	56,382	12,444	87,303
Catalina	6	433	536	4,753
Bonneville '81	25	1,631	4,815	29,158
Bonn. '81 Brougham	40	1,412	3,643	22,360
Pontiac SW	4	451	910	6,180
Total	35,449	300,990	56,741	375,462
TOTAL GM CORP.	257,031	2,192,950	342,247	2,561,351
(Checker)	201	1,611	262	1,559
Misc. Domestic	218	1,825	315	1,963
Domestic Station Wagon Total	38,518	334,905	52,356	422,697
Domestic Grand Total	413,084	3,534,482	515,297	4,115,206
Import Total	214,290	1,497,322	205,507	1,686,331
Grand Total All Registrations	627,374	5,031,804	720,804	5,801,537

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

Mack offering new family of transmissions

ALLENTOWN, Pa. — Mack Trucks, Inc., has announced a new family of heavy-truck transmissions, consisting of five high-torque capacity triple countershaft units which utilize overdrive gear ratios needed with new fuel-efficient, low-speed engines.

The new T-200 models will be available in nine-and-10-speed versions, with production set for January startup, and five-and-six-speed units, which are scheduled to go into production next April.

Robert F. Zalokar, senior vice president of product and engineering, said the nine-and-10-speed models are Mack's first range-type units, and represent the company's first significantly new transmissions since the Maxitorques were introduced in 1966.

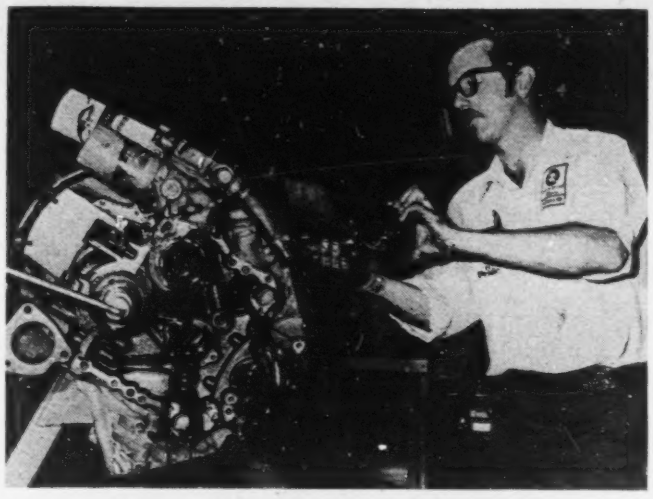
The range design allows sequential shifting of the main gears, and then repeats those shifts after a single compound range shift is completed. In contrast, the current splitter-type 107 series alternates gear selection between the main and compound through the entire gear-shift sequence.

A standard "H" shift pattern is featured with single stick control. The T-2060 (six-speed), TK-2060 (six-speed with extra low gear), T-2090 (nine-speed) and T-2100 (10-speed) units all have an air-shifted compound section with a stick-mounted selector.

• The nine-and-10-speed versions, Kalokar said, utilize a long-life synchronizer for rapid and smooth range selection. All models use a new one-piece aluminum main case with integral bell housing and cast iron bearing retainers.

Zalokar said the new transmissions are lighter, shorter and stronger than their predecessors, and that the 1,700 foot pounds of torque capacity shared by all

Continued on Page 22, Col. 5



Disassembling a 300,000-mile diesel

A technician at Detroit Diesel Allison, Romulus, Mich., disassembles an 8.2-liter Fuel Pincher diesel for an inspection of its parts after 300,000 miles of service in a medium truck used to haul newspapers 450 miles a day in Texas over the last two years.

8.2 liter 'Intercity' joins Detroit Diesel's lineup

By Jack Walsh
Truck Editor

ROMULUS, Mich. — The "Intercity," a new model of its 8.2-liter Fuel Pincher diesel, has been announced by Detroit Diesel Allison for medium trucks.

Donald C. McMillan, the division's diesel-engine sales director, called the newcomer "an engine that meets the imports on their own terms and beats them at their own game."

The Intercity is a 156-HP, turbocharged Fuel Pincher with smaller injectors than earlier models.

"In one 2,000-mile test," McMillan said at a press conference at which the durability of the 8.2-liter diesel was demonstrated, "the Intercity delivered 12.9 percent better fuel economy than our 165-HP naturally aspirated engine doing the same job."

Advertising for the new engine, he added, will say: "It's the only engine that gets better fuel economy than the Fuel Pincher."

The Intercity brings to five the number of HP ratings available in the 8.2-liter series. It is designed for medium-duty trucking applications from pick-up and delivery to line-haul operations, McMillan said.

• "This new model will give us a fuel-efficient 8.2 diesel for virtually any application in medium-duty trucks and buses that anyone could ask for, and they're all the same basic Fuel Pincher design," McMillan said.

All 8.2-liter engines carry the same warranty — 24 months or 50,000 miles, including the full

Continued on Page 22, Col. 3

Cummins acquires Bendix big-diesel controls operation

SOUTHFIELD.—Bendix Corp. and Cummins Engine Co. have announced that Cummins has obtained the heavy-duty portion of the Bendix diesel-engine controls operation and that Bendix has licensed Cummins to produce a new Bendix-patented electronically controlled fuel injector.

The new injector is being used by Cummins in its development of electronically controlled diesel engines which could be produced in the mid-1980s or later.

Cummins fuel-systems engineers have been working with the Bendix diesel-engine controls group over the past two years in the development of an electronically controlled fuel system, including the electronically controlled injector.

Under terms of the license agreement, Cummins will have exclusive rights to the Bendix injector system for diesels with displacements of 5.5 to 55 liters.

Bendix retains rights to engines up to 5.5 liters for passenger cars and light trucks, and all sizes above 55 liters.

Bendix developed the single-solenoid unitized injector as part of a family of electronically controlled injector systems for direct-injection diesel engines.

The new injectors have appli-

Continued on Page 26, Col. 2

truck personnel

GM Truck & Bus Group names key executives

A number of executive appointments have been announced by the General Motors Worldwide Truck & Bus Group and its Truck & Bus Manufacturing Division. They are:

Charles E. Weitz, truck and bus business planning manager for the group. Since last year, he has been operations manager of Terex Corp. in Hudson, O. Terex was acquired by IBH Holding AG, a West German company, from GM in 1981.

Robert G. Shannon, group comptroller, and **Frank L. Schweibold,** assistant group comptroller responsible for product pricing and forward program activities.

Shannon had been comptroller of the former GMC Truck & Coach Division, which has been merged into the truck/bus group. Schweibold was formerly assistant comptroller at Cadillac.

Thomas A. Maxwell, reliability director, and **Ernest C. Moser,** materials management director for the manufacturing division, which operates plants in seven cities. Both held similar positions with the former GMC division.

Bill J. Carroll, manufacturing division comptroller. He also

Continued on Page 24, Col. 3

R. G. Shannon

T. A. Maxwell

B. J. Carroll

E. C. Moser

truck industry news

August dip is first since January

Registrations decline with light-truck sag

August registrations of new trucks of all types in the U. S. were down slightly from a year ago, marking the first month since January that they failed to exceed the year-earlier count.

During the month, according to R. L. Polk & Co. statistics, 192,666 vehicles were registered, a decline of 0.8 percent from the 194,175 units tallied in the same month in 1981.

Table on Page 26.

For the first eight months of 1982, however, the total was 8.4 percent higher than last year, from 1,469,770 to 1,593,735. Light-truck registrations were up significantly for the period, but big trucks continue to lag.

The decline in August was due to the softening in light-truck sales late in the second quarter.

Light-truck registrations during the month totaled 176,872 units, down 3 percent from July's 182,326 and 16.1 percent below June's 210,736.

Group 1 was up 2 percent from July—103,519 versus 101,461—but was down 7.9 percent from June's 114,612.

Group 2's August total of 72,026 units was 9.4 percent under July's 78,565 and 23.5 percent below June's 94,213.

Group 3 had 1,327 tallies during the month, 42.3 percent off July's 2,300 and 20.6 percent below June's 1,911.

However, light-truck registrations in the first eight months were 11.3 percent higher than a year ago — 1,477,157 versus 1,327,135—and there were good gains in all three weight classifications.

The Group 1 total of 822,768

Continued on Page 26, Col. 2

HD registrations off 17.5 percent; Ford still is No. 1

Registrations of new heavy trucks in the U. S. in the first eight months of 1982 dropped 17.5 percent below last year's total, with Ford clinging to a slim lead over International.

Through August, according to R. L. Polk & Co. statistics, there were 88,108 Groups 7 and 8 registrations, compared with 106,821 in the comparable period a year ago.

The Group 7 count for the eight months was 39,243, a decline of 13.6 percent from last year's 45,400 units. Group 8 tallies were down 20.4 percent, from 61,421 units through August, 1981, to 48,865.

Ford's big-truck registrations climbed to 20,904 units and accounted for 23.72 percent of the industry's eight month total. Its share this year was up 2.71 percentage points from a year ago's 21.01 percent on 22,447 registrations.

No. 2 International had 19,134 tallies through August, good for

Continued on Page 26, Col. 2

U. S. TRUCK REGISTRATIONS
EIGHT MONTHS, 1982 VS. 1981★

	8 mos., 1982	Percent Share of '82 market	8 mos., 1981	Percent Share of '81 market	'82-'81 Change, Pct. pt.
Chevrolet	502,998	31.56	443,995	30.21	+ 1.35
Ford	484,579	30.41	473,054	32.19	− 1.78
Dodge	149,705	9.39	111,873	7.61	+ 1.78
GMC	142,192	8.92	106,193	7.36	+ 1.56
Jeep	38,811	2.43	38,181	2.60	− 0.17
International	29,483	1.85	41,182	2.80	− 0.95
Mack	10,421	0.65	12,585	0.86	− 0.21
Plymouth*	7,165	0.45	10,703	0.73	− 0.28
Kenworth	4,870	0.31	7,087	0.48	− 0.17
Freightliner	4,731	0.30	5,808	0.39	− 0.09
Peterbilt	3,736	0.23	4,120	0.28	− 0.05
Mercedes-Benz	2,006	0.13	2,394	0.16	− 0.03
White	1,490	0.09	1,837	0.12	− 0.03
Western Star	446	0.03	532	0.04	− 0.01
Volvo	413	0.03	1,108	0.08	− 0.05
Autocar	408	0.03	809	0.05	− 0.02
Miscellaneous**	210,281	13.19	206,309	14.04	− 0.85
TOTALS	1,593,735	100.00	1,469,770	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Delaware, August, 1981.
*Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS
EIGHT MONTHS, 1982 VS. 1981★

	8 mos., 1982	Percent Share of '82 market	8 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	20,904	23.72	22,447	21.01	+ 2.71
International	19,134	21.72	27,482	25.73	− 4.01
GMC	15,752	17.88	14,490	13.57	+ 4.31
Mack	9,019	10.24	11,680	10.93	− 0.69
Chevrolet	5,468	6.20	7,267	6.80	− 0.60
Kenworth	4,870	5.53	7,087	6.63	− 1.10
Freightliner	4,731	5.37	5,808	5.44	− 0.07
Peterbilt	3,736	4.24	4,120	3.86	+ 0.38
White	1,490	1.69	1,837	1.72	− 0.03
Mercedes-Benz	641	0.73	591	0.55	+ 0.18
Western Star	446	0.51	532	0.50	+ 0.01
Volvo	413	0.47	1,093	1.02	− 0.55
Autocar	408	0.46	809	0.76	− 0.30
Miscellaneous	1,096	1.24	1,578	1.48	− 0.24
TOTALS	88,108	100.00	106,821	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Delaware, August, 1981.

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF INDIANA
SOUTH BEND DIVISION

UNITED STATES OF AMERICA, Plaintiff,	**CIVIL No. 8**
vs.	
FORD MOTOR COMPANY, UNIVERSAL CREDIT CORPORATION, et al., Defendants.	

TAKE NOTICE that FORD MOTOR COMPANY ("Ford"), a defendant in this action, and C.I.T. FINANCIAL CORPORATION, as the successor to defendants Universal Credit Corporation, Universal Credit Company (a Delaware corporation), Universal Credit Company (an Indiana corporation), Universal Credit Company, Inc., Commercial Investment Trust Corporation and Commercial Investment Trust, Inc., have filed motions for an order terminating the "Final Decree" in this action, which was entered on November 15, 1938, and subsequently modified. The plaintiff, the United States of America, has consented to the entry of such an order, but has reserved the right to withdraw its consent for at least seventy (70) days after the publication of this notice.

The complaint in this action, which was filed in 1938, alleged that Ford had combined and conspired with its affiliated finance companies to restrain trade and commerce in the wholesale and retail sale and FINANCING of Ford AUTOMOBILES by requiring dealers in Ford cars to patronize only the finance companies affiliated with Ford. The Final Decree, as modified, requires, among other things, that Ford:

1. accept payment from any finance company selected by a dealer;
2. provide, upon request, substantially equivalent office space in its manufacturing and assembly plants to all finance companies that extend wholesale financing to dealers if it furnishes such space to any finance company;
3. provide information concerning its dealers to all finance companies, if it provides such information to any finance company;
4. not enter into any contract with any dealer that requires the dealer (a) to patronize any particular finance company, or (b) to observe any plan or rate for financing automobiles established by any finance company owned or controlled by Ford;
5. not terminate any dealer, or threaten to do so, because of the dealer's failure to patronize any particular finance company;
6. not attempt to influence any dealer or prospective dealer to patronize a finance company owned or controlled by Ford by sending an agent of Ford and an agent of the favored finance company to visit the dealer at the same time; and
7. not pay any money to any finance company with the purpose or effect of inducing or enabling such finance company to offer to Ford dealers a lower finance charge than it would offer in the absence of such payment, unless Ford offers equivalent payments to every other finance company offering such lower finance charge.

Interested persons may submit comments concerning this matter by sending them to John W. Clark, Chief, Special Trial Section, Antitrust Division, Department of Justice, Washington, D.C. 20530 (telephone: 202-724-6335). Such comments must be received by the Division within sixty (60) days.

Copies of the complaint, Final Decree (as modified), motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7416, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone: 202-633-2481), and at the Office of the Clerk of the United States District Court for the Northern District of Indiana, South Bend Division, 305 Federal Building, 204 South Main Street, South Bend, Indiana 46601. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the copying fee set by Department of Justice regulations.

"OUR BUSINESS IS GREAT"
. . . Yours will be too when you turn customers and "people" into walking billboards with our friendship referral concept. Send your business card and we'll send you a . . . "Gesture of Friendship." ® Write to:
"BAILEY FRIENDSHIP SYMBOLS"
47 Christine Dr., N. Tonawanda, N.Y. 14120
(GOOD IDEAS SHOULD BE SHARED)

JINGLES FOR DEALERSHIPS
Elephant Recording Studios
EAST DETROIT, MICHIGAN 48021 (313) 773-9386

Light-truck sag drags down Aug. registration total

Continued from Page 20

units was 12.2 percent higher than last year's 733,101. Group 2 was up 9.5 percent, from 585,325 units in 1981 to 641,058. There were 13,331 Group 3 tallies, 53.1 percent higher than last year's 8,709 units.

Medium trucks were down 20.5 percent through August, with decreases in all three weight groups. The eight-month total was 28,470, compared with 35,814 in 1981.

Only seven Group 4 mediums were registered in the first eight months, compared with 11 last year. Group 5 was off 15.4 percent, from 1,295 units a year ago to 1,096. Group 6's total of 27,367 tallies was 20.7 percent lower than the year-earlier 34,508 units.

Heavy-truck registrations for the eight months dropped 17.5 percent to 88,108, compared with 106,821 units a year ago, and there were sharp declines in both weight groups.

Group 7 had 39,243 tallies, off 13.6 percent from the year earlier 45,400, while the Group 8 count was down 20.4 percent — 48,865 versus 61,421.

HD registrations off 17.5 percent; Ford still is No. 1

Continued from Page 20

21.72 percent of the total. Its penetration was off 4.01 percentage points from 1981, when its 27,482 registrations accounted for 25.73 percent.

International continues as the leader in Group 8 registrations, while Ford is No. 1 in the Group 7 count by a wide margin.

Through August, International had 11,103 Group 8 tallies, accounting for 22.7 percent of the total. Mack was in second place with 8,609, good for 17.6 percent. No. 3 Ford accounted for 12.4 percent with 6,079 units.

Ford had 37.8 percent of the Group 7 registrations through August, with 14,825 tallies. GMC was No. 2 with 9,930 units and 25.3 percent, while International placed third with 8,031, good for 20.5 percent.

Cummins acquires Bendix big-diesel controls operation

Continued from Page _

cations for passenger cars, light, medium and heavy trucks and off-highway equipment, according to George H. Siegel, general manager, Bendix Diesel Controls Division.

Cummins said the Bendix injector is fully compatible with the Cummins four-cycle direct-injector system and that the system holds the promise of providing greater engine efficiency, while meeting exhaust-emissions requirements.

The diesel-controls operation will continue to be located in the Detroit area, and will be known as Diesel Controls Technology, Inc., a wholly owned subsidiary of Cummins. Cummins also has agreed to purchase laboratory equipment from Bendix for use by the new group.

GMAC promotes Lang

WORCESTER, Mass.—Kurt S. Lang has been promoted to branch manager of the GMAC office here.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT MONTHS, 1982 VS. 1981★

		Group 1 8,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**59**	**59**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	75	75
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**408**	**408**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	809	809
BROCKWAY	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Aug. '82**	**28,827**	**22,832**	**1,315**	.....	**28**	**686**	**633**	**57**	**54,378**
	Aug. '81	30,403	23,558	736	.....	60	755	826	127	56,465
	Year to Date '82	**269,994**	**211,355**	**12,587**	.....	**270**	**3,324**	**5,007**	**461**	**502,998**
	Year to Date '81	237,825	184,242	8,254	.....	567	5,840	6,509	758	443,995
(Memo Units) #	**Aug. '82**	**16,700**	**8,828**	.....	.....	.....	.....	.....	.....	**25,528**
	Aug. '81	10,814	8,321	.....	.....	.....	.....	.....	.....	19,135
	Year to Date '82	**161,821**	**72,565**	.....	.....	.....	.....	.....	.....	**234,386**
	Year to Date '81	91,674	56,211	.....	.....	.....	.....	.....	.....	147,885
DODGE	**Aug. '82**	**12,242**	**6,453**	**1**	.....	.....	.....	.....	.....	**18,696**
	Aug. '81	8,093	6,133	27	1	.....	.....	.....	.....	14,254
	Year to Date '82	**97,946**	**51,740**	**19**	.....	.....	.....	.....	.....	**149,705**
	Year to Date '81	63,686	47,847	337	3	.....	.....	.....	.....	111,873
(Memo Units) #	**Aug. '82**	**6,911**	**4,791**	.....	.....	.....	.....	.....	.....	**11,702**
	Aug. '81	4,237	3,609	.....	.....	.....	.....	.....	.....	7,936
	Year to Date '82	**60,936**	**36,056**	.....	.....	.....	.....	.....	.....	**96,992**
	Year to Date '81	38,201	27,423	24	.....	.....	.....	.....	.....	65,648
FORD	**Aug. '82**	**22,154**	**32,736**	.....	.....	.....	**1,940**	**1,867**	**879**	**59,576**
	Aug. '81	21,513	36,774	.....	.....	.....	2,254	2,240	742	63,523
	Year to Date '82	**164,868**	**290,601**	.....	.....	.....	**8,206**	**14,825**	**6,079**	**484,579**
	Year to Date '81	158,798	281,761	.....	.....	.....	10,048	16,765	5,682	473,054
(Memo Units) #	**Aug. '82**	**13,741**	**13,682**	.....	.....	.....	.....	.....	.....	**27,423**
	Aug. '81	6,797	12,645	.....	.....	.....	.....	.....	.....	19,442
	Year to Date '82	**91,772**	**109,946**	.....	.....	.....	.....	.....	.....	**201,718**
	Year to Date '81	57,690	91,868	.....	.....	.....	.....	.....	.....	149,558
FREIGHTLINER	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**624**	**624**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	633	633
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,731**	**4,731**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,808	5,808
GMC	**Aug. '82**	**6,851**	**7,777**	**11**	.....	**133**	**555**	**765**	**713**	**16,805**
	Aug. '81	5,080	6,263	45	.....	133	511	929	922	13,883
	Year to Date '82	**57,386**	**64,791**	**725**	.....	**817**	**2,721**	**9,930**	**5,822**	**142,192**
	Year to Date '81	39,400	49,608	116	.....	720	3,859	7,298	7,192	108,193
(Memo Units) #	**Aug. '82**	**3,319**	**2,553**	.....	.....	.....	.....	.....	.....	**5,872**
	Aug. '81	779	1,965	.....	.....	.....	.....	.....	.....	2,744
	Year to Date '82	**28,466**	**19,346**	.....	.....	.....	.....	.....	.....	**47,812**
	Year to Date '81	6,124	14,068	.....	.....	.....	.....	.....	.....	20,192
INTERNATIONAL	**Aug. '82**	.....	.....	.....	.....	.....	**2,042**	**1,024**	**1,049**	**4,115**
	Aug. '81	.....	127	.....	.....	.....	2,033	1,319	1,855	5,324
	Year to Date '82	.....	.....	.....	.....	.....	**10,349**	**8,031**	**11,103**	**29,483**
	Year to Date '81	.....	1,873	.....	.....	.....	11,827	12,976	14,506	41,182
(Memo Units) #	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Aug. '82**	**3,003**	**1,429**	.....	.....	.....	.....	.....	.....	**4,432**
	Aug. '81	4,168	2,013	.....	.....	.....	.....	.....	.....	6,181
	Year to Date '82	**23,249**	**15,562**	.....	.....	.....	.....	.....	.....	**38,811**
	Year to Date '81	24,195	13,986	.....	.....	.....	.....	.....	.....	38,181
(Memo Units) #	**Aug. '82**	**3,003**	**1,131**	.....	.....	.....	.....	.....	.....	**4,134**
	Aug. '81	4,168	1,362	.....	.....	.....	.....	.....	.....	5,530
	Year to Date '82	**23,249**	**11,713**	.....	.....	.....	.....	.....	.....	**34,962**
	Year to Date '81	24,195	10,152	.....	.....	.....	.....	.....	.....	34,347
KENWORTH	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**530**	**530**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	873	873
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,870**	**4,870**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	7,087	7,087
MACK	**Aug. '82**	.....	.....	.....	.....	.....	**138**	**64**	**867**	**1,069**
	Aug. '81	.....	.....	.....	.....	.....	157	30	1,412	1,599
	Year to Date '82	.....	.....	.....	.....	.....	**1,402**	**410**	**8,609**	**10,421**
	Year to Date '81	.....	.....	.....	.....	.....	905	189	11,491	12,585
MERCEDES-BENZ	**Aug. '82**	.....	.....	.....	.....	.....	**142**	**88**	.....	**230**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	.....	275
	Year to Date '82	.....	.....	.....	.....	.....	**1,365**	**641**	.....	**2,006**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	2,394
PETERBILT	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**359**	**359**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	517	517
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,736**	**3,736**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	4,120	4,120
PLYMOUTH	**Aug. '82**	**446**	**261**	.....	.....	.....	.....	.....	.....	**707**
	Aug. '81	849	296	.....	.....	.....	.....	.....	.....	1,145
	Year to Date '82	**4,444**	**2,721**	.....	.....	.....	.....	.....	.....	**7,165**
	Year to Date '81	7,812	2,891	.....	.....	.....	.....	.....	.....	10,703
VOLVO	**Aug. '82**	.....	.....	.....	.....	.....	.....	**66**	**13**	**79**
	Aug. '81	.....	.....	.....	.....	.....	.....	119	65	184
	Year to Date '82	.....	.....	.....	.....	.....	.....	**290**	**123**	**413**
	Year to Date '81	.....	.....	.....	.....	2	13	573	520	1,108
WESTERN STAR	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**38**	**38**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	53	53
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**446**	**446**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	532	532
WHITE	**Aug. '82**	.....	.....	.....	.....	.....	.....	.....	**312**	**312**
	Aug. '81	.....	.....	.....	.....	.....	.....	.....	184	184
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,490**	**1,490**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,837	1,837
MISCELLANEOUS*	**Aug. '82**	**29,996**	**538**	.....	**2**	**2**	.....	**15**	**104**	**30,657**
	Aug. '81	28,432	351	.....	1	.....	213	144	136	29,277
	Year to Date '82	**204,881**	**4,288**	.....	**7**	**9**	.....	**109**	**987**	**210,281**
	Year to Date '81	201,385	3,117	2	8	6	2,016	1,090	1,013	208,637
TOTALS	**Aug. '82**	**103,519**	**72,026**	**1,327**	**2**	**163**	**5,503**	**4,522**	**5,604**	**192,666**
	Aug. '81	98,538	75,515	808	2	193	5,913	5,607	7,599	194,175
	Year to Date '82	**822,768**	**641,058**	**13,331**	**7**	**1,096**	**27,367**	**39,243**	**48,865**	**1,593,735**
	Year to Date '81	733,101	585,325	8,709	11	1,295	34,508	45,400	61,421	1,469,770

★—No registrations for Oklahoma, 1982 and 1981; Delaware, August, 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data

TOYOTA "SPORT" CONVERTIBLES

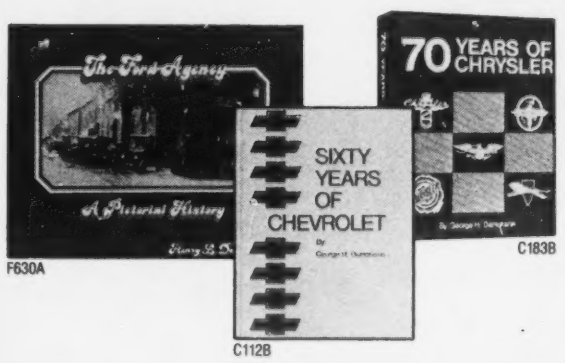
"AMERICAN CUSTOM COACHWORKS, LTD."

Custom built convertibles with their "fully automatic convertible top" have already proven they sell very fast and are **very profitable** for Toyota dealers to sell. They are the very highest quality of craftsmanship, and are the finest showroom traffic builders, and with their superb engineering and style create additional business. Base units can be drop shipped to American Custom Coachworks, Ltd. plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 OR (213) 278-0643
FOR MORE INFORMATION

★QUALIFIED DISTRIBUTOR POINTS ARE AVAILABLE AN-22

Automotive News Bookshelf



F630A C112B C183B

THE FORD AGENCY: A PICTORIAL HISTORY, *by Henry Dominquez.* The history of the dynamic Ford Dealership network in text and pictures. Learn how Ford met the cash crunch of the early twenties. . . how dealers survived the depression. . . built strategies to sell genuine Ford parts to independent garages. . . special sales approaches to stimulate new business. . . and much more! Almost an owners manual for the Ford dealership. A unique book on the past and present of your business. Softbound, 136 pgs. F630A **$12.95**

SIXTY YEARS OF CHEVROLET, *by George H. Dammann.* This is the only complete illustrated history of Chevrolet. It covers all automobile and most truck models from 1912-1972. Chronologically arranged, each year is a separate chapter. Has production figures by body style 1927-57, and production totals by Series for all other years. Complete with list prices, weights, model numbers and technical information. Lg. Hardbound, 320 pgs. C112B **$19.95**

70 YEARS OF CHRYSLER, *by George H. Dammann.* Complete illustrated history of Chrysler cars from 1894 through 1974. Included in the chapters are photos of interiors, experimental models and other limited production styles. Includes coverage of Maxwell, Chalmers, Stoddard-Dayton, Columbia and Brush cars. Lg. Hardbound, 384 pgs. C183B **$24.95**

Make checks payable to
Automotive News Bookshelf
965 E. Jefferson • Detroit, MI 48207

Calls accepted on MasterCard & VISA orders. Contact: Lisa Sommers at (313) 567-9520

Please send Book Numbers: (include Qty. if more than 1):

F630A _____ C112B _____ C183B _____
Book Total $_____ plus $2.25 ea. postage $_____
Michigan Residents add 4% sales tax TOTAL $_____

☐ Check enclosed ☐ Charge to my: ☐ VISA ☐ MasterCard

Card No. _____ Expiration Date _____

Signature _____

Name _____ Daytime Phone _____

Address _____

City & State _____ Zip _____

PLEASE ALLOW 3-5 WEEKS FOR DELIVERY • 10-DAY MONEY BACK GUARANTEE

Automotive News Bookshelf

National pay scale for service chiefs tops $50,000

CHICAGO.—The 1982 annual survey of compensation in the service field conducted under the direction of the National Assn. of Service Managers (NASM) by Abbott Langer & Associates shows that senior service executives in major companies in the U. S. generally earn salaries in excess of $50,000 per year with a good many exceeding $60,000.

In most cases, the survey shows, field service engineers and representatives and regional managers who are supervised by the national managers are earning from $24,000 to $34,000 per year in major firms.

All of these figures, according to Marvin Lurie, NASM executive director, indicate that wages in the service field are rising slightly better than the current rate of inflation. Average salaries earned are lower than those mentioned which represent the top people and the top companies in the field.

The annual survey includes job descriptions and salary ranges for national service managers, assistant national managers, regional service managers, local service managers, field service supervisors, field service engineers, senior field service representative, field service representatives, bench service repairmen, national parts managers, service training instructors, technical writing supervisors and warranty managers.

Virtually all types of manufacturing firms are covered by the survey; direct service firms and merchandising firms are included as well.

The survey shows that approximately two-thirds of all firms pay 100 percent of all types of insurance that is provided directly to employes. Somewhat fewer but still a significant percentage pay dependents' premiums as well.

Where Auto Market was in 1982 Model Year

	Total Sales	Pct. of Total
SUBCOMPACT	1,296,932	16.84
COMPACT	1,386,754	18.01
INTERMEDIATE	1,620,760	21.05
STANDARD	818,652	10.63
LUXURY	419,908	5.45
IMPORT	2,157,890	28.02
TOTAL	7,700,896	100.00

DOMESTIC SALES

	Model Year 1982	Model Year 1981
AMERICAN MOTORS	99,300	145,206
Chrysler	149,628	108,129
Imperial	2,807	6,368
Plymouth	255,893	332,169
Dodge	250,392	317,869
CHRYSLER CORP.	658,720	764,535
Ford	888,633	1,058,044
Mercury	319,697	364,335
Lincoln	81,653	65,582
FORD MOTOR CO.	1,289,983	1,487,961
Buick	694,742	756,186
Cadillac	237,032	226,427
Chevrolet	1,234,988	1,566,391
Oldsmobile	759,000	882,505
Pontiac	461,845	601,218
GENERAL MOTORS	3,387,607	4,032,727
VOLKSWAGEN	107,396	160,022
U.S. INDUSTRY TOTAL	5,543,006	6,590,451

IMPORT SALES BY MODEL

	Sept., 1982	Sept. 1981	9 Mos., 1982	9 Mos., 1981
Alfa Romeo	218	193	1,561	1,651
Audi	4,433	3,977	34,651	38,644
4000	1,464	1,445	10,376	15,232
4000d	332	.....	2,378	.....
5000	1,508	1,310	12,481	12,856
5000d	38	529	1,257	4,874
5000 Turbo	308	461	3,185	4,115
5000 TD	300	.....	1,887	.....
Coupe	453	232	3,076	1,567
Quattro	30	.....	161	.....
BMW	4,606	3,612	38,032	32,495
320	3,535	2,860	.....	25,168
528	755	511	.....	4,701
633	56	52	.....	847
733	260	189	.....	1,779
Chrysler/Mitsubishi	13,076	8,877	85,005	86,990
Champ	5,290	3,333	31,176	32,873
Colt	4,880	3,522	32,144	33,363
Sapporo	1,644	1,056	10,040	10,759
Challenger	1,262	966	11,645	9,995
DeLorean	271	200	2,465	729
Fiat	649	2,466	12,566	27,687
Strada	158	501	4,158	5,863
Brava	60	499	2,311	6,493
X-1/9	90	403	2,105	5,546
Spider	341	1,063	3,992	9,766
Honda	29,105	30,460	279,511	298,379
Civic	11,051	9,355	101,043	121,687
Accord	14,944	16,856	148,687	140,598
Prelude	3,110	4,249	29,781	36,094
Isuzu	1,599	1,664	10,774	13,411
Jaguar	797	353	6,880	3,279
Lancia	101	91	761	898
Mazda	14,232	12,378	121,480	131,057
GLC	4,483	4,307	39,964	50,190
626	6,212	4,181	44,209	47,737
RX-7	3,537	3,890	37,307	33,130
Mercedes-Benz	5,277	3,643	47,579	46,583
240D	764	905	10,511	11,030
300D	1,748	825	11,490	10,472
300CD	136	49	1,304	894
300TD	192	255	2,173	2,476
300SD	1,402	644	12,122	11,598
280E	.....	180	28	1,060
280CE	.....	48	1	552
380SEL	238	182	2,535	1,644
380SL	683	500	6,076	5,491
380SEC	112	.....	1,318	1,284
Misc.	2	4	21	82
Nissan	41,090	38,274	355,351	368,111
Sentra/210	15,666	13,449	144,143	128,017
310	4,474	7,901	38,606	65,895
Stanza	5,979	2,487	44,696	35,171
Maxima	4,898	2,445	38,353	25,444
200SX	4,616	5,995	39,862	62,174
280ZX	5,193	5,861	45,557	48,579
Hawaii	259	171	3,562	2,756
Misc.	.....	.....	.....	75
Peugeot	1,110	1,121	10,850	12,861
504	98	189	1,259	1,927
505	395	150	3,051	1,681
505D	57	92	660	1,720
505TD	466	592	5,105	7,049
604	74	78	557	328
Tourist	20	20	218	156
Porsche	784	670	9,739	8,254
924	17	213	1,667	2,402
924 Turbo	14	125	627	1,460
944	398	.....	2,567	.....
911SC	244	214	3,318	2,931
928	111	118	1,560	1,443
930 Turbo	.....	.....	.....	18
Renault	2,689	2,475	28,996	23,329
Le Car	1,706	1,453	14,348	14,524
18i	166	1,022	7,029	8,805
Fuego	817	.....	7,619	.....
Saab	1,358	1,121	13,692	10,700
99	.....	4	1	252
900	333	178	3,360	1,653
900S	283	435	3,064	3,442
Turbo	709	500	7,037	5,255
Tourist	33	4	230	98
Subaru	13,393	12,845	111,459	118,619
Toyota	37,718	32,416	400,775	459,787
Starlet	2,172	2,054	15,309	27,675
Corolla	12,618	12,578	134,859	201,788
Tercel	9,632	6,907	99,440	93,439
Celica	6,780	6,193	89,474	79,754
Supra	2,944	574	25,414	10,290
Corona	10	1,557	3,086	18,767
Cressida	3,056	1,903	27,400	22,367
Land Cruiser	213	122	2,216	1,393
Hawaii	293	525	3,577	4,314
Volkswagen	6,043	6,924	50,342	67,369
Rabbit Conv.	719	968	6,805	10,116
Jetta	1,917	3,125	15,556	21,967
Vanagon	1,004	793	9,815	8,732
Quantum	1,031	42	8,086	1,726
Dasher	27	801	588	10,729
Scirocco	1,345	1,195	9,492	14,099
Volvo	4,050	3,311	59,972	52,950
DL	1,947	1,660	33,370	33,045
GL	678	740	9,166	7,898
GLT	.....	357	197	3,105
GLT Turbo	722	321	8,187	2,370
GLE	238	174	2,201	3,502
DL Diesel	28	8	486	1,421
GL Diesel	408	2	5,601	2
Coupe	2	44	76	1,030
Tourist	27	5	688	300
GT	.....	.....	.....	277
TOTAL IMPORTS	182,599	167,819	1,682,441	1,849,756

Sentra derivative slated to replace Datsun 310

Nissan introduces sporty Pulsar NX

CARSON, Calif.—Nissan Motor Corp. in U.S.A. has introduced the Pulsar NX, first of the series that will replace the Datsun 310 in the company's lineup.

Pulsar NX is a sport coupe powered by a 1.6-liter SOHC four-cylinder engine. The front-wheel-drive car's powerplant is similar to the E-series engine used in the Sentra.

The entire Pulsar line, which will include three-door and five-door hatchbacks to be introduced after the first of the year, is built off the Sentra platform. Company officials said the staggered introduction, with the NX bowing first and the hatchbacks later, will give dealers time to clear out stocks of 310s.

The small, sporty model competes with such domestic models as the Ford EXP and Mercury LN7. It is hoped that sales of the NX will offset some of the softness in 200-SX sales.

Pulsar NX is offered in one trim level only and the base price is $7,399.

Standard features include a sunroof, AM/FM stereo with four speakers; cloth interior; tinted glass; full instrumentation including clock, tachometer, coolant gauge and trip odometer; split fold-down rear seat; adjustable steering column; concealed pop-up headlights, and remote trunk, hood and fuel-filler door releases.

The NX is also equipped with power rack-and-pinion steering, five-speed manual transmission with fourth- and fifth-gear overdrive, independent suspension, power front disk/rear drum brakes and flush-mounted glass.

Options include alloy wheels, air conditioning and three-speed automatic transaxle with lock-up torque converter.

Other changes in Nissan's lineup for 1983 include the addition of a 1.7-liter diesel powerplant as an option in Sentra; a three-speed automatic transaxle with lock-up torque converter as a new option for Stanza, and a minor facelift on the Maxima, which includes a new grille and tail-lamp treatment.

First replacement for Datsun 310

Nissan Pulsar NX, the first of the series that will replace the Datsun 310 line, is built from the Sentra platform and fitted with a 1.6-liter SOHC four-cylinder engine. The sporty front-drive Pulsar has a long list of standard equipment for the base price of $7,399. Hatchbacks are to debut in calendar 1983.

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1982	$7,938	$8,253	$8,749
1981	6,274	6,564	6,591
1980	5,069	5,204	5,348
1979	4,578	4,907	4,830
1978	3,499	3,822	3,867
1977	2,824	3,010	3,038
1976	1,955	1,976	2,046
1975	1,265	1,271	1,357
OVERALL AVERAGE	$4,484	$4,807	$4,910

Used car sales

Auction Averages

October to date	$4,484
Month ago	$4,851
Year ago	$4,379

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type-1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

WEDNESDAY 11:00 a.m.

ATTEND THE FLINT AUTO AUCTION

Averaging 600-700 cars

4 LANES

- Our 30th Year
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim & Bill Williams

FLINT AUTO AUCTION

3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

OHIO

Wednesday Auto Auction of Columbus, Ohio
will present on November 3, 1982

SPECIAL SALE

of

Budget

Budget Rent-a-Car

Lincoln-Mercury Products

Approximately 80 Units

• Lincolns • Lynx's • Cougars
• XR7's • Capris • Zephyrs • Marquis
will be sold.

This sale is open to all dealers, and will start at 2 o'clock.

— Balance Of Factory Warranty Available On All Cars —

Don't Forget... Every Wednesday

2 Big Sales

11:30 A.M.	4:15 P.M.
The Regular Sale	The Lease As Is Sale
With 1,000 Plus Cars	With 250 Plus Cars

Columbus Fair Auto Auction
Exit 49 on I-270 South Columbus By-Pass
4700 Groveport Road, Obetz, Ohio
(614) 497-2000

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

FOR SALE OR RENT

Property of Syracuse Auto Auction, Inc. 14 acres prime land. Complete auto auction facilities. Priced for immediate sale—Will hold mortgage.

Contact: **Scott Chatfield**
Day — 1-315-698-8991
Night — 695-8744

CANADA

CANADA'S NEWEST & FINEST

Wholesale Dealers Auction
Register Now For Our Mailing List & Weekly Specials

EVERY THURSDAY 10 A.M.

PARKWAY DEALERS AUCTION
9595 Trans Canada Hwy. No. 40
Ville St. Laurent (Montreal) Quebec,
Canada H4S 1A3 **(514) 332-3020**

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

ARIZONA

Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

MARYLAND

BEL AIR AUTO AUCTION
BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
FULL SERVICE AUCTION
Member NAAA
Call: 301-838-5880 or 301-879-7950
Rt. 1, Bel Air, Maryland 21014

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

NEW MEXICO

NEW LOCATION
NEW SALE TIME
NEW SALE DATE
GREATER ALBUQUERQUE AUTO AUCTION
2019 MENAUL N.E.
New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
505-883-7772
Member NAAA & WAAA

MINNESOTA

• MPLS. AUTO AUCTION •

1,000 plus UNITS
TUESDAYS
11:00 A.M.
3 RINGS
RECON FACILITIES
PICKUP ANYWHERE

MINNEAPOLIS AUTO AUCTION
1125 NATHAN LANE
MINNEAPOLIS, MINN. 55441
612-546-2403

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N. Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. Sa. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

CANADA

AUCTION

CANADA!

Wednesday
MONTREAL AUTO AUCTION, LTD.
325 Rue Norman
Ville St. Pierre P.Q.
Canada, H8R 1A3
Ph. (514) 489-6873
(DEALER AUCTION)

Thursday
ONTARIO AUTO AUCTION
406 Lake Ave. North
Hamilton, Ont. Canada L8E 3C2
Ph. (416) 560-4851
(DEALER AUCTION)

Special & Immediate Service to:

- Lease & Daily Rental Companies
- Dealers, Fleet Owners
- Banks & Finance Companies

RETAIL AUCTIONS AND BUSINESS TERMINATION AUCTIONS A SPECIALTY (ON YOUR LOCATION)

- Over 20 years experience
- A Complete Auction Service . . . Both Wholesale & Retail

FOR IMMEDIATE SERVICE
WRITE OR PHONE
MICHAEL LAWRENCE
Montreal Auto Auction Ltd.
325 RUE NORMAN
VILLE ST. PIERRE
QUEBEC, CANADA
H8R 1A3
PH (514) 489-6873

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
4 Lane Selling Every Tuesday

—Use Automotive News Want Ads for Quick Action—

113,398 cars scheduled for week

4 plants return, car output rises

By Patricia Hoffman
Staff Writer

The return of four assembly points, plus overtime schedules at two facilities, helped boost last week's domestic car production from the previous week's total.

The auto makers targeted 113,398 units last week, a 16.42 percent gain over the previous week's 97,403, but down 12.88 percent from 130,168 units built in the comparable 1981 period.

General Motors' Bowling Green (Corvette) facility remained idle last week for model changeover. Assembly of 1982 Corvettes ended at the plant on Oct. 13, placing about 1,000 workers on indefinite layoff. Operations are slated to resume Dec. 1.

The GM Janesville and Lordstown plants were idle last week for inventory control. Production is slated to resume at the points today (Oct. 25).

Ford Motor's Lorain plant, idled Oct. 13, remained closed last week for changeover.

Operations resumed last week at GM's Willow Run point and Chrysler Corp.'s Belvidere and Jefferson plants following downtime due to overstocked inventory.

Also back last week was GM's Van Nuys facility. The plant was idled Oct. 4 for model changeover.

To compensate for the previous week's downtime due to a parts shortage, GM's Detroit facility operated 48 minutes of overtime on each of two shifts last week, plus two eight-hour shifts on Saturday (Oct. 23).

The Ford Wayne plant also operated six days last week.

So far this year, the manufacturers have assembled 4,208,314 units, down 22.16 percent from last year's 5,406,562.

UAW polls Chrysler workers on whether to strike or talk

Continued from Page 1

of cars in the field, currently 77 days, and sluggish sales.

But Minor said there are other problems. He said buyers who have special-ordered cars won't wait and will substitute other makes. Fleet owners will also be substituted since those buyers can't afford to wait out a strike. Another problem is the fixed costs which will chew the cash flow "to death," he said.

Chrysler currently pays out $15 million a day to suppliers and must meet a $28 million weekly payroll. That would, of course, be cut if the 90,000 UAW-represented workers were on strike.

The union has blamed the pact's rejection on Chrysler Chairman Lee Iacocca's financial bragging of the $1 billion cash reserve. The UAW said this boosted the workers' expectations.

"I'm afraid it's the sentiment of the rank and file that the $1 billion is a pot of gold that should be tapped," Miner said.

In reality, he said, the $1 billion is a cushion for the company since it can no longer borrow and is faced with a debt of $1.2 billion in federal loan guarantees.

According to Miner the rejected agreement would cost the company $80 million for union-represented workers. He said it gave the workers a raise of 75 cents an hour in wages and benefits during its one-year length.

But the Chrysler workers soundly rejected the pact.

UAW President Douglas A. Fraser said it is the view of the bargaining committee that they extracted everything from Chrysler that was possible in the rejected agreement. But, he said, the "membership has spoken on this agreement" and "we have to abide by the will of the majority."

But even in the face of the resounding rejection, Chrysler would not offer more money. According to Miner, the current labor cost at Chrysler is $20.40 an hour, including fringe benefits for active and retired workers. The average hourly rate is $9.80 including overtime and shift premium.

"In the U. S. today, you can't pooh-pooh a job which delivers into your paycheck over $20,000 a year, and we are going to increase that in the first year by another $20 a week," Miner said.

Westport Volvo opens

WESTPORT, Conn.—Westport Volvo has opened here. Felix F. Callari is president of the dealership, and Al Torre is general manager.

Truck production falls for week; 35,716 assembled

Domestic truck production last week fell 3.62 percent from the previous week's total as assembly of light-duty GMC and Chevrolet trucks was idled at General Motors' Flint plant. This offset overtime schedules at two facilities and the return of Chrysler Corp.'s Belvidere point.

The truck makers slated 35,716 units last week, down from the previous week's 37,058, and down 5.79 percent from 37,913 trucks built in the comparable 1981 period.

So far this year, the manufacturers have completed 1,596,935 units, a 15.95 percent gain from 1,377,229 finished in the same period last year.

The GMC and Chevrolet truck line at GM's Flint facility was idled last week for inventory adjustment. About 1,500 workers were placed on indefinite layoff.

Also at GM, the Pontiac (GMC truck and coach) line was closed last week for the second of a two-week shutdown to control inventory. Operations are slated to resume today (Oct. 25).

Full-week output in Canada trails holiday period

Downtime at General Motors' Oshawa (No. One) facility and American Motors' Brampton point pulled last week's Canadian car production 5.90 percent below that of the previous holiday-shortened week.

Car output last week was estimated at 11,001 units, down from 11,691 built during four days the previous week due to the Thanksgiving Day holiday. The total also fell 27.41 percent below last year's 15,155 units.

So far this year, the auto makers have completed 692,549 units, a 4.50 percent gain from 662,746 finished in last year's comparable period.

Truck production last week fared considerably better than the previous short week's as the makers targeted 11,641 units, up 24.85 percent from the prior week's 9,324, and up 1.26 percent from 11,496 trucks built in the comparable 1981 period.

Year-to-date, the truck manufacturers have assembled 407,906 units, down 2.39 percent from last year's 417,891.

The GM Oshawa (No. One) car facility and AMC's Brampton plant were idle last week for inventory control. Both points are slated to resume production today (Oct. 25).

Also scheduled to return today is Ford Motor's St. Thomas car facility. Operations at the plant were halted Oct. 4 for inventory control. The Ford Oakville plant, also closed due to high inventories, returned last week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 23, 1982	Week Ended Oct. 24, 1981	Week Ended Oct. 16, 1982	Oct. to Date	Jan. 1 to Oct. 24, 1981	Jan. 1 to Oct. 23, 1982
CHEVROLET	9,883	11,942	14,214	36,061	390,927	552,267
DODGE	2,300	2,020	2,127	5,212	77,041	104,586
FORD	16,320	16,461	13,333	40,430	535,706	579,162
GMC	3,383	4,157	3,541	10,273	141,750	193,117
INTERNATIONAL	1,030	1,289	1,043	3,329	60,682	39,881
VOLKSWAGEN	.....	594	.....	.....	34,029	8,103
JEEP	1,750*	.....	1,750*	5,600*	78,188*	71,839*
AM GENERAL	50*	50*	50*	160*	3,186*	1,980*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,200*	55,720*	46,000*
Total Trucks, U. S.	35,716	37,913	37,058	104,265	1,377,229	1,596,935

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 23, 1982	Week Ended Oct. 24, 1981	Week Ended Oct. 16, 1982	Oct. to Date	Jan. 1 to Oct. 24, 1981	Jan. 1 to Oct. 23, 1982
CHRYSLER CORP.	2,556	1,975	2,211	6,538	68,376	85,450
FORD MOTOR	3,025	2,944	2,409	6,246	116,716	112,272
GENERAL MOTORS	5,800	6,314	4,492	12,579	223,397	200,984
INTERNATIONAL	260	263	212	1,034	9,402	9,200
Total Trucks, Canada	11,641	11,496	9,324	26,397	417,891	407,906
N. American Trucks	47,357	49,409	46,382	130,662	1,795,120	2,004,841

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 23, 1982	Week Ended Oct. 24, 1981	Week Ended Oct. 16, 1982	Oct. to Date	Jan. 1 to Oct. 24, 1981	Jan. 1 to Oct. 23, 1982
AMERICAN MOTORS	3,770*	2,000*	3,760*	12,042*	101,572*	74,229*
AMC Total	770*	.....	760*	2,442*	.....	44,529*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	3,000*	9,600*	.....	29,700*
Alliance	3,000*	.....	3,000*	9,600*	.....	29,700*
CHRYSLER CORP.	14,050	17,481	6,227	38,500	656,306	482,688
Plymouth Total	5,650	6,384	2,909	16,117	329,551	194,976
Horizon	2,100	2,638	.....	4,840	127,376	63,138
Reliant	3,500	3,746	2,876	11,126	192,588	130,915
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	33	151	.....	923
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,500	3,608	576	5,000	38,405	93,396
LeBaron	1,100	3,608	576	3,395	33,543	83,917
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	400	.....	.....	1,605	.....	9,479
Dodge Total	6,900	7,489	2,742	17,383	288,350	194,316
Omni	2,300	3,095	.....	4,939	114,018	59,318
Aries	3,900	2,938	2,414	10,191	151,800	102,297
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	300	1,456	328	1,177	6,206	26,233
Dodge 600	400	.....	.....	1,076	.....	6,468
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	26,525	32,462	25,949	69,511	1,155,860	891,420
Ford Division	16,048	22,473	16,420	42,087	788,889	560,095
Escort	7,006	9,126	7,203	16,146	313,181	224,586
Fairmont	2,950	3,942	2,979	6,564	156,210	100,673
Must./Must. II	1,744	4,102	1,811	5,695	133,035	104,949
LTD/Granada	4,186	3,816	4,255	13,187	87,239	94,739
Thunderbird	.....	1,229	.....	.....	57,158	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	162	258	172	495	1,180	5,822
L-M Division	10,477	9,989	9,529	27,424	366,971	331,325
Mercury Total	8,421	7,596	7,461	20,811	315,314	253,124
Lynx	2,234	1,964	2,061	4,845	105,730	70,038
Capri	485	1,274	461	1,511	43,631	29,129
Zephyr	906	682	877	1,924	45,483	32,216
Marquis/Cougar	1,818	1,456	1,693	5,368	39,218	43,931
XR-7	.....	396	.....	.....	26,929	10,580
Mercury	2,892	1,654	2,304	6,974	53,622	65,679
LN7	86	170	65	189	701	1,551
Lincoln Total	2,056	2,393	2,068	6,613	51,657	78,201
Continental ('82)	411	1,196	414	1,323	6,111	16,167
Lincoln	1,231	763	1,187	3,842	22,687	36,826
Mark VI	414	434	467	1,448	22,859	25,208
GENERAL MOTORS	65,803	74,034	58,639	183,571	3,349,143	2,690,022
Buick Division	16,507	18,735	13,594	44,735	745,851	626,645
Skylark	3,730	5,909	578	4,899	230,728	117,884
Skyhawk J	1,330	.....	1,433	4,295	.....	56,554
Century	1,780	745	1,775	4,470	89,629	96,728
Regal	4,022	5,912	3,938	12,753	223,969	171,625
Buick	4,285	4,492	4,297	13,635	143,588	149,505
Riviera	1,360	1,677	1,573	4,683	57,937	34,349
Cadillac Division	6,275	2,439	4,296	17,670	220,638	192,791
Cimarron	.....	1,034	473	996	20,483	6,246
Seville	490	438	573	1,786	21,136	18,103
Eldorado	1,105	967	1,320	4,020	49,584	46,390
Cadillac	4,680	.....	1,930	10,868	129,435	122,052
Chevrolet Division	17,364	25,180	18,964	54,089	1,229,750	864,838
Chevette	4,810	7,048	4,679	10,456	293,214	180,033
Cavalier	.....	6,484	3,780	7,347	100,566	74,272
Celebrity	1,300	517	1,195	4,435	521	58,384
Camaro	3,791	.....	1,318	5,890	87,701	184,177
Citation	2,545	4,046	2,312	7,901	267,158	142,612
Malibu	2,414	3,764	2,672	8,505	195,678	102,190
Monte Carlo	2,004	2,411	2,523	7,111	116,648	64,380
Chevrolet	500	235	485	1,716	143,074	36,276
Corvette	.....	675	.....	728	25,196	22,514
Oldsmobile Division	19,795	16,167	16,435	50,812	716,011	634,542
Omega	1,570	2,535	.....	1,570	120,306	65,617
Firenza	840	.....	703	2,145	.....	37,833
Cutlass	6,060	4,334	4,878	16,643	322,333	170,454
Cutlass/Ciera	3,520	1,068	3,510	7,030	3,708	103,098
Oldsmobile	6,935	6,467	6,292	20,276	232,301	229,967
Toronado	870	1,263	1,052	3,148	37,363	27,573
Pontiac Division	5,862	11,513	5,350	16,265	436,893	371,206
Acadian†	118	103	118	273	16,526	9,359
2000	.....	2,298	862	1,809	63,470	33,698
1000	672	2,243	842	1,685	75,506	31,305
Firebird	2,497	.....	859	3,881	43,476	110,592
Phoenix	815	1,917	650	2,126	85,190	40,734
G. Prix/B'ville ('83)	1,760	3,394	2,019	6,185	97,909	115,176
A6000	.....	1,558	.....	305	2,725	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	3,250	4,166	2,828	7,581	142,012	67,792
CHECKER	.....	25*	.....	.....	1,669*	2,163*
Total Cars, U. S.	113,398	130,168	97,403	311,205	5,406,562	4,208,314

CANADIAN CAR PRODUCTION

	Week Ended Oct. 23, 1982	Week Ended Oct. 24, 1981	Week Ended Oct. 16, 1982	Oct. to Date	Jan. 1 to Oct. 24, 1981	Jan. 1 to Oct. 23, 1982
AMERICAN MOTORS	.....	588	923	1,942	27,739	25,815
CHRYSLER CORP.	3,440	1,672	3,476	7,618	49,953	133,266
FORD MOTOR	3,736	3,623	403	5,909	175,912	235,221
GENERAL MOTORS	3,600	9,047	6,664	15,099	400,662	289,870
VOLVO	225	225	225	675	8,480	8,377
Total Cars, Canada	11,001	15,155	11,691	31,243	662,746	692,549
N. American Cars	124,399	145,323	109,094	342,448	6,069,308	4,900,863
N. American Trucks	47,357	49,409	46,382	130,662	1,795,120	2,004,841
North American Cars and Trucks	171,756	194,732	155,476	473,110	7,864,428	6,905,704

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.